

## THÈSE DE DOCTORAT

Soutenue à Aix-Marseille Université  
en cotutelle avec l'Université Fédérale de Rio Grande do Sul  
le 17 septembre 2021 par

**Marcos Vinícius Araujo**

### **The social role of sparkling wine in Brazil and France through its social representations**

**Discipline**

Psychologie

**Spécialité**

Psychologie Sociale

**École doctorale**

ED 356 – cognition, langage, éducation

**Laboratoire/Partenaires de recherche**

Laboratoire de Psychologie Sociale

Programa de Pós-Graduação em

Agronegócios

Centro de Estudos e Pesquisas em

Agronegócios



**Composition du jury**

Rafael PECLY WOLTER      Rapporteur

Universidade Federal do Espírito Santo

Jean Louis TAVANI      Rapporteur et Président  
du jury

Université Paris 8

Heber RODRIGUES      Examineur

Plumpton College

Homero DEWES      Invité

Universidade Federal do Rio Grande do Sul

Grégory LO MONACO      Directeur de thèse

Aix-Marseille Université

Kelly Lissandra BRUCH      Directrice de thèse

Universidade Federal do Rio Grande do Sul

UNIVERSIDADE FEDERAL DO RIO GRANDE DO SUL  
CENTRO DE ESTUDOS E PESQUISAS EM AGRONEGÓCIOS  
PROGRAMA DE PÓS-GRADUAÇÃO EM AGRONEGÓCIOS

In international cotutelle agreement with

AIX-MARSEILLE UNIVERSITÉ  
ÉCOLE DOCTORALE COGNITION, LANGAGE, EDUCATION / ED 356  
LABORATOIRE DE PSYCHOLOGIE SOCIALE / EA 849

Marcos Vinícius Araujo

**The social role of sparkling wine in Brazil and France through its social representations**

Thesis presented to the Postgraduate Program in Agribusiness of the Universidade Federal do Rio Grande do Sul in cotutelle with the Laboratory of Social Psychology of Aix-Marseille Université in partial fulfillment of the requirements for the Degree of Doctor in Agribusiness and Doctor in Social Psychology.

Supervisors:

Prof. Dr. Kelly Lissandra Bruch, Brazil

Prof. Dr. Grégory Lo Monaco, France

Porto Alegre

Aix-en-Provence

Marcos Vinícius Araujo

**The social role of sparkling wine in Brazil and France through its social representations**

Thesis presented to the Postgraduate Program in Agribusiness of the Universidade Federal do Rio Grande do Sul in cotutelle with the Laboratory of Social Psychology of Aix-Marseille Université in partial fulfillment of the requirements for the Degree of Doctor in Agribusiness and Doctor in Social Psychology.

Aprovada em 17 de setembro de 2021.

BANCA EXAMINADORA

Heber Rorigues  
Plumpton College

Homero Dewes  
Universidade Federal do Rio Grande do Sul

Jean Louis Tavani  
Université Paris 8

Rafael Pecly Wolter  
Universidade Federal do Espírito Santo

Orientadora - Kelly Lissandra Bruch  
Universidade Federal do Rio Grande do Sul

Orientador - Grégory Lo Monaco  
Aix-Marseille Université

Porto Alegre/Aix-en-Provence

September, 2021

## AFFIDAVIT

Je soussigné, Marcos Vinícius Araujo, déclare par la présente que le travail présenté dans ce manuscrit est mon propre travail, réalisé sous la direction scientifique de Grégory Lo Monaco et Kelly Lissandra Bruch, dans le respect des principes d'honnêteté, d'intégrité et de responsabilité inhérents à la mission de recherche. Les travaux de recherche et la rédaction de ce manuscrit ont été réalisés dans le respect à la fois de la charte nationale de déontologie des métiers de la recherche et de la charte d'Aix-Marseille Université relative à la lutte contre le plagiat.

Ce travail n'a pas été précédemment soumis en France ou à l'étranger dans une version identique ou similaire à un organisme examinateur.

Fait à Porto Alegre, le 17 septembre 2021



Cette œuvre est mise à disposition selon les termes de la [Licence Creative Commons Attribution - Pas d'Utilisation Commerciale - Pas de Modification 4.0 International](https://creativecommons.org/licenses/by-nc-nd/4.0/).

## AFFIDAVIT

I, undersigned, Marcos Vinícius Araujo, hereby declare that the work presented in this manuscript is my own work, carried out under the scientific direction of Grégory Lo Monaco and Kelly Lissandra Bruch, in accordance with the principles of honesty, integrity and responsibility inherent to the research mission. The research work and the writing of this manuscript have been carried out in compliance with both the French national charter for Research Integrity and the Aix-Marseille University charter on the fight against plagiarism. This work has not been submitted previously either in this country or in another country in the same or in a similar version to any other examination body.

Place Porto Alegre, date 17 septembre 2021



Cette œuvre est mise à disposition selon les termes de la [Licence Creative Commons Attribution - Pas d'Utilisation Commerciale - Pas de Modification 4.0 International](https://creativecommons.org/licenses/by-nc-nd/4.0/).

### CIP - Catalogação na Publicação

Araujo, Marcos Vinicius

The social role of sparkling wine in Brazil and France through its social representations / Marcos Vinicius Araujo. -- 2021. 137 f.

Orientadores: Kelly Lissandra Bruch, Grégory Lo Monaco.

Tese (Doutorado) -- Universidade Federal do Rio Grande do Sul, Centro de Estudos e Pesquisas em Agronegócios, Programa de Pós-Graduação em Agronegócios, Porto Alegre, BR-RS, 2021.

1. Cultura do vinho. 2. Produtos simbólicos. 3. Psicologia social do comportamento do consumidor. 4. Negócios do vinho. 5. Status social. I. Bruch, Kelly Lissandra, orient. II. Lo Monaco, Grégory, orient. III. Título.

Elaborada pelo Sistema de Geração Automática de Ficha Catalográfica da UFRGS com os dados fornecidos pelo(a) autor(a).

This thesis has been supported with a PhD scholarship and a research internship abroad by the Brazilian research agency CAPES – Coordenação de Aperfeiçoamento do Pessoal de Nível Superior, financial code 001.

## Abstract

Wine is an ancient social and cultural object. Established first in old world and after in new world. Wine projects different representations in society and is considered a product of social affluence. Champagne is the first sparkling wine of the modern era. Its history started in England and later introduced in French aristocracy and monarch, during Louis XI and Belle Époque times. The product and context of consumption were exported later overworld and reached non-European countries, such as ex-European colonies. In Brazil, the first sparkling wine was produced by Peterlongo Winery in 1918. In the beginning, the name Champagne was a common term to designate sparkling wine until its protection as a Geographical Indication. Nevertheless, the way of consumption has been changing along with the history and new products emerged. Recently, Brazilian sparkling wine consumption had an important rise. In parallel, Brazil also had economic and social development. In this way, this thesis aims to understand how social factors influence sparkling wine consumption and on social representations associated to it in Brazil and France. To reach that objective, we used an interdisciplinary approach and the Social Representation Theory, a theory of knowledge and communication. First, we reviewed the literature and secondary data analysis after we collected the social representation content and then applied a questionnaire of characterization, with sociodemographic questions and latent variables, such as conspicuous consumption and susceptibility to interpersonal influence scales. Champagne has been followed and imitated due to its prestige. New and different types of competing products have been created. In Brazil, even cider occasionally shares similar representations with it. Different terms used to designate sparkling wine are commonly confused by consumers. In Brazil, cider converges more with sparkling wine Moscatel, and Champagne with conventional sparkling wine. In France, Champagne is a different category, and the other terms tend to converge. That different terms diverge socially and reveal social differentiation. Our results show that social representations are organized by culture and social factors, such as social class and origins. It highlights the social role of sparkling wine as a product of social prestige and distinction, considering the different product's types and origin. More elitist or accessible products, in both countries. Therefore, social representations associated with sparkling wine have divergence and convergence according to country of origin, social factors, and the orientation to interpersonal influence or conspicuous consumption. The convergences suggest the influence of old world upon new world wine countries. The divergence suggests the differences between traditional and non-traditional wine countries, such as France and Brazil. Nevertheless, besides sociodemographic factors and consumer's preferences, social representations, and social factors, such as conspicuous consumption and social status, are significant predictors of sparkling wine consumption.

**Keywords:** Wine culture; Symbolic products; Social Psychology of Consumer Behavior; Wine business; Social standing



## Resumo

### O papel social do vinho espumante no Brasil e na França através das representações sociais

Estabelecido primeiro no velho mundo e posteriormente no segundo mundo vitivinícola, o vinho é um antigo objeto cultural e social. Um produto de afluência social, ele projeta diferentes representações na sociedade. O Champanhe, primeiro vinho espumante da era moderna, teve sua história iniciada na Inglaterra, para mais tarde ser introduzido na aristocracia e monarquia francesa, durante o reinado de Luís XVI, nos tempos da “Belle Époque”. O produto, assim como os contextos de consumo, foi exportado para o mundo, chegando aos países não europeus, como Brasil e outras antigas colônias Europeias. No Brasil, o primeiro vinho espumante foi produzido pela Vinícola Peterlongo, em 1918. No início, era-se comumente utilizado o nome Champanhe, para designar o espumante. O uso do nome Champanhe foi proibido após a proteção da Indicação Geográfica. Ao longo dos anos, as formas de consumo foram mudando e novos produtos surgiram. Recentemente, o consumo de vinho espumante no Brasil teve um importante aumento. Paralelamente, também houve um considerável desenvolvimento social e econômico no país. Neste sentido, esta tese tem por objetivo compreender como os fatores sociais influenciam no consumo do vinho espumante e nas representações sociais associadas a ele no Brasil e na França. Para alcançar estes objetivos, utilizamos uma abordagem interdisciplinar e a Teoria das Representações sociais, uma teoria do conhecimento e comunicação. Primeiramente, revisamos a literatura disponível e fizemos uma análise de dados secundários, para então colocar o conteúdo das representações e, por fim, aplicar o questionário de caracterização, com questionário socioeconômico e variáveis latentes, como a escala de consumo conspícuos e susceptibilidade do consumidor à influência interpessoal. Devido ao seu prestígio, o Champanhe tem sido seguido e imitado, tendo surgido novos e diferentes tipos produtos competidores. No Brasil, a sidra ocasionalmente compartilha representações com o vinho espumante. Diferentes termos utilizados para designar espumante são comumente confundidos pelos consumidores. No Brasil, sidra converge mais Moscatel, e Champanhe mais com espumante convencional. Na França, Champanhe é vista como uma categoria a parte, já os demais termos tendem a se convergir. Estes diferentes termos se divergem socialmente e evidenciam diferenças sociais. Os resultados mostram que as representações sociais são organizadas por cultura e fatores sociais, tais como classe e origem social. Isto evidencia o papel social do vinho espumante enquanto produto de distinção social e prestígio, considerando os diferentes tipos e origem dos produtos, sendo eles mais acessíveis ou elitista, em ambos os países. Portanto, as representações sociais associadas ao vinho espumante divergem ou convergem de acordo com o país de origem, fatores sociais e à orientação à influência interpessoal ou ao consumo conspícuo. As convergências sugerem uma influência dos países do velho mundo sobre os países de novo mundo. As divergências sugerem as diferenças entre países vitivinícolas tradicionais e não tradicionais, como Brasil e França. Não obstante, apesar dos fatores sociodemográficos e preferências dos consumidores, as representações sociais e fatores sociais, tais como consumo conspícuos e status social, são preditores significantes para o consumo de vinho espumante.

**Palavras-chave:** Cultura do vinho; Produtos simbólicos; Psicologia social do comportamento do consumidor; Negócios do vinho; Status social.

## Résumé

Etablis d'abord dans l'ancien monde et plus tard dans le nouveau monde vitivinicole, le vin est un ancien objet culturel et social. Un produit d'affluence sociale, il projette différentes représentations dans la société. Le Champagne, premier vin effervescent de l'ère moderne, a commencé son histoire en Angleterre, pour ensuite être introduit dans l'aristocratie et la monarchie françaises, sous le règne de Louis XVI, pendant la Belle Époque. Le produit, ainsi que les contextes de consommation, ont été exportés vers le monde, atteignant des pays non européens, comme le Brésil et d'autres anciennes colonies européennes. Au Brésil, le premier vin effervescent a été produit par la Maison « Peterlongo », en 1918. Au début, le nom Champagne était couramment utilisé pour désigner le vin effervescent. L'utilisation du nom Champagne a été interdite qu'après la protection de l'indication géographique. Au fil des années, les modes de consommation ont évolué et de nouveaux produits sont apparus. Récemment, la consommation de vin effervescent au Brésil a connu une importante augmentation. Dans le même temps, le pays a également connu un développement social et économique considérable. À cet effet, cette thèse vise à comprendre comment les facteurs sociaux influencent la consommation et les représentations sociales associées au vin effervescent au Brésil et en France. Pour atteindre ces objectifs, nous utilisons une approche interdisciplinaire et la théorie des représentations sociales, une théorie de la connaissance et de la communication. Tout d'abord, nous avons fait une revue de la littérature disponible et une analyse des données secondaires, puis collecté le contenu des représentations et, enfin, appliqué le questionnaire de caractérisation, avec un questionnaire socio-économique et des variables latentes, telles que l'échelle de consommation ostentatoire et l'échelle de sensibilité des consommateurs à l'influence interpersonnelle. Les résultats montrent que, en raison de son prestige, le Champagne a été suivi et imité, et de nouveaux et différents types de produits concurrents sont apparus. Au Brésil, le cidre partage parfois des représentations avec le vin effervescent. Les différents termes utilisés pour désigner ce type de vin sont souvent confondus par les consommateurs. Au Brésil, le cidre converge davantage avec le vin effervescent Moscatel et le Champagne avec le vin effervescent conventionnel. En France, le Champagne est considéré comme une catégorie à part, tandis que les autres termes tendent à converger. Ces différents termes divergent socialement et révèlent des différences sociales. Les résultats montrent que les représentations sociales sont organisées par culture et facteurs sociaux, tels que la classe et l'origine sociale. Cela met en évidence le rôle social du vin effervescent en tant que produit de distinction sociale et de prestige, compte tenu des différents types et origines des produits, qu'ils soient plus accessibles ou élitistes, dans les deux pays. Ainsi, les représentations sociales associées au vin effervescent divergent ou convergent selon le pays d'origine, les facteurs sociaux et l'orientation à l'influence interpersonnelle ou à la consommation ostentatoire. Les convergences suggèrent une influence des pays du vieux monde sur les pays du nouveau monde. Les divergences suggèrent les différences entre les pays viticoles traditionnels et ceux non traditionnels, comme la France et le Brésil. Néanmoins, malgré les facteurs sociodémographiques et les préférences des consommateurs, les représentations sociales et les facteurs sociaux, tels que la consommation ostentatoire et le statut social, sont des prédicteurs significatifs de la consommation de vin effervescent.

**Mots-clés :** Culture du vin ; Produits symboliques ; Psychologie sociale du comportement des consommateurs ; Commerce de vin ; Statu social.

## **Dedication**

I dedicate this thesis to all young dreamers, who are fighting for a better future, to all people who fight for public policies that allow access to the public, free, and quality higher education in Brazil. I also dedicate this thesis to my parents and sisters, who have always supported me.

### ***Dedicatória***

*Dedico este trabalho a todos os jovens sonhadores, que lutam por um futuro melhor, a todos que lutaram e lutam por políticas públicas que favorecem o acesso ao ensino superior público, gratuito e de qualidade no Brasil. Também dedico esta tese aos meus pais e minhas irmãs, que sempre me deram suporte e apoio.*

## Acknowledgment

*Uma extensão em português está disponível abaixo.*

*Une extension em français est disponible en bas.*

This thesis was possible due to Brazilian public funding. I thank everyone who fights and defend the free access, quality, and public education. That public investments allows my and the access of many Brazilians and French. I thank the Coordenação de Aperfeiçoamento do Pessoal Superior (CAPES) the fellowship accorded to me by the “Programa de Demanda Social”, that financed my Ph.D. during my time in Brazil, and the fellowship during my stay in France, by the “Programa de Doutorado Sanduíche”. I also thank CAPES by the fellowship according through the program “Ciências sem Fronteiras”, during my undergraduate. That program allows me to be fluent in French, learn Spanish and English, current languages used to do that thesis, and made possible the Cotutella agreement between Aix-Marseille Université and the Universidade Federal do Rio Grande do Sul.

I thank the Center for Studies and Researches in Agribusiness (CEPAN) and the Post-graduation Program in Agribusiness of the Federal University of Rio Grande do Sul, for all support during my master, my Ph.D. thesis and my cotutelle agreement. The laboratory of Social Psychology of the Aix-Marseille University, for the support and reception during my period in France. In special, I would like to thank my advisors, Kelly Bruch and Grégory Lo Monaco for all support and guidance. I also thank Professor Homero Dewes for all support and to have encouraged us to learn and improve our English skills during the master and doctoral classes. This thesis wrote in English is a result of your encouragement to our personal and professional development.

I thank to the Brazilian wine sector, for all data furnished. The General Coordination of Wine and Beverage of the Brazilian Ministry of Agriculture (MAPA), in special the coordinator Carlos Müller and Luciana Pich, for the reception and support during my coordination and participation at the Brazilian Technical Commission of Vine and Wine (CTBVV), and for the appointment as scientific expert at the International Organization of Vine and Wine. That participations and discussions helped to improve and work and my vision about the wine sector. I also thank my colleagues from other delegations and commission and the International Organization of Vine and Wine for the furnishment of data about the wine sector and sparkling wine market.

I thank the Federal University of Rio Grande do Sul (UFRGS) for all support. In special, I thank the Zenit – Science Park, for the reception in 2017 and the opportunity to work as communication manager and the possibility to improve my professional skills, In Special Professor Marcelo Lubachevski, Professor Daniela Brauner and Professor Aurora Zen. I thank immensely the Secretary of E-Learning education (SEAD-UFRGS) for the opportunity to work in 2017, in special to Alexandra Lorandi, for all contribution and adviser in my academic life and friendship. Both works helped me during my first years of Ph.D. without fellowship.

I thank the Research Group of Entrepreneurship, Innovation, and market (GPEI) in

special Professor Daniela Callegaro, for all support, adviser, and friendship during my master and doctoral thesis, as well as my colleagues Athos, Martiele and so many friends I did during my participation. Thank you for the support, partnership, and wine glass shared during these years.

I thank my professors, a long my academic journey you became friends, advisers, and examples for me. Your I my guidance to do my best and to contribute to other formation. In special my professors from the Instituto Federal Goiano – Campus Ceres, ancient Escola Agrotécnica Federal de Ceres, where I started to dream to become a Doctor and follow my professor's pathway.

***Portuguese extension:***

Agradeço ao meu grande suporte, minha família. Agradeço à minha mãe por todo apoio, todo amor e todo cuidado durante toda minha formação acadêmica, em especial aos últimos meses de tese, que me acolheu e cuidou-me enquanto terminava a escrita. Agradeço ao meu pai, pelo apoio emocional e financeiro e às minhas irmãs, por todo apoio e incentivo durante toda minha vida.

Agradeço aos meus amigos pela força, pela acolhida, pelas cervejas, risadas e momentos que vivemos durante esse tempo. Em especial, agradeço aos amigos que foram minha família nesse período, dividindo não só a amizade, mas também o nosso lar, refeições, afetos... Agradeço à Marina e ao Pedro, pela convivência em 2017 e 2018, nosso lar era um espaço de muito amor, foi mais fácil lidar com a vida ao lado de vocês. Agradeço ao Érico pela acolhida em 2020, nossa casa e convivência abrandaram a dificuldade de se escrever uma tese em meio à uma pandemia. Agradeço aos meus amigos Bianca e Augusto pelos meses de convívio na “baia”. Agradeço aos meus amigos de Porto Alegre, sem citar nomes, para não ser injusto e esquecer alguém, desta lista tão grande. A cidade que me acolheu, só foi incrível porque vocês estavam nela comigo, nos cafés, nos encontros despreziosos na rua, nos passeios de bicicleta, nos estudos nas bibliotecas, nos espaços da UFRGS, nos parques e praças, durante as refeições no Restaurante da UFRGS, pelas conversas e amores trocados à distância durante a pandemia. Aos meus amigos da vida, que conheci em outras cidades, meu amigo Rafael Alves e Débora, por sempre me apoiarem em minhas conquistas. Minha psicanalista Rebeca Katz, por me ajudar no autoconhecimento e nesse processo de amadurecimento nestes últimos anos.

Agradeço aos meus grandes amigos nestes últimos meses de doutorado, a Camila e o Glênio, por estarem sempre à disposição quando eu mais precisava, auxílios na estatística, na ansiedade, ajudando-me a aguentar essa barra. À minha irmã de orientação Marielen, por todo apoio e amizade, por estar sempre por perto quando eu precisava. À minha amiga Martiele, pelo companheirismo e parceria durante a tese e o mestrado. À Débora, que sempre esteve ao nosso lado como secretária do programa, sempre dando um suporte incrível, principalmente no processo de cotutela, mas também por sua amizade e companheirismo, enquanto colega de doutorado.

Gostaria de agradecer imensamente minha grande amiga e orientadora Kelly Bruch. Sua acolhida, amizade, orientações, apoio e indicações, para que eu pudesse traçar o meu caminho, profissional e pessoal. É uma honra ter sido seu orientado no mestrado e doutorado. Fico muito feliz em ter cultivado essa amizade, seus ensinamentos me foram muito preciosos.

***French extension:***

Je tiens à remercier à tous mes amis pendant mon séjour en France. Vous étiez énormes, ce temps était beaucoup plus agréable après vous avoir rencontré. Je tiens à remercier mes copines brésiliennes, celles que depuis mon arrivée nous avons partagé des beaux moments ensemble et qui était toujours à l'écoute de mes soucis académiques. Merci Natalia, Tainah, Yuska et Tatiana.

Je remercie énormément mes amis du LPS, pour l'accueil et l'amitié pendant cette période, soit au laboratoire ou autour d'un verre. Je remercie également mes amis d'Aix-en-Provence qui aussi été un support pour moi. Merci Christophe, Samuel, Florian, Marie-Anne, Sara, Alex, Nikos... vous avez fait ma cotutelle inoubliable.

Encore, je remercie à tous et toutes membres du Laboratoire de Psychologie Sociale. Merci à l'ancien directeur, Thémis Apostolidis, et l'actuelle directrice, Valérie Fontiat, pour votre bienveillance pendant mon séjour en présentiel au Laboratoire.

Un grand merci à mon directeur de thèse, Grégory Lo Monaco, pour m'avoir fait confiance et m'avoir accueilli en France pour cette cotutelle. Je te remercie aussi pour toute aide dans mon immersion dans la Théorie des Représentations Sociales et dans la psychologie sociale pendant mon doctorat.

## Epigraph

*“É muita luxúria, meu irmão!*

*Vai tomar um banho de champagne  
Vai tomar um banho de Chandon filha  
Vai tomar um banho de Chandon  
Vai tomar um banho de champagne filha*

*Champagne não foi feito pra beber  
Champagne foi feito pra se banhar  
Champagne não foi feito pra beber  
Champagne foi feito pra se banhar”*

Trecho da música “Banho de Champanhe”, Banda Luxuria.

*"It is a lot of lust, my buddy!*

*Go take a champagne shower  
Go take a Chandon's shower, daughter  
Go take a Chandon's shower  
Go take a champagne shower, daughter*

*Champagne was not made to drink  
Champagne was made to bathe  
Champagne was not made to drink  
Champagne was made to bathe"*

Extract from the Banda Luxúria's music "Champagne shower."

Le héros de ce roman, un homme désespéré, décide, le jour de ses cinquante ans, d'annuler tous ces rendez-vous afin d'essayer de savoir où il en est. Il voudrait changer de vie, de métier, de femme, de ville, et même d'époque ! "Je refuse, se dit-il, le côté vomitoire de celui qui se penche sur son passé, je veux m'élancer vers le futur".

Extrait du livre « Trois jours chez ma mère », de François Weyergans

*O herói deste romance, um homem perturbado, decide, aos cinquenta anos, cancelar todas suas reuniões para tentar descobrir em que ponto da sua vida está. Ele queria mudar sua vida, sua profissão, sua esposa, sua cidade e até mesmo sua época! "Recuso-me, disse a si mesmo, o lado do vômito de quem olha para o passado, quero me jogar no futuro."*

Trecho do livro "Três dias na casa da minha mãe", de François Weyergans



## List of content

Abstract .....	8
Resumo .....	9
Résumé .....	10
Dedication .....	11
Acknowledgment .....	12
Epigraph.....	15
List of content .....	17
General introduction.....	19
Objectives .....	21
General objective .....	21
Specific objectives .....	21
Chapter 1 – Theoretical approach .....	22
1.1 Wine Culture.....	22
1.1.1 Sparkling Wine Culture.....	23
1.1.2 Sparkling Wine Consumption.....	27
1.1.3 Wine and social standing .....	29
1.2 Social representation theory .....	30
1.2.1 The formative process of social representations.....	31
Chapter 2 - The phenomenon of Moscatel sparkling wine in Brazil .....	34
2.1 Introduction .....	34
2.1.1 The emergency of sparkling wine .....	35
2.2 Method .....	37
2.3 Results.....	38
2.3.1 The sparkling wine in Brazil .....	38
2.4 Discussion .....	40
Chapter 3 - The different representations of sparkling wine, convergences, and divergences between designation in Brazil and France. ....	42
3.1 Introduction .....	42
3.2 Method .....	43
3.2.1 Participants .....	43
3.2.2 2.2 Procedure .....	43
3.2.3 2.3 Data analysis .....	44
3.3 Results.....	44
3.4 Discussions.....	46
Chapter 4 - Social mobility and the social representation of sparkling wine in Brazil and France.....	48
4.1 Introduction .....	48
4.1.1 Social mobility and sparkling wine consumption.....	48
4.1.2 The Theory of Social Representations.....	50
4.1.3 Summary and hypothesis.....	51
4.2 Method.....	52
4.2.1 Procedure .....	53
4.2.2 Data analysis .....	53
4.2.3 Correspondence Factor Analysis (CFA) .....	54
4.3 Results.....	54
4.4 Discussion .....	56
4.5 Conclusions.....	58

<b>Chapter 5 - Champagne shower: the social role of sparkling wine consumption in Brazil and France .....</b>	<b>59</b>
<b>5.1 Introduction .....</b>	<b>59</b>
<b>5.2 Conceptual background .....</b>	<b>59</b>
<b>5.3 Hypothesis .....</b>	<b>62</b>
<b>5.4 Method .....</b>	<b>62</b>
<b>5.4.1 Procedure .....</b>	<b>62</b>
<b>5.4.2 Pre-test.....</b>	<b>62</b>
<b>5.4.3 Participants .....</b>	<b>62</b>
<b>5.4.4 Measures .....</b>	<b>63</b>
<b>5.4.5 Data analysis .....</b>	<b>64</b>
<b>5.5 Results.....</b>	<b>65</b>
<b>5.5.1 Social representation clusters.....</b>	<b>65</b>
<b>5.5.2 Country differences.....</b>	<b>67</b>
<b>5.5.3 Correlation analysis .....</b>	<b>68</b>
<b>5.5.4 Binary Logistic Regression analyses for sparkling wine consumption .....</b>	<b>71</b>
<b>5.6 Discussion .....</b>	<b>73</b>
<b>5.7 Conclusion .....</b>	<b>77</b>
<b>Final considerations .....</b>	<b>79</b>
<b>Implications and future research .....</b>	<b>80</b>
<b>References .....</b>	<b>82</b>
<b>List of tables .....</b>	<b>100</b>
<b>List of figures .....</b>	<b>101</b>
<b>Annex and appendices .....</b>	<b>102</b>
<b>A. Resumo substancial em português .....</b>	<b>102</b>
<b>B. Résumé substantiel en français .....</b>	<b>106</b>
<b>C. Questionnaire 1 – Social representation content collection - French version ..</b>	<b>111</b>
<b>D. Questionnaire 1 – Social representation content collection – Portuguese version</b>	<b>118</b>
<b>E. Questionnaire 2 – Sparkling wine behavior and conspicuous consumption – French version.....</b>	<b>126</b>
<b>F. Questionnaire 2 – Sparkling wine behavior and conspicuous consumption – Portuguese version.....</b>	<b>132</b>

## General introduction

Wine is an ancient cultural object. It follows the history of civilizations from 8,000 years ago, comes throughout this period being domesticated and researched for its development (McGovern, 2007). A history presented from biblical writings and other ancients' documents and arts. The earliest trace of wine history was found in Georgia 7,000 years ago. When Europe and the Near East abandoned the pastoral style and began to practice agriculture and hunting, develop language, writing, crafts, and produce the first pots. There is also evidence in Mesopotamia, 3000 years B.C., a region that developed a rich urban civilization, and in Georgia, 7000 or 5000 years B.C. (Johnson, 1989). Wine and beer were the initiations of humanity in alcohol beverage consumption (Johnson, 1989). According to the author, just a privileged minority had access to wine consumption. Since that time, when grape must and cereals fermented and originated beer and wine, it existed a cultural relation between wine and society (Mouret, Lo Monaco, Urdapilleta, & Parr, 2013). The elaboration process, aging, and all transformation process ameliorated the wine. However, religious belonging and social context made wine a cultural object (Johnson, 1989) (JOHNSON, 1989). Those are contexts that influence what people think about wine (Mouret et al., 2013). In this way, wine projects different images into society and generates different representations (Simonnet-Toussaint, Lecigne, & Keller, 2005) throughout history.

Since its inception, wine is considered a product of social prestige. The alcohol drinking experience, i.e., beer and wine, was reserved for a privileged minority (Johnson, 1989). For the author, it accompanies humanity in its achievements, progress, and periods of decline. Wine becomes a cultural product and a phenomenon of civilization.

In the same way, sparkling wine is also a cultural product. The product has a special place in the wine sector, principally the French, Champagne, Italian, Prosecco, and the Spanish, Cava (Liger-Belair & Rochard, 2008) important traditional producers regions. Nevertheless, the history of sparkling wine started before Champagne, Prosecco, and Cava, or the sparkling wine history such as we know today. The older sparkling wine was made using the ancestral method, in French "méthode ancestrale" or "méthode rurale". That is the oldest method of sparkling wine elaboration, predating the traditional method (Ortega, 2017). The history predates the 77s, with Pliny the Elder, who has mentioned about the fizziness in wine, Aigleucos wine, at Vonconces, actual Clairette de Die AOC (Duteurtre, 2010; Liger-Belair & Rochard, 2008; Pliny, 1831). This method is more artisanal and needs more effort. The industrial method superseded it because of the need for quantity and quality sparkling wines (Faith, 2016). The modern history of sparkling wine started with Champagne and the process of industrialization of wine. Champagne started as a red wine without bubbles. The history started before the bubbles and became famous when Champagne wine started to sparkle. It is the beginning of the modern era of sparkling wine. Bubbles were the "problem" of the product (Forbes, 1967).

Besides the importance of European countries in sparkling wine production, emergent countries grew their importance in consumption and production. According to the OIV report "Global sparkling wine market," from 2002 to 2018, sparkling wine production increased 57 %,

reaching the milestone of 20 billions liters (OIV, 2020). OIV shows the prominence of emerging countries, with a significant production and consumption rise.

In Brazil, sparkling wine history begins with Champagnes' introduction into the country, such as other wine imported into the Brazil colony. The first Brazilian sparkling wine was made in 1913 by Peterlongo winery, which imported yeasts and white grape varieties from France (Cabrini, 2018). In the beginning, sparkling wines made in Brazil were still called "Champagne from Brazil." However, with the Brazilian industries' modernization, foreign wineries settled in the country and started to make more competitive wines and adopted the term "sparkling" (Ferreira & Ferreira, 2016).

In recent years, Brazilian sparkling wine is gaining notoriety, better quality, and more quantity. The highlight is for sparkling wine Moscatel, exponentially rising in last years (Araujo, da Silva, & Bruch, 2019). This evolution goes along with Brazilian economic growth during the same time. The new Brazilian middle class is an affluent class with more purchasing power (Cavusgil & Kardes, 2013). Nevertheless, different from France, sparkling wine is still not very well known by some Brazilians.

In this way, this thesis aims to understand how social factors influence sparkling wine consumption and representations and its different social roles in Brazil and France.

## **Objectives**

### **General objective**

- This thesis aims to understand how social factors influence sparkling wine consumption and representations in Brazil and France.

### **Specific objectives**

- Elucidate the bases and social context of sparkling wine in Brazil.
- Compare the differences between social representations associated with the different terms used to designate sparkling wine in Brazil and France.
- Understand how culture and social status influence the organization of social representations associated with sparkling wine in Brazil and France.
- Analyze how social standing and social representations explain sparkling wine consumption in Brazil and France.

## Chapter 1 – Theoretical approach

### 1.1 Wine Culture

Wine is a cultural product brought by the colonization process from Europe to Brazil, mainly in catholic and family rituals (Ferreira & Ferreira, 2016). Wine has a social, religious, cultural, and political usage throughout world history (Garrier, 1998). Since the Greco-Roman periods, wine is present in Western Europe and constitutes the regions' history, culture, and civilization. In France, there have been reports of wine consumption in Marseille since approximately 600 B.C. That is the beginning of wine production in France, after in Spain, Germany, and other countries (Johnson, 1989).

Wine history in France predates Roman colonization. It started with Romans, Celts, and Gauls (Johnson, 1989). Wine appeared in southern France and went up north, following French civilizations' development, conflicts, and history. The wine was already a product of prestige. The "Gaulois," an ancient tribe that lived in France, was known for their passion for wine. For this reason, wine introduction was easier, even before the Roman invasion (Garrier, 1998; Johnson, 1989). However, at this time, wine consumption was reserved to some social groups, such as higher classes, and beer to lower classes (Garrier, 1998). Thenceforth, wine has been established in different France regions, with different characteristics, types, and strains. Today, France is one of the most important wine producers and consumers, competing directly with Italy in production and EUA in consumption (OIV, 2019). France is the most significant wine consumer *per capita*, consuming 6.74 liters in 2018, dropping consumption, comparing with 1960, with 20,561 (NationMaster, 2020).

European countries, such as France, are considered "Old-world wine" because of the long history and wine establishment. In another way, Brazil and other American countries are called "New-World wine" with more recent wine history after European colonization (Banks & Overton, 2010). Beyond new and old-world wine, we have the separation in traditional and non-traditional world wine (Rodrigues et al., 2020). Brazil is considered a new-world wine and non-traditional country. France is considered an old-world wine and traditional country.

Old-world wine exported this culture to regions considered today as a new-world and new-new-world wine with different techniques and habits of consumption and production. Old-world is represented mainly by southern and western European countries, such as France, old and traditional techniques, and the new world, by colonized countries (Banks & Overton, 2010). e.g., United States, Chile, Australia, South Africa, New Zealand, Argentina, and Brazil, which are characterized by innovative and non-conservative elaboration techniques. In France, for example, wine is part of the culture and history, part of national identity (Mouret et al., 2013).

From that processes, new frontiers of production and consumption have settled. Nevertheless, wine production and consumption in Brazil are distinguished from Europe and some New World countries. Banks and Overton (2010) present particularities for developing

countries, where production was only for local markets (local elites), and, after adopting new and more modern technologies, they reoriented to quality and export markets. The authors show that new forms of consumption in these countries also pressure production. Since 2002, Brazilian income increase suggests changes in consumer habits, principally to better wines (Almeida, Bragagnolo, & Chagas, 2015). Wine is associated with affluence (Hart, Smith, Upton, & Watt, 2009) and social distinction (Beckert, Rössel, & Schenk, 2017a; Lo Monaco, Tavani, & Codaccioni, 2020). Following the middle-class growth, the market developed rapidly. There were investments and peoples' migration between regions and companies. New wine styles emerge for new consumers. In another way, a new designation appears, separating new and old-world wine and traditional versus non-traditional wine countries, because traditional and non-traditional better explain the differences between wine representations into countries (Rodrigues et al., 2020).

Europe and North America still dominate the global wine consumption, but new countries are emerging in this scenario (Overton, Murray, & Banks, 2012). Globalization induced convergence of taste, principally in European countries, influenced by cultural convergence (Aizenman & Brooks, 2008). It provokes a change in beverage consumption behavior. It also happens in Latin America, even at a slow rate (Aizenman & Brooks, 2008). Globalization plays an important role in wine consumption. More connection, whether through tourism, cultural globalization, migration, communication, contributes to homogenization of lifestyle, taste, and consumption expansion in no-producers regions (Colen & Swinnen, 2016). These changes are aligned with the modern process of globalization. The changes in production and consumption systems, and culture, lifestyle, and consumer habits became ephemeral and no more perennial as before (Bauman, 2013).

The exportation of sparkling wine has a significant rise during modern wine globalization, principally in France, because of export business engagement (Chevet, Fernández, Giraud-Héraud, & Pinilla, 2018). According to the author, the Europeans' mass emigration to the Americas during the first wave of globalization influenced the increasing demand for French wine because that population originates in countries where wine was a mass consumption product. In other countries, Champagnes was not a mass consumption product but a luxury product to a privileged consumption (Chevet et al., 2018). The European ancestry and the affluence of Brazilian suggest the rise of sparkling wine consumption due to wine globalization.

### **1.1.1 Sparkling Wine Culture**

In the same direction of wine, sparkling wine is also a product established in Europe, principally in France, with Champagne, that migrated to other countries. Different from conventional wine, the history and reputation of sparkling wine are more recent. The history of sparkling wine predates Champagne creation (Liger-Belair & Rochard, 2008), but with a contradictory history, Dom Perignon is known as the "creator" of Champagne (Forbes, 1967; Johnson, 1989; Kladstrup & Kladstrup, 2006). The sparkling wine appears in wine history as a

mistake due to the second natural fermentation in bottle or barrel, which generates carbon dioxide on the product. Its beverage is characterized as an extravagant wine with bubbles and by the cork explosion. Sparkling wine appears as an expensive alternative due to the complex production and establishes itself first among the French aristocrats (Musset, 2009). Sparkling wine was a wine defect, and Dom Perignon tried to control that defect existent in Champagne wine for years. Sparkling wine does not appear in the French region Champagne. The processes of double fermentation, bottling, and even the great success of sparkling wine was discovered in England, with Champagne wine imported, and then in France, in 1700. United Kingdom is still today the largest Champagne market (Lecrosnier–Wittkowsky, 2015).

Sparkling wine is a continuation of wine fermentation. There are different methods: Charmat, Traditional or Champenoise, Asti or Ancestral or Rural, and so forth (Liger-Belair & Rochard, 2008). Champagne is born when winemakers accepted the second fermentation of Champagne.

Yeasts are sensitive creatures, and in very cold weather, they wisely go to sleep. In a northern climate, such as that of the *Falaises*, where the grapes ripen and are pressed in the late autumn, their slumbers often create the following situation: the yeasts have not finished converting the sugar when the winter cold sends them to sleep so that although the conversion has proceeded far enough for the grape-juice to have become wine, that wine still contains sugar and yeasts. In the spring, when warm weather returns, the yeasts wake up, realize that they still have a little sugar to play with, attack it, and convert it as before into alcohol and carbonic acid gas. The alcohol mixes with the wine, and the carbonic acid gas produces bubbles: it was these bubbles, this disturbance, that regularly each spring mystified and often alarmed people before Dom Pérignon's time (Forbes, 1967, p. 40).

Dom Pérignon is considered Champagnes' father, but his efforts were principally to control that process. Before accepting sparkling, Champagne was already known as the juice that "*causes the cup to gleam with the brightness of pearls*" (Forbes, 1967). In our days, Champagne is more than a second fermentation process. During these times, the method was ameliorated with many contributions and experiments.

France has a long history with wine and sparkling wine. Today, it is one of the biggest wine and sparkling wine producers and consumers (OIV, 2019, 2020). With an ancient history in production and consumption (Demossier, 2010). France consumed wine before the Roman invasion when France started elaborating wine, a French romanization marker (Garrier, 1998). The wine history blend with French history. History of internalization, politics, monarchy, warm, and French people's constitution (Johnson, 1989). Wine is part of French identity (Mouret et al., 2013). The tradition is not just to red wine, such as Bordeaux and Burgundy wine, but principally the most famous sparkling wine, the Champagne. Champagne remains the most important sparkling wine of the wine sector, and France is the most important producer of sparkling wine, followed by Italy, with prosecco (OIV, 2020). In the same report, Brazil figures with the emergent countries of sparkling wine.

In Europe's expansion, the process of land appropriation by man, also seen as Europeanization, new territories were occupied and dominated. The flows begin to circulate even faster. The Images and representations are increasingly homogeneous between world



regions, without excluding the individual's particularities (Defarges, 1997). In this process, as a cultural object, the wine follows the flows of globalization, from colonization of new world countries to recent movements, such as decolonization and increase in information flow and communication.

Brazilian wine culture begins with Portuguese and Jesuits, passing by Italians and Germans' arrival, then, the sector consolidation and professionalization. The sector passed the Brazils' manufacturing industry's prohibition. When Germans and Italians arrived in Brazil, wine elaboration changed to American varieties. Later, with the modernization of the sector, migrates to the elaboration of fines wines from *Vitis Vinifera* grapes. At that time, production gains more national and international visibility (see Ferreira & Ferreira, 2016). According to the author, the early twentieth century is the beginning of modern winemaking in Brazil, when it begins sparkling wines elaboration in Brazil, in 1913, by Peterlongo Winery (Cabrini, 2018). Wine consumption in Brazil is still under international influence. Brazil is the 15th largest wine producer and the 17<sup>th</sup> largest wine consumer globally (OIV, 2019). In recent years, national products increased about 166% in commercialization between 2005 and 2017 (Araujo, da Silva, et al., 2019). A culture developed with Portuguese arrival in Brazil, especially by Catholic Church customs, has since used wine in its celebrations. It intensified with Italians and Germans' arrival in the Southern Brazilian region and later with multinational companies in the sector (Ferreira & Ferreira, 2016).

After wine sector modernization in Brazil, principally in the southern, with multinational companies, the culture of production and consumption spreads to other Brazilian regions. New wineries emerge, the national product begins to gain visibility, with awards and competitiveness concerning imported ones. The national products begin to meet the national demand by price and quality, which can be perceived by increasing the domestic market, especially sparkling wines. Market data evidence the growth of wine, and principally sparkling wine consumption in Brazil (SISDECLARA-IBRAVIN, 2017). The most important rise is to the Brazilian Moscatel Sparkling wine, with 417%, between 2005 and 2017, but still with a not very significant volume, comparing to France. On the other hand, the consumption of imported sparkling wine increased by only 104% (SISDECLARA-IBRAVIN, 2017). However, fell studies look for an explanation why Brazilians are consuming more sparkling wine.

After the second war, Brazil experienced an increase in income inequality. However, since 1990 the per capita income increased, in parallel, increasing goods consumption (Wogart, 2010). This phenomenon accompanies the Brazilian affluent middle-class rise, with more income and spending across other product/service categories (Cavusgil & Kardes, 2013). It changed Brazilian drinking habits. These changes are also present in other countries but with different intensities. In Europe, the case of beer and wine is seen as a cultural convergence and taste. That is also happening in Latin America, but more slowly, and may be linked to the delay in opening markets (Aizenman & Brooks, 2008). In Brazil, the income rise suggests this change in demand for better quality wines (Almeida et al., 2015). It may also be evidence for the increase in sparkling wine consumption. In France, wine consumption decreases, principally because of health concerns (Vecchio et al., 2017). Young French perceived wine as

old-fashioned and prefer other drinks (Castellini & Samoggia, 2018). However, sparkling wine consumption, as “Crémants” and imported ones, is increasing in France (Arribard, 2015), more affordable than Champagne. That phenomenon also occurs in the United Kingdom. The country is one of the leading importers of Champagne, but recently sparkling wine Prosecco gained visibility. One possible reason is its image as a cheaper alternative to Champagne, “a luxury of the day to day” (Blair, 2017). Is that rise linked with a new context of sparkling wine consumption? How can we compare the consumption of Brazilian and French?

Sparkling wine consumption became a worldwide phenomenon, principally in emergent markets. The International Organization of Vine and Wine (OIV) indicates the increase in volume and value of effervescent wines. On the other hand, after a period of decline, there is stagnation of wine consumption in European countries, traditional wine producers, and consumers (OIV, 2017). Recently, OIV presented a new report that shows the evolution of the sparkling wine market at the beginning of the XXI century. Although traditional countries, i.e., France, Italy, EUA, keep the top position of consumption and production. Other countries figure now as the emergent countries of sparkling wine, such as Australia and Brazil (OIV, 2020). The difference now overpasses the notion of old and new world wine. The most important difference is between traditional and non-traditional wine countries, such as Brazil and France (Rodrigues et al., 2020).

Nevertheless, new contexts and practices are related to sparkling wine consumption. Sparkling wine is becoming an everyday beverage and not a seasonal drink. The product is presented in music with a luxury product, ostentation, and a visual product, a female beverage. At parties, the product is used as a “Champagne Shower,” with fireworks. The song of Taylor Swift, for example, shows the famous proverb “Champagne problem,” a rich dilemma compared with poverty and disasters, for example, are not big deal (Urban Dictionary, 2011). In Brazil, called the “white people problem” means an elitist and trivial problem. In this way, Champagne occupies an elitist place, reinforced by its use as a “champagne shower,” when it opened not just to drink but to do a shower of Champagne. Presented in LMFAO music as a seduction tool to an unforgettable party night, when used to “Champagne shower,” or by Brazilian musicians, Banda Luxuria, that affirm “Champagne is not to drink, is to shower.” In this case, sparkling wine is showed not as just a beverage but as a party feature. Nevertheless, those representations are not a novelty. The beginning of Champagne was after the death of Louis XIV, in 1715,

“his nephew Philippe, Duc d’Orléans became Regent of France, Louis XV being then only five years old, and the country at once embarked upon one of the most frivolous, extravagant, rip-roaring decades in its history.

The orgies of the Palais Royal, where the Regent lived surrounded by gay roués and fast young women, were an open secret in Paris, and the pursuit of pleasure was the main aim of all classes of society. That was the era of gallant abbés, powdered dandies, Bouchers’ pink-and-gold goddesses rustling in silks and taffetas of fortunes won and lost at cards overnight, of gourmets and heavy drinkers, above all of the “*petit soupers*.” And what finer springboard to fame could sparkling Champagne have wished for than the candle-lit *petits suppers* of the Regency? (Forbes, 1967, p. 131).

Louis XV commissioned by Nicolas Lancret in 1734, Jean-François de Troy painted *The Oyster Dinner*, one of the first paintings where Champagne appears (figure 2.3). The painting shows a dinner event, with men drinking Champagne and amusing. The painting also has a cork on the air after the Champagne bottle explosion. Throughout history, Champagne keeps the famous and fancy position, but other sparkling wines emerged, and new classes started to consume. Today, ostentation and amusement remain, with new arrangements, as we can see on pictures and music that show sparkling wine as visual products. In this way, do sparkling wine plays a social role? What means to consume sparkling wine? What means de new lecture on sparkling wine consumption? Do sparkling wine a conspicuous role or social distinction? Or just a product for amusement? What is the symbolic aspect of sparkling wine?

### Figure 0.1

*The Oyster Dinner*, Jean-François de Troy, 1679.



Note: Photo from R. G. Ojéda , Réunion des musées nationaux (2010).

### 1.1.2 Sparkling Wine Consumption

Consumer behavior is influenced by five main factors: culture, social, personal, psychological, and consumer (Kotler & Armstrong, 1995). According to the authors, culture is related to social class, subculture, and culture; social by references groups, family, and social status; personal by age, occupation, lifestyle, etc.; psychological by motivations, perception, learning, and beliefs consumer. In the case of wine, consumers evaluate wine quality using intrinsic and extrinsic cues (Cerjak, Tomić, Fočić, & Brkić, 2016; Charters & Pettigrew, 2007; Lo Monaco, Tavani, et al., 2020; Révillion et al., 2007; K. P. Wiedmann, Hennigs, Behrens, & Klarmann, 2014). Intrinsic attributes are measures to evaluate sparkling wine quality relate to functionality and physical aspect (Cerjak et al., 2016). These are sensory characteristics, such

as appearance, age, and pleasure, and paradigmatic aspects. Extrinsic attributes are more related to the reputation of wine, such as country-of-origin, region-of-origin, grape variety/wine type, brand reputation, store reputation, harvest year or aging, certification, recommendations, promotion, and price (Cerjak et al., 2016). The method, style, and type of sparkling wine strongly influence consumer perception (Verdonk, Ristic, Culbert, Pearce, & Wilkinson, 2020; Verdonk et al., 2017). However, product attributes, those influencing consumer choice, have been more investigated (Lerro, Vecchio, Nazzaro, & Pomarici, 2019). In another way, the cultural and social aspects of sparkling wine consumption received less attention.

The symbolic dimension is the principal motivation to sparkling wine consumption (Stephen Charters, 2005), the social aspect of sparkling wine consumption. Sparkling wine has been seen as a prestigious and sophisticated product for years (Judica & Perkins, 1992). Sparkling wine improves the group's affiliation sense (Stephen Charters, 2005). Drinking sparkling wine is to be successful (Charters et al., 2011). Brand reputations and images explain a lot of Champagne consumption and are the reason for consumption on festive and specific social occasions (Lange, Martin, Chabanet, Combris, & Issanchou, 2002). Those facts may justify the choice based on extrinsic features, such as label, brand, reputation, for example. These are external factors influencing sparkling wine purchase, i.e., personal taste, brand image and reputation, country or region of origin, advice or recommendation, expert review, consumption occasion and company, gift purchasing, and price (Verdonk et al., 2017).

Sparkling wine has two main groups of consumption: high-involved and older consumers, and young and less involved consumers (Charters et al., 2011; Lerro et al., 2019). Young consumers have a significant role in sparkling wine consumption (Velikova et al., 2016). Youngers prefer sparkling wine or other alcoholic drinks to wine (Lerro et al., 2019). They are more interested in the product's experience, such as bubbles and dynamism, than technicalities (Charters et al., 2011). While wine is consumed with meals and formation occasions, sparkling wine is preferred in less formational occasions, mainly without meals. In Australia, consumers are separated into two principal groups: young consumers with disposable incomes and more familiar with lower-priced wines, and older consumers, with higher disposable incomes and more familiar with higher-priced and more complex sparkling wine (J. A. Culbert, Ristic, Ovington, Saliba, & Wilkinson, 2017). To youngers consumers, wine is a social beverage consumed in social contexts (Velikova et al., 2016).

The luxury brand notoriety of Champagne worldwide started from 1850 to the early 1999 years in Britain (Harding, 2017b). Today, Champagne is still one of the most important sparkling wines and sometimes confused as a different category (Liger-Belair & Rochard, 2008). It is why local of origin is a significant value perceived by consumers (Stephen Charters, 2005; J. A. Culbert et al., 2017). Brand image and reputation of sparkling wine are influenced by its origin (Verdonk et al., 2017). That reputation is an imperative value of sparkling wine because of its symbolic dimension. Champagne consumption has specific practices and rituals. In some cases, the product is an accessory (Cowan & Spielmann, 2017). According to the author, "*Champagne is expected to be drunk in flutes, not glasses*" Champagne's brand was

created based on tradition to project its luxury position. It is not just drinking Champagne, but a symbolic ritual with recognized practices associated with it, such as the flute, the cork explosion, the bubbles, the bottle. Those practices bring us to consider sparkling wine consumption rise a phenomenon.

### **1.1.3 Wine and social standing**

Consumption is a symbolic act that influences social behavior due to the symbolism of products and their social role as a social entity (Solomon, 1983). According to the author, product symbolism is the principal reason for consumer choice. Some products reinforce consumer's identity due to their symbolism (Z. Huang & Wang, 2018; Luna-Cortés, 2017). Consumers use products to communicate social standing, status (Millan & Mittal, 2017), prestige, social advantage, and enact social roles (Mason, 2000). Products are not just consumed for their function but to communicate and achieve social roles. The sense of social standing and belonging comes from consumption (Schor, 1999). Products and brands are in service to create, reinforce, and communicate consumers' identity (Z. Huang & Wang, 2018; Landon, 1974; Luna-Cortés, 2017; O'Cass & McEwen, 2004; Sun, Wang, Lepp, & Robertson, 2014). It is the symbolic meaning of consumption and products. The consumer will try to project the desired image by others (Landon, 1974).

In this way, consumption is used to communicate social affluence (O'Cass & Frost, 2002; O'Cass & McEwen, 2004). Individuals consume valuable products, such as luxury, to aspire to be part of the elite class (Shaikh, Malik, Akram, & Chakrabarti, 2017). It is a characteristic of people in ascendant social position who seeks to imitate the new class behavior (Rocha, Rocha, & Rocha, 2016). The middle-class in emerging markets have grown because of social mobility. Individuals in social mobility engage more on conspicuous consumption but keep the coexistence between modernity and traditionalism (Z. Huang & Wang, 2018), characteristic of upward social mobility. In this case, exist a blended habitus, between ancient and new lifestyle (Paulson, 2018). Social mobility gave new consumption possibilities, access to new categories of products, and different cultural capital (Ponte & Campos, 2018). Consumers tasted new products and have access to the dominant class's products, such as wine and other alcoholic beverages. Alcohol is a sign of social affluence. Its consumption is regulated by culture, context, and identity (Lo Monaco, Bonetto, Codaccioni, Araujo, & Piermattéo, 2020), the good or bad alcohol consumption is regulated by it. Otherwise, the quantity of alcohol consumption has weak relation with social affluence (Martin, 2019) what people drink is more important than how much people drink. Wine, for example, is seen as a symbol of social affluence (Hart et al., 2009; R. Huang, Ho, Wang, Lo, & Lam, 2016; Lo Monaco, Tavani, et al., 2020). Adolescents in high family affluence tend to drink more wine and spirit drinks (R. Huang et al., 2016). Women in higher social classes drink more alcohol than in lower classes (Hart et al., 2009). According to the author, upward mobility women tend to drink more wine, and men in downwardly mobile generally tend to drink beer. Wine consumption helps to fulfill social desires and attractiveness (Lunardo, Jaud, & Corsi,

2021). In sometimes, wine is not seen by the alcohol content but by its symbolic value (Overton et al., 2012). Drinking is a social, economic, political, and cultural act (Wilson, 2004).

Among these themes are the politics of class and national identity, the distinctions represented in beer and wine drinking, the formal and informal economic relations which depend on alcohol and drinking behaviors, the local and global intersections which give definition to so many social and political identities, and the forces for change in all the drinking arenas which have proved so important to our local and global memories (Wilson, 2004).

In this way, we do not just drink wine, but what it represents socially, the social meaning to achieve social affiliation, or fulfill the social desire. We also drink the social representation of wine.

## **1.2 Social representation theory**

Social representations (SR) are social, historical, and cultural processes. They consist of content that emerged from history and culture (Jovchlovitch, 2008). It is possible to visualize the social representations through speeches and communications. Social representations are knowledge, a form of social thinking, that work to organize, communicate, and interpret social life (Moscovici, 2000). Social representations theory is considered a theory of knowledge. By SR, we can understand how we think, speak and act, create symbolism of the outer world, construct, reconstruct, give meaning to material and immaterial reality, and express how we act (Jovchlovitch, 2008). Comprehend social representations help to know the constructed reality. Through SR, we can understand how individual constructs a stable and predictable world based on non-family diversity (Moscovici, 2003).

Representations consist of a mediating and communicative structure that emerges and is inseparable from the social context. In this way, it is present in the relationship between the subject - the other - and the object (Abric, 1989) a process in which we create meaning to things. The representations are neither in the subject nor in the other object but mediating the relation between them. They originate from interaction and communication, gaining form at any moment due to the processes of social influence (Moscovici, 2011). Individual behavior will be influenced by social representation, not by other's attitudes (Mouret et al., 2013). Thus, group members will behave according to its representation associated with the group and their attitude.

Social norms influence social representations. In this way, Moscovici (2011) believes that we seek the consensus to ratify our opinions, reaffirm our own identity, seek objectivity, and be approved. Social norms determine and model social relations (Rodrigues, Ballester, Saenz-Navajas, & Valentin, 2015). Moscovici (2011) presents three social norms: objectivity, preference, and originality, that regulate the relationship between dominated and dominating groups. On the first, we ratify the consensus; on the second, the priority is the self-value and desirable opinions; on the third, we select information according to the novelty. Dominant groups dictate the social norms and rules (Papastamou & Mugny, 2007).

The activity and construction of representation are the same for every individual, but

the object and content are particular to each culture (Moliner, Bovina, & Juventin, 2019; Mouret et al., 2013). The way people identify then self, project their image, and have a relationship varies according to their culture. It depends on the origin and level of knowledge of group members (Moscovici, 2000).

Individuals will select meaningful information to construct that representation. The representation will be integrated from pre-existing knowledge and belonging group. It becomes a system of expectation, enabling understanding of social reality (Simonnet-Toussaint et al., 2005). In general, when forming social representations, individuals start to select the information that makes the signification and objectification from a pre-existing thought system. Individuals transform it into understandable content and facilitate group participation. In this sense, the consumer builds representation by selecting pre-existing information to give meaning to products.

### **1.2.1 The formative process of social representations**

Social representations are socio-cognitive constructions that reflect reality. There are implemented to learn the social environment and give sense to it (Moliner et al., 2019). That process is created internally and changes during life, based on social and influence individual behavior participating in a collectivity (Moscovici, 2000). Social representation is the way we give sense to our social reality. It influences how people behave, based on reference group (Cohen-Scali & Moliner, 2008). In the same way, social identification is also a strong predictor of human behavior (Bartels & Reinders, 2010). People's behavior is based on group information, such as behaviors and social representations.

Social representations are references for the group in which individuals can construct social identity and be part of a group (Cohen-Scali & Moliner, 2008). Culturally shared values and ideas play an important role in consumer's perceptions of a new product (Bartels & Reinders, 2010). Social representations help familiarize a strange social object using models constructed socially (Jodelet, 1989). An abstract object becomes real, part of social reality (Cohen-Scali & Moliner, 2008).

Three conditions are needed to emerge an object of representation: information dispersion, focus, and pressure to inference (Moscovici, 1961). Information dispersed about the object is insufficient and overwhelming because of the complexity of social, cultural, or educational barriers (Pianelli, Abric, & Saad, 2010). Those are information gaps between the object and the knowledge about it that allows the appearance of information distortions. Secondly, focus "is related to the position of the social group concerning the object of the representation (Villas Bôas, 2010). Finally, individuals or groups need to take a position concerning the object (Moscovici, 1961). Construct a stable and common code about the object (Pianelli et al., 2010). In this way, social objects emerge in some group and force individuals and groups to have a position about the object. They talk about it and start to have a role. Nevertheless, to Moliner (1993) that three conditions are not sufficient to be an object of representation. The object needs to be polymorph. A polymorph object can take various

forms in society (Moliner, 1993; Moliner et al., 2019; Pianelli et al., 2010) and have different forms.

When an object emerges in a social group, they look in preexisting structure to give a sense based on group norms and value (Moliner et al., 2019). That is a result of a sociocognitive process. Individuals need to reduce the uncertainty related to the object and have coherence by the familiarization process (Moliner, 2015). The familiarization process occurs in two processes: objectification and anchorage. Through these two processes, unfamiliar objects become familiar, based on preexisting knowledge (Hakoköngäs & Sakki, 2016; Moscovici, 2000). Objectification and anchorage are related to the formation and functioning of social representation associated by individuals from social interactions and communications (Hakoköngäs & Sakki, 2016). Those are how individuals internalize new information, knowledge, and objects.

The anchoring process gives meaning to representation (Jodelet, 1989). Individuals classify and name that new information based on old and familiar structures (Hakoköngäs & Sakki, 2016; Moscovici, 2000). Elements are incorporated into preexisting categories (Doise, Clemence, & Lorenzi-Cioldi, 1992).

When a representation emerges within a social group, it necessarily fits into the cognitive universe that precedes it. In other words, a social group develops a new representation while ensuring that it remains compatible with its preexisting representations, its norms, and its values (Moliner et al., 2019, p. 179).

That process facilitates the familiarization of an unknown social object, anchoring in preexisting knowledge and familiar categories. For example, when sparkling wine starts to be produced in Brazil, the product was anchoring in a preexisting category, the French Champagne, or the category of "sparkling beverages." Anchoring integrates and transforms information in socially established knowledge available to understand reality (Jodelet, 1989). They anchor the representation in values, experiences from the belonging group or society (Deaux & Wiley, 2007; Moscovici, 1961). By that process, society adapts the social object to an accessible object, and that object is placed in a category of existing social relations (Moscovici, 1961).

Objectification makes concrete what is abstract (Doise et al., 1992), producing the representation's figurative aspect. The external information is organized in a structure that gives objective reality status and naturalization (Jodelet, 1984; Moliner et al., 2019). Objectification translates concepts to known object (Moscovici, 1961) it reduces the distance of unknown and its object transforms abstracts notion into concrete objects (Jodelet, 1984; Moliner et al., 2019).

Representation makes perception and concept interchangeable. It is it who, by putting abstract notions into images, gives ideas a material texture, makes things correspond to words, gives form to conceptual schemes. A necessary procedure, in our communication flow, the very abundant stock of notions and ideas are polarized on material structures (Jodelet, 1984, p. 367).



To Moscovici, the process of objectification occurs in three steps: selection and decontextualization, formation of the figurative core, and naturalization (Hakoköngäs & Sakki, 2016; Jodelet, 1984, 1989; Lo Monaco, 2008; Morera, Padilha, Silva, & Sapag, 2015). On the first step, the elements are discovered and dissociated from the original champ. They are appropriated and then become objects of social construction in service to group values, identities, and social standing; on the second, structures become visible, imagined; then, the elements become concretes and integrate elements of common-sense reality and topic of everyday communication. The new object will be simplified, imaged, and diagrammed according to cultural criteria through social communication (Rateau, Moliner, Abric, & Moliner, 2012). The dynamics of objectification and anchoring are almost opposed (Doise et al., 1992). On the first, an abstract concept will become concrete. On the other, the new object will "fit" in preexisting knowledge.

## Chapter 2 - The phenomenon of Moscatel sparkling wine in Brazil

### 2.1 Introduction

Studying wine culture means going a long way from the craftwork production of wine to its modern elaboration processes. Such culture was brought by European colonizers' families to Brazil, mainly through Catholic rituals (Ferreira & Ferreira, 2016). The Old World countries exported the wine culture to the regions that came to be known as the New World and the "New New World," which use different techniques and have developed different habits. The Old World is represented mainly by Western and Southern European countries, with old and traditional techniques. The New World is made up of countries colonized by the Old World, such as the United States, Chile, Australia, South Africa, New Zealand, Argentina, and Brazil, which are characterized as innovative and non-conservative regions (Banks & Overton, 2010). The "New New World" are some regions that have begun to produce and consume wine quite recently, like some Brazilian regions.

Within this concept, new frontiers of production and consumption have been established. In Brazil, the forms of production and consumption are distinguished from Europe and some New World countries. Banks and Overton (2010) present some features of developing countries, which produced only for local markets (local elites), and, after adopting new and more modern technologies, have now reoriented to quality and export markets. The authors show that new forms of consumption in these countries also pressure production. With the middle class's growth, the wine market developed rapidly, investments have risen, and people migrated between regions and companies. New wine styles are emerging for new consumers.

There are still few studies dedicated to understanding wine consumption in Brazil. However, the sector (IBRAVIN) reports steady growth in sales (Table 01). The Brazilian sparkling wine received special attention since it has had greater domestic demand in the last few years than its imported competitors. According to Euromonitor (2017), this trend is due to high imported products' higher prices, even if occasionally consumed. This trend represents a change regarding what had been happening before: Brazilians increasingly consume national sparkling wines, mainly for their cost-benefit ratio. The demand has increased rapidly, even though Brazilians prefer imported products (Veillette, 2013).

However, regarding the formation of taste, one must question what sparkling wine represents in its consumers' social relations. Products that once represented a distinction between classes, now, in a new context, represent a genuine consumer preference (Bauman, 2013). However, to investigate the influence of sparkling wine on social relations, it is important to think about the relationships themselves, based on contexts, influences of images, and status.

**Table 0.1**

Evolution of wine commercialization in Brazil

Year	2010	2011	2012	2013	2014	2015	2016	2017
Table wine *	215,05	230,05	205,48	212,51	206,00	207,61	165,94	173.70
Fine wine (nat)**	18,37	19,54	18,76	20,11	19,28	19,78	19,22	15.58
Sparkling wine (nat) **	12,58	13,16	14,74	15,91	16,79	18,79	16,85	17.40
Fine wine (imp)	71,01	72,71	74,22	67,95	76,91	77,69	88,39	118,80
Sparkling wine (imp)	4,31	4,92	5,32	4,27	4,32	4,11	3,75	7,07
Total***	321,32	340,38	318,52	320,75	323,30	327,99	294,15	332,58

*Legend:* \*From American grapes and hybrids (*Vitis labrusca* and *Vitis sp.*); \*\* Data of Brazilians wine market is only from the Rio Grande do Sul State that represents 90 % of Brazilian wine production; \*\*\* millions of liters. (nat-national; imp-imported). Adapted from IBRAVIN-SISDECLARA.

Understand the representation of sparkling wine is more than just the individual and his relationship with the object (sparkling wine). We need to understand the collective representation, which makes an individual belong to a specific society or group (Delouvé, 2016). Thus, considering sparkling wine as a more elitist product, we propose understanding how this representation was constructed over time. This proposition is based on the fact that wine is a distinct drink, a symbol of maturity, which projects different images and representations in society (Simonnet-Toussaint et al., 2005). Thus, this article aims to seek some bases and contexts of social representations of sparkling Moscatel in Brazil and be a foundation for more complex studies.

### 2.1.1 The emergency of sparkling wine

Sparkling wine appears in history as a mistake due to the second natural fermentation that happens inside a bottle (or barrel), which produces carbon dioxide. The sparkling wine is characterized as an extravagant variety of wine, precisely because it is sparkling. It first appears like an expensive product due to production difficulties and its establishment among the French aristocracy, even though it did not come from the Champagne region (Musset, 2009). The process of double fermentation, bottling, and even the success of sparkling wine came first to England, with products from France (Champagne) in the 1700 years. The United Kingdom is still the largest Champagne market (Lecrosnier–Wittkowsky, 2015).

New territories were occupied and dominated by the European land appropriation process worldwide, still seen as Europeanization. Homogeneous images and representations between various world regions, respecting individual particularities, have begun to flow (Defarges, 1997). As a cultural object, the wine followed these flows of globalization, from colonization to more recent movements, such as decolonization and increased sharing of communication and information.

In Brazil, the wine cycle has also begun with colonization. The first wines and vines arrived there by the Portuguese<sup>1</sup> hands, following the prohibition of manufacturing industries, until the arrival of Italians and Germans. That changed the production profile to American strains; later, with the wine sector modernization, wines began to be elaborated from *Vitis*

Vinifera grapes (fine wine). During this period, wine production gained more national and international visibility (see (Ferreira & Ferreira, 2016)). Winemaking then arrived at its modern stage in Brazil at the beginning of the 20th century, coinciding with the beginning of sparkling wine elaboration (Ferreira & Ferreira, 2016).

Over time, the culture of wine production and consumption has spread to other regions of Brazil. New wineries emerged, and later national products gained visibility, winning prizes and competing over imported ones. These products meet the national demand for price and quality, which can be observed by increasing the domestic market for sparkling wines (table 01).

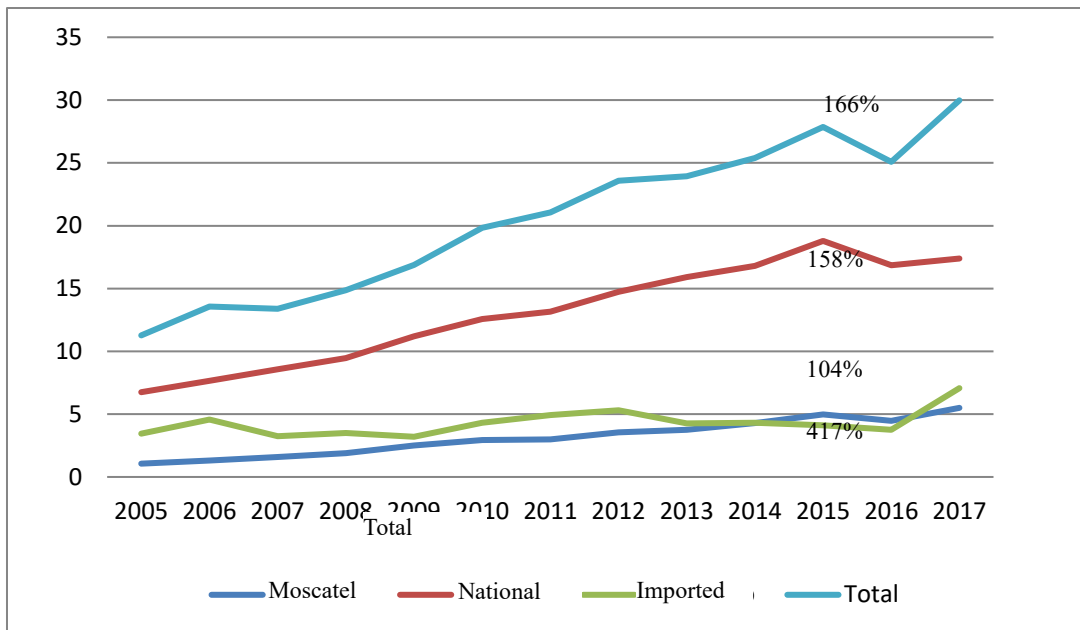
The data provided by the wine sector (SISDECLARA-IBRAVIN) corroborates this change. Sparkling wine is highlighted by an increase in sales in recent years. The consumption of sparkling wine in Brazil increased more than 160%, especially of Moscatel, with 417% between 2005 and 2017. However, in terms of volume, it is still insignificant. On the other hand, the consumption of imported sparkling wine increased only 104%, while national sparkling wine, both conventional and Moscatel, increased 158% in the same period (Graph 01). The Moscatel is a Muscat grape sparkling wine elaborated using the Asti Method. In this method, the grapes are filtered and fermented in pressurized stainless steel tanks, where the gas is incorporated until the desired alcohol level is reached (Caliari, Panceri, Rosier, & Bordignon-Luiz, 2015).

In parallel with the increase in wine consumption after World War II, Brazil experienced an increase in inequality. However, since 1990, inequality has decreased due to the increase in per capita income (Wogart, 2010). This phenomenon follows the increase of the Brazilian middle class, which could influence sparkling wine consumption rise.

These changes in drinking habits are also perceived in other countries but with different intensities. In Europe, the case of beer and wine is seen as a cultural convergence. That is also the case in Latin America, although at a slower pace, which may be related to the delay in the market opening (Aizenman & Brooks, 2008). In Brazil's case, the increase in income suggests a change in demand for better quality wines (Almeida et al., 2015), which is also evident concerning the increase of sparkling wine consumption.

### **Figure 0.1**

Evolution of sparkling wine commercialization in Brazil.



Note: adapted from IBRAVIN-SISDECLARA

A different phenomenon occurs in the UK: among the leading countries in imported Champagne, and recently sparkling Prosecco has gained more ground. One possible reason is its image as a cheaper alternative to Champagne, "a day-to-day luxury" (Blair, 2017).

Nonetheless, this is a global phenomenon. The International Organization of Wine and Vine (OIV) indicates growth in volume and value of effervescent wines, a category that includes sparkling wine. On the other hand, after a period of decline, there is a stagnation in wine consumption in European countries, traditional producers, and consumers of wine (OIV, 2017). Given the fluctuation in sparkling wine consumption, what does this phenomenon represent regarding habits change, and what could it mean to Brazilians?

Cultural and social practices, like consumer behavior, are related and evidenced by their representations (Mouret et al., 2013).. Representations, in turn, are beliefs built and maintained socially, shared by individuals in a particular social group (Lo Monaco, Lheureux, & Halimi-Falkowicz, 2008). They are made up of available information and knowledge shared by groups. The attribution of these representations to the object is influenced by social context, which contributes to the social construction of reality, in which an individual seeks to satisfy his social point of view, group identity, and sense of social differentiation (Lo Monaco et al., 2008).

The way people identify and project their image and interact with others varies according to the culture where they are inserted and their palate formation (Rodrigues et al., 2015). Therefore, it depends on the origin and the level of knowledge of a group. Thus, this research aims to understand the phenomenon of sparkling wine in Brazil, focusing on Moscatel. Evidence was sought in cultural products, common sense content, and media to understand the emergence of consumption and the acceptance of this product.

## 2.2 Method

This research is based on thematic analysis in media and cultural content to obtain evidence that could explain the increase in sparkling wine consumption in Brazil. It aims to seek the content shared between groups and for the groups to analyze its origin and how sparkling wine Moscatel became a product shared strongly among Brazilian consumers.

Content selection occurred randomly from searches on the internet, news, music, and media that express representations about sparkling wine. The selection method chosen was due to a lack of more precise information about the subject. A simple content analysis was performed, focused on expressing the meaning of traditional sparkling wine and sparkling wine Moscatel.

## **2.3 Results**

### **2.3.1 The sparkling wine in Brazil**

The largest wine producer state in Brazil, Rio Grande do Sul, is also the largest producer of sparkling wine. This state sells half of its yearly sparkling wine production between Christmas and New Year (G1 RS, 2017). However, this habit has been transferred from these festivities to a more general consumption throughout the year (Wurz, 2015).

In Brazil, the production of sparkling wine began in 1913 by Manoel Peterlongo. The production was increased with the arrival of multinational companies in the 60 years (Wurz, 2015). Over the years, sparkling wine has gained visibility and varied forms of production. According to Brazilian law, there are two types of sparkling wines, sparkling wine (vinho espumante, in Portuguese), "champagne" or natural sparkling wine, and sparkling wine Moscatel. The difference is mainly due to the method of elaboration. On the first, the carbon dioxide comes from the second fermentation. On the second, carbon dioxide comes from the first fermentation (Brasil, 2014). It is important to highlight that carbonated, gasified wine, semi-sparkling, sweet filtered, cider, fermented fruit, mixed alcoholic beverages, and soft drinks are not considered sparkling wines but "bubbly" or gasified drinks (Bruch, 2012).

As shown in Graph 01, in Brazil, there was an increase in the presence of sparkling wine as among common Brazilian beverages. This presence extrapolates numbers and appears in music, media, and supermarket shelves and parties (image 01). It is important to emphasize the importance of sparkling wine Moscatel, which emerged around 15 years ago and was greatly appreciated by Brazilian consumers (Hoffmann, 2008).

Likewise, sparkling wine is represented as a luxury product related to romance, festivities, celebrations, special moments, seduction, special gifts, and social differentiation in Brazilian music.

Sparkling wines are in luxury categories and, like Champagne, "tend to use historical ceremonies and traditions to establish their value" (Cowan & Spielmann, 2017, p. 3). This symbolism associated with sparkling wine is seen daily through social networks and supermarkets' disposition. When they substitute other drinks in special shelves at the end of

the year, sparkling wine, especially Moscatel, represents a new cultural arrangement in different groups. At some parties, sparkling wine is placed as an object of exposure, with fireworks, publications in social networks demonstrating the luxury of consuming this product, which can also be perceived in some Brazilian songs.

Musical expressions can transmit much of what sparkling wine represents for Brazilian society. The music reflects the social context in which sparkling wines are produced and consumed. Whether in the present or the past, it brings its indicators and cultural elements and reflections of Brazilian values and way of life (Bauer, 2000). As a space for interaction and communication, popular music be a source of identification of social representations (Nascimento, Queiroga, Costa, Campos, & Miranda, 2015), it brings much of popular thought from what is sung (Coutinho, Trindade, Menandro, & Menandro, 2015). Commonly called in Brazil, sparkling wine, Champagne, or just “sparkling” – in Portuguese, *vinho espumante* or *espumante*, in Portuguese – sparkling wine is a product present in celebrations' daily lives and are present in several musical styles and lyrics.

### Figure 0.2

Supermarket shelf in Brazil.



In Brazilian funk, rap, pagode, samba, sertanejo, popular songs in Brazil, sparkling wine represents money, fame, ostentation, and luxury as in the music of Tribo da Periferia (RAP) and MC Keety (Brazilian funk) Charlie Brown Jr. (Brown Junior, 2008; MC Keety, 2014; Tribo da Periferia, 2013). In other cases, the product is associated with alcohol consumption and drinks that refer to the person's social status, such as MC Jheffinho (funk) (2014). In others, it is associated with special moments that are offered or accompanied by sparkling wine or special gift. That is the case of César Menotti and Fabiano (sertanejo), Ludmilla (Dance/Pop) Cazusa (Rock), Roberta Miranda (sertanejo) lyrics (Cazusa, 1990; Menotti & Silva, 2016; Ludmilla, 2016; Miranda, 1986).

In more emblematic songs with sparkling wine, often of the French brand Chandon, as something just visual and not to be consumed, such as Tony (pagode), Rodrigo Reys

(sertanejo), and the Band Luxuria (Banda Luxúria, 2013; Reys, 2013; Tony, 2013), which says "Champagne was not made to drink, champagne was made to bathe," and in their concerts use to squirt sparkling wine on the audience (funk/brega). There are different groups and represent different publics, each approaching the sparkling wine differently.

It suggests the relationship between Brazilians and sparkling wine consumption and the different representations associated with it. Sparkling wine is seen as a product of elegance, toast, luxury, ostentation, demonstration of power, and income. Nevertheless, it still does not highlight the type of product consumed, preferences, and the social representation categorized by groups or targets.

On the other hand, traditional sparkling wine and Moscatel even sharing some representations that also have contrasting representations. Sparkling wine Moscatel in recent years has been gaining space in the end-of-year shelves and greater commercialization in Brazil. Moscatel is seen as a product that fits the demands of Brazilians. It is seen as "light, fresh, with a pleasant sweetness and easy to drink. Sparkling wine Moscatel is very well known among Brazilians and also an excellent option for those who want to start venturing into the world of wine" (Batista, 2017).

Likewise, its organoleptic characteristics are highlighted. Moscatel is seen as a product beyond traditional ones, representing sparkling wine with an incomparable sweetness and a fruity and floral aroma (Marini, 2017). It is the gateway to the world of sparkling wines, with a good cost-benefit ratio, well awarded internationally and indicated for summer as well as for winter time (Clemente, 2009). It is a versatile product that adapts to various occasions (IBRAVIN, 2016). A cheerful sparkling wine, uncompromising and that cannot be compared to other sparkling wines. Besides, it is relatively cheap (Galvão, 2009). Moscatel are recognized by prizes received in international competitions and by their affordable price to consumers (UOL, 2017). A typical product of Brazilian winemaking and aromatic intensity (Hoffmann, 2008). Finally, it is a product remembered for the international awards, the positive criticism of specialists, and the ease of drinking it, which brings in the news "the rise of Moscatel" (C. Masson, 2017).

The news shows the connection between Brazilian consumers' preferences and the possible adaptation to consuming sparkling Moscatel. A product is present in young parties, with increasing participation in Brazilian sparkling wine consumption habits because of the easy access (taste and price).

## **2.4 Discussion**

This research aimed to explain the emergence of Brazilian sparkling wine as a social phenomenon. In that respect, evidence was collected in media and cultural content (i.e., music, news, and industry data). The notoriety of Brazilian sparkling wine is perceptible concerning other national and international wine products. Its significant increase in internal marketing is evidence of its strength in the wine sector. Moreover, news and awards also express this strength, which proves the product's quality.



Thus, sparkling wine continues to have formerly shared representations such as elegance, luxury, celebrations, and gifts. However, it represents a possible class membership in Brazil when it is brought as something of social differentiation in music and party photos, in balconies and nightclubs. Furthermore, Moscatel has become a versatile beverage, mainly when compared to traditional sparkling wine. In the news, sparkling wine Moscatel is seen as a light, fresh and sweet product. The Brazilian preferences for sweet products could explain the preference by that product.

Therefore, the awards, flavor, and gain in product quality, in addition to the increase in per capita income of Brazilians, confirm the existence of a sparkling wine Moscatel phenomenon. The rise in shelves, parties, and toasts accompanied by fireworks, shows its importance as a symbol of belonging and social status.

However, this is exploratory and developing research, which serves as a basis for further research about social representations of sparkling wine. This study still requires more profound research with consumers, in addition to other data. Despite this, it already presents clues about sparkling wine Moscatel as a phenomenon in the Brazilian wine sector. It also points the way for new research and the importance of studies on sparkling wine, especially regarding cross-referencing of data between new and traditional consumers.

## **Chapter 3 - The different representations of sparkling wine, convergences, and divergences between designation in Brazil and France.**

### **3.1 Introduction**

Sparkling wine is originated from an error of conservation of wine and became an important product of the world wine sector. The Champagne, leader of sparkling wine (Liger-Belair & Rochard, 2008), sometimes considered as a category apart (Morton, Rivers, Charters, & Spinks, 2013), since its origin, about 1700, has become a known product in celebrations, festivities, end-of-year parties, and luxury (Kladstrup & Kladstrup, 2006). Moreover, sparkling wine consumption has ganged marketplace over the word. Consumption variation was 32% in value (euros) and 36% in quantity (OIV, 2018). In other cases, non-traditional products have also gained market importance. That is the case of sparkling wine "Moscatel" in Brazil (Araujo, da Silva, et al., 2019; Wurz et al., 2017) and "Crémants" in France, which are more accessible wine accessible (Arribard, 2015).

However, in France, consumers use many designations for sparkling wine – mousseux, pétillant, Champagne, Crémant, and other local names. Nevertheless, some terms have a pejorative connotation, as a sparkling inferior to (Sterling, 1996). So effervescent, sparkling (pétillant), Crémant or Champagne are preferred (Collombet, 2011). Beyond the term sparkling – espumante – Champagne is very often used to designate effervescent beverages in Brazil. As the sparkling wine, but also cider, an effervescent of apple.

That is a common confusion between Brazilian consumers due to the general term employed, "sparkling." The Brazilian wine sector representative (IBRAVIN – Brazilian Institute of wine) has made a booklet to explain these differences between terms and sparkling products. According to the IBRAVIN, sparkling wine is just products from the first or second fermentation that produce natural bubbles (Bruch, 2012). However, cider, fermented of fruits beverages, mix alcoholic beverages, and soft drink is not considered sparkling wine, according to the federal law n. 7.678 (Brasil, 1988).

As in Brazil, effervescent is a general term used to designate sparkling wines in France (Syndicat Français des Vins Mousseux, 2019). Also, the European Union regulates the production and the terms used to designate sparkling wine (Official Journal of the European Union, 2009) to avoid abusive practices against consumers. Due to these many concepts of sparkling wines and "sparkling" products, consumers have different perceptions about this product. In some cases, uncertain perceptions, like cider or what is sparkling wine.

A beverage to celebrate and for social purposes (Fountain & Lamb, 2011), sparkling wine is present in many countries and could have different representations or purposes. The symbolic side of sparkling wine is a characteristic of wine in general. It is a conviviality product and part of the French identity (Simonnet-Toussaint, Lecigne, & Keller, 2004).

As well as wine, sparkling wine could be considered as a cultural object. In this way, that are cultural and social practices around their consumption. These practices can be evidenced by their social representations (Mouret et al., 2013). Thereby, social representations

are beliefs constructed and maintained socially, shared by individuals in the same social group (Lo Monaco et al., 2008). It is a form of practical knowledge that contributes to constructing a common reality in a specific group (Jodelet, 2003b). There is influenced by the social context to satisfy a social point of view, group identity, and sense of social differentiation (Lo Monaco, Gausso, & Guimelli, 2009). Its content emerges from history and culture (Jovchlovitch, 2008). In this way, social representations are social knowledge that has a group relation importance, influenced by some group's culture and history (Jodelet, 2003b).

Taking the cultural and social differences between Brazil and France, sparkling wine can have different representations associated. It could be due to the origin of wine in both countries. Brazil is a new word wine, while France is an old word wine. New word wine has a new relationship with wine, innovatively, in opposition to old word wine, as France is more conservative and keeps traditions (Banks & Overton, 2010).

Considering these differences and social representations as universal, but the object of representation, such as wine, varies according to the culture (Mouret et al., 2013) the objective of this study is to understand the convergences and divergences between the social representations associated to the different terms used to designate sparkling wine in Brazil and France.

## 3.2 Method

### 3.2.1 Participants

Three hundred fifteen-one individuals participated in this study. 211 Brazilians (148 women, Mage = 29,43, SD = 10,63) and 140 French (102 women, Mage = 33,78, SD = 13,00) (see table 1), most respondents drink wine regularly or occasionally and rather occasionally sparkling wine. Participants provided age, country of origin, and sociodemographic information. Respondents born in countries other than Brazil and France were disqualified from the study.

**Table 0.1**

Distribution of participants by age.

Age	20-29	30-39	40-49	> 50
Brazil	94	66	20	31
France	56	20	19	45

### 3.2.2 Procedure

Participants were invited in Facebook groups in a snowball sampling to an online questionnaire in French and Brazilian Portuguese. From a methodological perspective, the representational study is conducted employing a verbal association task (Moliner & Lo Monaco, 2017). Participants were asked to produce four words or expressions coming into

their minds when we randomly presented one of the four words inductors. In Brazil, the word inductors were: “vinho espumante”, “espumante moscatel”, “Cider”, and “Champagne”. In France, the word inductors were: “vin mousseux”, “vin pétillant”, “vin crémant”, and “Champagne”.

After completing the verbal association task, participants were invited to rank their answers following an importance-ranking instruction. Then, they provided the meaning of the words associated with semantic contextualization. This task facilitates lemmatization and categorization (Piermattéo, Lo Monaco, Moreau, Girandola, & Tavani, 2014; Piermattéo, Tavani, & Lo Monaco, 2018). Finally, participants completed a sociodemographic and consumption habitus questionnaire.

### **3.2.3 2.3 Data analysis**

The words and expressions collected were lemmatized and categorized, using the semantic contextualization of words (Piermattéo et al., 2018) to perform an ascending hierarchical cluster analysis (Abric, 2003; Clemence, Doise, & Lorenzi-Cioldi, 2014; Lo Monaco, Piermattéo, Rateau, & Tavani, 2017; Moliner & Lo Monaco, 2017) to compare the word dictionary for each inductor and have the similarity and dissimilarity between them (Clemence et al., 2014). That aim is to compare the proximity of the inductors, have the proximity and distances between the different dictionaries (Moliner & Lo Monaco, 2017) in Brazil and in France.

The results are visually presented in a dendrogram (Di Giacomo, 1980; Doise et al., 1992). The dendrogram enables to observe the similarity rates (Clemence et al., 2014).

## **3.3 Results**

We compared by hierarchical cluster analysis the dissimilarity between the eight-word dictionaries, four in which country, having the Euclidean distances between which inductor. Respondents were grouped according to the inductor that was assigned to them. The results are visually presented by a dendrogram that presents the similarity by a single linkage between the 8 variables (inductors), being 1 to 4, Brazilians inductors, and 5 to 8, French inductors.

The matrix of dissimilarity between the means of the eight inductors is given in table 2, as well as the means and standard deviations. The visual representation of the differences is given by the dendrogram of Euclidean distances in figure 1.

The comparison between dictionaries is taken from the words associated in each one of the inductors. These were assigned one for each participant randomly. The average shows the number of repetitions of the terms for each inductor. The terms evoked by the respondents received 1 and the remainder 0. The respondents were then separated by the inductor that they received and then we averaged the responses.

**Table 0.2**

Similarity matrix (Euclidean distances coefficient matrix) based on the mean relevance of eight inductors of sparkling wine in Brazil and France

	M	S.D.	1	2	3	4	5	6	7	8
1 -Sparkling Wine (BR)	4,57	4,65	-							
2 – Moscatel Sparkling wine (BR)	4,11	5,57	35,2	-						
3 – Cider (BR)	4,64	6,00	45,8	42,9	-					
4 – Champagne (BR)	5,00	6,51	31,9	48,2	53,5	-				
5 – Sparkling wine (mousseux) (FR)	2,97	3,03	29,8	39,8	41,7	43,5	-			
6 – Sparkling wine (pétillant) (FR)	3,52	5,84	32,9	46,7	49,3	45,6	30,8	-		
7 – Crémant Wine (FR)	3,40	5,06	41,6	45,0	45,7	41,8	30,3	36,3	-	
8 – Champagne (FR)	2,07	3,29	30,3	38,2	43,6	36,7	22,9	31,0	29,2	-

Legend: BR - Brazilians inductors; FR - French inductors.

To analyze the dissimilarity, we were interested in differences by country. 1 – 4 is about Brazilians inductors and 5 – 8 French inductors. In Brazil, the biggest difference is between Champagne and Cider, and the smallest is between Champagne and "espumante", but as well as between "espumante" and "moscatel". France has a small difference between inductors. The smallest is between Champagne and "mousseux" (22,9), and the biggest between "crémant" and "pétillant" (36,3). If we compare France and Brazil, we have the smallest difference between "mousseux" and "espumante" (32,5), and the biggest between "vin pétillant" and "cider" (49,3). The biggest dissimilarity is seen in Brazil, with Champagne to Cider (53.5), and to moscatel (48,2).

**Figure 0.1**

Dendrogram of ascending hierarchical cluster analysis.

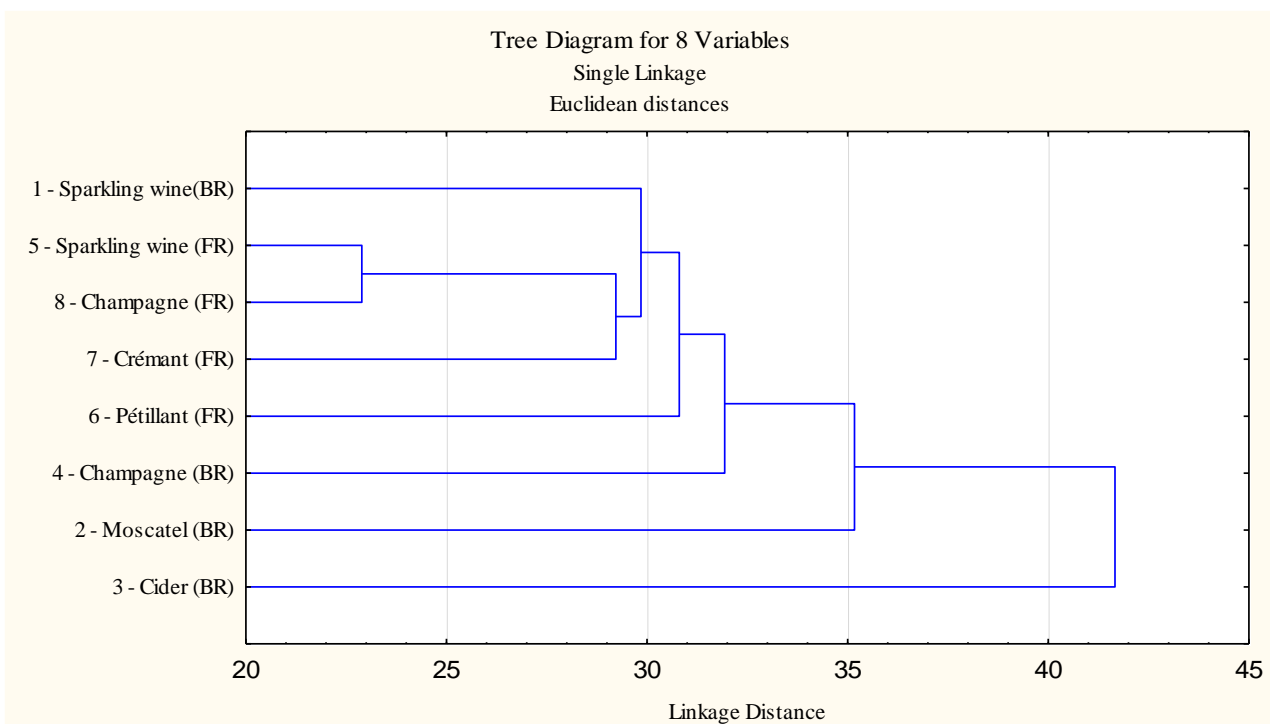


Figure 4.1 present visually the differences between Brazilians and French inductors. To start, we have two clusters, one formed by all sparkling wines in Brazil and France and the last one with just Brazilian inductor cider.

### 3.4 Discussions

This research aims to understand the convergences and divergences between the social representations of different terms to designate sparkling wine in Brazil and in France. We employed hierarchical cluster analysis in social representation theory (Clemence et al., 2014) to understand the dissimilarity between the eight inductors, four in Brazil and four in France. This is an exploratory study about the social representations and the social role of sparkling wine in both countries. We used four inductors in Brazil that designate sparkling wine – in Brazilian Portuguese: vinho espumante, espumante moscatel, sidra, and Champagne. And four inductors in France: vin mousseux, vin pétillant, vin crémant et Champagne.

These word inductors are currently used by consumers to designate sparkling wine in both countries. We used them to collect the content of social representations of this object.

From the ascending hierarchical cluster analysis, we can identify first two clusters. The first with the Brazilian inductor cider and the second one with the other sparkling wine. It is important to note that cider is the only inductor that is not considered as a sparkling wine. That is a fermented beverage produced from apple. In the same way, is a sweet and popular product in Brazil. Inside the second cluster, we have the other sparkling wine and subclusters. The closest is sparkling wine (mousseux) and champagne in France, having also a similarity with sparkling wine in Brazil and Crémant. Sparkling wine moscatel, champagne in Brazil, and pétillant (sparkling wine in France) is also close to this principal cluster.

Such as cider, the moscatel is also a sweet product and sometimes see as a product to beginners. In the case of France, event pétillant being a synonymy of sparkling wine in France, it has differences across then. In another side, Champagne that is often considered a separate category (Morton et al., 2013), form a cluster with sparkling wine in France. Furthermore, Crément wine is also part of this cluster. This proximity of Champagne and sparkling wine goes in discordance with the theory. Normally, sparkling wine as a pejorative connotation (Sterling, 1996).

This similarity can be due to the origin of sparkling wine and the importance of Champagne to this product in France. Champagne is also an important product in Brazil, but that is not the same origin. In another side, Brazilian consumers start to have more knowledge and consume more (Araujo, da Silva, et al., 2019). However, Champagne remains a prestigious product because of his reputation (Morton et al., 2013; Verdonk et al., 2017). In this sense, results show that in France, a traditional wine producer and consumer have a small dissimilarity between inductors. In Brazil, Champagne to cider and Moscatel have the biggest dissimilarity, that could be explained by their emergence and social group belonging. Both products have different origin, such as cider, since the XX century, that can be considered

recent in the Brazilian market (Nogueira, Prestes, Simões, Drilleau, & Wosiacki, 2003). The sparkling wine Moscatel is also new on the Brazilian market (Wurz et al., 2017), that could explain the differences between the inductors.

Nevertheless, it is an exploratory research that shows the first results of a study of social representations. It does not show yet the content of social representations and how is organized. It suggested to analyzing the content more precisely to understand the anchoring and objectification of the social representation (Abric, 1994; Doise et al., 1992; Moscovici, 2011) of sparkling wine in Brazil and in France.

## **Chapter 4 - Social mobility and the social representation of sparkling wine in Brazil and France.**

### **4.1 Introduction**

Consumption is a symbolic act, as social behavior is influenced by symbolism around a given product, as well as its social role (Solomon, 1983). Buying a product is not an isolated action. It is rooted in social and cultural values and ideologies. As a cultural product, wine (Beckert et al., 2017a; Demossier, 2001; Lo Monaco & Bonetto, 2019; Lo Monaco & Guimelli, 2011; Mouret et al., 2013) — with collective values and symbolism — projects different representations (Lo Monaco & Guimelli, 2011) because of its ancestry. Wine has more than 8,000 years of history (McGovern, 2007), and was evidenced in Mesopotamia, a region which developed a rich urban civilization (Johnson, 1989), as far back as 3000 BCE. Wine culture was established in the Old World, represented by European countries, and was later migrated to the New World (Banks & Overton, 2010). Represented by colonized countries, such as Brazil, New-World wine is undergoing an expansion in production (Hollebeek, Jaeger, Brodie, & Balemi, 2007) and consumption (Campbell & Guibert, 2006; OIV, 2019), mainly in regard to sparkling wine, which has seen a significant increase in recent years (Araujo, da Silva, et al., 2019; OIV, 2019). In Brazil, the conventional sparkling wine market grew around 160% from 2005 to 2017, and Moscatel sparkling wine grew around 400% (Araujo, da Silva, et al., 2019). France is still the main sparkling wine market in the world (OIV, 2014, 2020). Over the last years, consumption there has remained stagnant, however, with low variation to local products and an increase of around 60% in imported sparkling wines (France AgriMer, 2019).

Despite said stagnation, France is still the world's most important sparkling wine producer. The history of sparkling wine predates 77 CE, but its era of prestige began and continues with Champagne (Liger-Belair & Rochard, 2008) in France. Therefore, Champagne has been followed and imitated all over the world. In the USA, for example, locally produced sparkling wines have used the name "Champagne" to convey a better reputation for themselves (Robertson, 2009). In Brazil, local sparkling wine was initially called "Brazilian Champagne" (Ferreira & Ferreira, 2016). Inspired by the Champagne region, replacement products have also emerged in France, such as the Crémants (Emmanuelle, Diemer, & Perronet, 2000) and other sparkling wines. In Brazil, the same representations associated to Champagne are applied to these variants mentioned above. Champagne shares the same representation with conventional and Moscatel sparkling wine and Cider, and, in France, Crémants and other sparkling wines (Araujo, Lo Monaco, Callegaro de Menezes, & Bruch, 2019). Despite the physical differences, these products share a social meaning and convey different, historically constructed representations in society.

#### **4.1.1 Social mobility and sparkling wine consumption**

Social mobility concerns status changes, upward or downward in social standing, on a



population over time (Day & Fiske, 2019). It is a general aspect of the industrialization process (Lipset & Bendix, 1992). Europe overwent an upward process during the 1980's and 1990's, but it is currently experiencing a downward process (Vaughan-Whitehead, 2016). Nowadays, developing countries are going through an upward process (Birdsall, 2015), among them Brazil. Such changes in social standing affect consumers' habitus asymmetrically (Paulson, 2018). According to the author, downward mobility provides no incentive to change their habitus as a devalued position. Contrarily, upward mobility works as an incentive to adjust the habitus, creating a blended habitus. In short, a blend of the position of origin and destination, facilitated by a slow and steady upward movement (Paulson, 2018).

Despite sharing the same economic access as others in their social class, consumers develop different perceptions, depending on their social origins (Lorena Pla, 2017). Social origins are tied to the one's family's social class and education. Such perceptions are also expressed in behavior. In the high class, people tend to maintain their status throughout their lives, so they try to replicate their family's behavior (Julien & Laflamme, 2008). However, social origin is not the only influence. In alcohol consumption, one's behavior and perceptions are influenced by their social class and age, particularly during their adolescence and early adulthood (Hemmingsson, Lundberg, & Diderichsen, 1999). In other cases, such as with music, preferences are related to the origin of the individual's capital and their environment (Coulangeon, 2005). We also have bandwagon effects. In this case, consumers replicate other people's behavior as luxuries that all should have access to (Kastanakis & Balabanis, 2012). Privileged classes want to maintain their status and habits, and individuals seek to replicate their position throughout their lives (Julien & Laflamme, 2008). However, this replication of behavior, the traditional cultural reproduction, might be different because of the education received by one's parents (Willekens, Daenekindt, & Lievens, 2014). Upon reaching a new class and amassing wealth, consumers are driven to demanding iconic European products, such as wines, which provide a physical characterization of their economic growth (Banks & Overton, 2010).

As a product, wine represents cultural and social distinction (Beckert et al., 2017a). Drinking wine improves social relations (Lo Monaco, Bonetto, et al., 2020) and has an elitist dimension, such as the maintenance of one's social status, as well as its differentiation and self-promotion (Lo Monaco, Tavani, et al., 2020). For example, a woman in upward social mobility consumes more wine than women in her group of origin because wine is generally associated with affluence (Hart et al., 2009). This is a possible effect of the social value of wine (K.-P. Wiedmann, Behrens, Klarmann, & Hennigs, 2014) and the different representations associated with it (Simonnet-Toussaint et al., 2005), as well as the cultural contexts which influence the way people think about wine (Mouret et al., 2013).

The main context in wine culture is the difference between Old and New-World wine and traditional and non-traditional wine countries. The Old World retains a historical relation to wine, while the New World's association to it is much more recent, and mostly in former European colonies. Traditional wine nations, though they might belong to the New World, form a closer and more familiar bond with wine than non-traditional wine countries. For

example, France bears much closer ties to Argentina, a traditional wine producing country, than to Switzerland, whose bond is nearer to Brazil, a non-traditional wine country (Rodrigues et al., 2020). The Old World, composed of European countries, is the traditional producer and consumer. The New World is made up of former European colonies, such as Latin America, Africa, Oceania, and the USA (Banks & Overton, 2010), the new consuming and producing countries. Represented mainly by emergent markets, such as China, India, and Brazil, New-World wines have a social influence on wine consumption (Dholakia & Talukdar, 2004).

In those countries, consumers develop different relations with wine and its different types. Usually, older consumers prefer still wine, while young adults prefer sparkling wine (Lerro et al., 2019) because of their different representations. Sparkling wine has different characteristics concerning types, countries, and segments (Martinelli et al., 2003; Verdonk et al., 2020), besides the different consumption contexts (Araujo, da Silva, et al., 2019). In the New World, sparkling wine is more associated with enjoyment and self-image, while in the Old World, it is more associated with tradition and the product itself (Velikova et al., 2016).

Champagne is the main product of this category. Champagne is an icon, a luxury, and a festive beverage which has shaped modern consumption ideologies (Rokka, 2017). Nevertheless, over the last years, the most important consumption growth has been tied to other sparkling wines. In France, the Crémant had an increase in sales of around 50% from 2005 to 2013 (Arribard, 2015). Brazilian consumers have increased the consumption of local sparkling wines, unlike the increase of consumption of imported wines, mainly from countries in the New World.

#### **4.1.2 The Theory of Social Representations**

Social representation (SR) is a theory of common sense in knowledge and communication. It reflects socially constructed knowledge, maintained and shared, aiming to build a reality (Jodelet, 2003a) and beliefs shared by individuals in the same social and historically determined group (Rateau, Moliner, Guimelli, & Abric, 2012). SRs may influence individual behavior in collectivity (Moscovici, 2003) because they aim to understand how people think, communicate, and behave (Guareschi, 2007). From them, one can understand how individuals and groups build a stable and predictable world, from an unfamiliar object to a familiar one (Moscovici, 2000). Two processes allow this social construction: objectification and anchoring. The former reduces uncertainty, making an abstract object concrete. The latter incorporates the new object in a familiar category based on preexisting knowledge (Jovchelovitch, 2001b; Moliner, 2015; Moscovici, 2011).

An SR's activity and construction are the same for all individuals, but objects and their content may vary across cultures (Mouret et al., 2013). People think and interact according to their own culture, and depending on their group of origin and level of knowledge (Rodrigues et al., 2015). An SR might also explain and influence collective behavior (Moscovici, 1982; Wagner, 1993). It is a lens we use to see the world and understand the dynamics of social interactions and practices (Abric, 1994). It was made to persist and is not constantly changing

(M. L. Rouquette, 2009). According to Abric (Abric, 1994, 2001; Lo Monaco et al., 2017), SRs are structured around a central core and a peripheral system. The central core is rigid and may be activated differently to signify particular objects or practices according to the social context in which they occur (Abric, 2001). Elements composing the peripheral system are more dynamic, accessible, and adaptable to a concrete reality. They also affect behavior (Bonetto, Girandola, & Lo Monaco, 2018; Lo Monaco, Girandola, & Guimelli, 2016; Piermattéo, Lo Monaco, & Girandola, 2016) and allow us to understand products and objects from a social and cultural perspective (Penz, 2006), because an SR — as a collectively shared representation — classifies individuals as belonging to a specific group (Delouvé, 2016).

#### **4.1.3 Summary and hypothesis**

The present study aims to understand how culture, social origins, and social class influence the social representations of sparkling wine. Some studies aim at understanding the social aspect of sparkling wine consumption (Araujo, da Silva, et al., 2019; Araujo, Lo Monaco, et al., 2019; Velikova et al., 2016), and others focus on sparkling wine preferences (J. Culbert et al., 2016; Dal Bianco, Boatto, Trestini, & Caracciolo, 2018; Lerro, Vecchio, Nazzaro, & Pomarici, 2019; Onofri, Boatto, & Bianco, 2015; Velikova et al., 2016), its intrinsic and/or extrinsic attributes (Cerjak et al., 2016; J. A. Culbert et al., 2017; McMahon, Culver, & Ross, 2017; Verdonk et al., 2020), and the sparkling wine market (Fedoseeva, 2020; Kostovčík, Šrédli, & Hommerová, 2019; Rossetto & Gastaldello, 2018). No studies have explored social representations of sparkling wine or made a comparison between the Old World and traditional wine countries against the New World and non-traditional wine countries, such as France and Brazil, or even that sparkling wine is a distinct category of wine, and an important product in the wine sector.

As to social representations, some studies have been developed about wine. It has been observed that still wine and sparkling wine are traditional and cultural products in France, one of the most important wine producing countries in the world. Contrarily, when compared to France, Brazil's history of wine production and consumption is recent, but has enjoyed significant growth in recent years. Sparkling wine was the most important reason for this growth, mainly due to internal sales, as this product has become linked to partying, luxury, celebrations, and a symbol of social affluence.

Previous studies have already approached social representations of wine in general. Those studies applied different approaches. Consumer proximity to wine improves their knowledge about the product, and, thus, there is an influence on how the object is represented in the consumer's mind (Lo Monaco & Guimelli, 2008). Similarly, social representations allow highlighting how social groups understand the ill-defined concepts of wine (Rodrigues et al., 2015). Wine is seen as a traditionally French beverage (Simonnet-Toussaint et al., 2005), a cultural object of sociability and heritage (Lo Monaco, Guimelli, & Rouquette, 2009) in which representations are influenced by culture and expertise level (Mouret et al., 2013). France is considered a traditional wine producing country, while Brazil a non-traditional wine producing country (Rodrigues et al., 2020). Wine has an "ideal" context

of consumption (Lo Monaco, Bonetto, et al., 2020; Lo Monaco, Gausso, et al., 2009) and may have an "ideal" label and bottle (Piermattéo, Guimelli, Lo Monaco, & Brel, 2012); furthermore, it is an object of polemical representations and part of intergroup conflict, connected to social identity (Lo Monaco & Guimelli, 2011), represented as a product of social standing and affluence (Araujo, Lo Monaco, et al., 2019; Lo Monaco, Tavani, et al., 2020).

Social representations are a worldview used by individuals or groups to understand the dynamics of social interactions and to clarify determinants of social practices (Abric, 2004). Additionally, we have seen that social representations are constructed knowledge, socially and historically maintained, and they influence social behavior. Similarly, social origins, such as the education received by one's parents', also affect behavior and cultural practices. Due to these different social representations of wine, class, social origins, and cultural influence, our hypothesis were the following:

H1 - Social status and social origins will influence the way individuals represent sparkling wine, but they will be more important for Brazilian consumers due to their social mobility and the recent rise of the sparkling wine culture.

H2.a – Because the French are closer to and have historical contact with sparkling wine culture – being from a traditional country – social representations shared by them will be more related to wine culture and wine knowledge.

H2.b – Brazilians have a recent history with sparkling wine culture – being from a non-traditional country – and will thus share more trivial representations, showing ignorance about the product.

H3 – Sparkling wine will have shared representations with still wine as well as representations distinguishing the two.

H4 - Consumers will confuse sparkling wine with more familiar sparkling beverages.

## 4.2 Method

Participants were recruited using the online snowball sampling method via online social networks. This method consists of participants inviting others to share the questionnaire link. The link was shared on Facebook and WhatsApp groups in Brazil and France, and we invited participants to share the link in turn. Two hundred and fifteen Brazilians (151 females and 64 males) and one hundred ninety-eight French men and women (142 females and 56 males) of legal drinking age (see table 1) answered the questionnaire. Wine and sparkling wine habits were assessed on a 5-point Likert scale, where 0 = non-consumer (never), 1 = very occasional (exceptional parties and events), 2 = occasional (occasionally, other occasions besides parties), 3 = regular (regularly throughout the year), 4 = frequent (several times per month) [see 6]. Most participants were regular wine consumers (Brazil  $M = 3.31$ ,  $SD = 1.01$ ; France  $M = 3.37$ ,  $SD = .92$ ) and occasional to regular sparkling wine consumers (Brazil:  $M = 2.74$ ,  $SD = 1.00$ ; France:  $M = 2.58$ ,  $SD = .78$ ). Social origins were measured by their parents' educational level (see JULIEN; LAFLAMME, 2008; WILLEKENS; DAENEKINDT; LIEVENS, 2014). Socio-demographic questions were also asked, such as age, gender, occupation, income range,

and educational level.

**Table 0.1**

*Participants age distribution across culture, socio-professional category, and social origin*

Age	Total	Brazil	France	SPC+	SPC-	SO+	SO-
18-20	4	1	3	0	4	1	3
20-29	166	94	72	80	86	80	86
30-39	99	68	31	56	43	36	63
40-49	54	20	34	31	23	12	42
50 and over	90	32	58	49	41	16	74

#### 4.2.1 Procedure

We collected the content using a word association task, followed by two steps referring to hierarchical evocation and semantic contextualization (see DELOUVÉE, 2016; LO MONACO et al., 2017; MOLINER; LO MONACO, 2017; PIERMATTÉO et al., 2014; PIERMATTÉO; TAVANI; LO MONACO, 2018). Information such as social origins, consumption habits, and sociodemographic data were also requested. Participants wrote (04) words or phrases that came to mind (M. Masson, Delarue, Bouillot, Sieffermann, & Blumenthal, 2016) when we asked them about the four different inducing words. The inducing words in Brazil were: "vinho espumante" (sparkling wine), "espumante moscatel" (Moscatel sparkling wine), "sidra" (cider), and Champagne; in France: "vin mousseux," "vin pétillant," "vin crémant" - terms used to designate sparkling wine in French, and Champagne. These words were taken in referenced blogs and official content from wine associations, explaining the difference between those products, as well as how the product was misunderstood by the consumer (see ARAUJO et al., 2019). To verify the context and the real meaning of the expressions and words, participants wrote a sentence expressing the meaning of the word and expressions through semantic contextualization (Piermattéo et al., 2014, 2018). The questionnaire was pretested with some Brazilian and French participants to verify their understanding of the terms and the organization in Portuguese and French.

#### 4.2.2 Data analysis

The words collected were categorized according to their meaning and similarity. This technique is based on intuitive-content analyses and aims to exhaust the meanings produced on a word association task (Deschamps, 2003). The categorization was done by groups of meanings, based on semantic contextualization, that is, "Champagne," when related to the wine from Champagne, and "non-Champagne," when the participants affirm the difference from Champagne [see 81]. Participants' data was dichotomized by culture (Brazil and France), socio-professional category (SPC + and SPC-), and Social Origins (SO+ and SO-). Socio-professional category and social origins were dichotomized using the average of participants. Their social status was measured by socio-professional category (see DESROSIÈRES;

THÉVENOT, 1988; LEBARON; PEREIRA, 2015; TAFANI; HAGUEL; MÉNAGER, 2007). Social origins were measured by their parents' education level, following traditional cultural emulation (Willekens et al., 2014). Education levels were split by 2 years or less, and more than 2 years of a Bachelor's degree or equivalent (university education). Finally, we performed the Correspondence Factor Analysis (CFA) from a contingency table (see LO MONACO et al., 2012), and the results are illustrated with a CFA Graph.

#### **4.2.3 Correspondence Factor Analysis (CFA)**

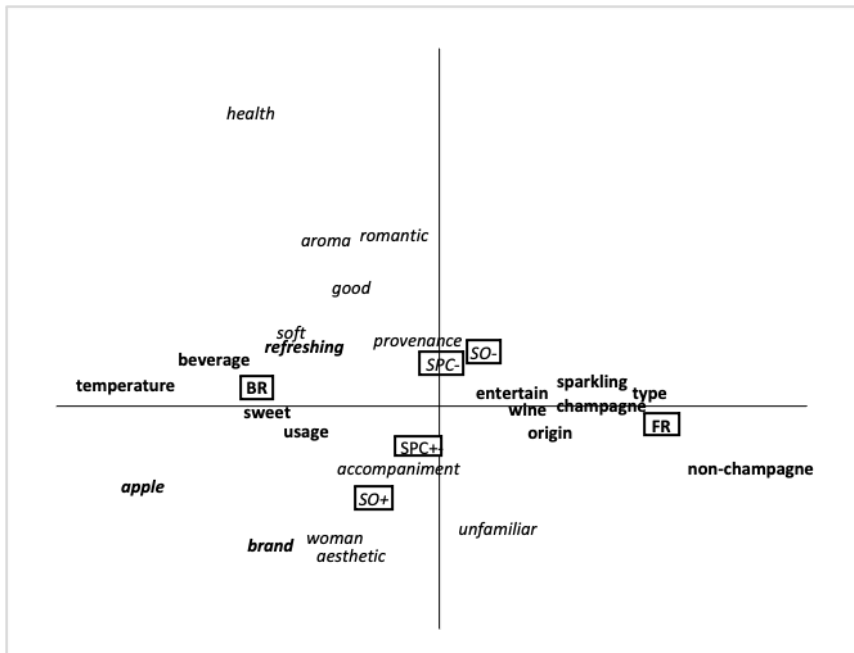
CFA is a technique for processing different types of data matrixes, in which we can analyze interdependence between dimensions (Clemence et al., 2014). In this study, we look for the interdependence between representations associated by participants in the verbal association task (categories) and country of origin, socio-professional category, and social origins as independent variables. This technique allows us to simultaneously analyze independent variables and the verbal production of participants (Deschamps, 2003; Mouret et al., 2013), and also highlights the correspondence between the variable modalities and their associated words (Mouret et al., 2013). Through this method, CFA allows us to highlight social anchoring and helps us identify how the considered object is regarded, according to which positions it occupies in the social field (Lo Monaco et al., 2017). It was developed to identify the most significant factorial axes (Lo Monaco et al., 2012). This factorial analysis highlights the differences between association frequencies related to independent variables and their correspondence (Piermattéo et al., 2014). The graphical representation of results shows how social representations are organized (Clemence et al., 2014; Deschamps, 2003).

### **4.3 Results**

Correspondence Factor Analysis (CFA) was used to study the correspondence between our observations and modalities (Figure 1). We used Deschamps' approach (Deschamps, 2003), applied in recent studies, to define contributions by factors (CF) (see LO MONACO et al., 2012; MOLINER; LO MONACO, 2017; MOURET et al., 2013).

#### **Figure 0.1**

Graphical representation of the results from correspondence factor analysis (factors 1 and 2).



Note: It is important to read the figure following these instructions:

Abbreviations in capital letters which are inside frames represent the terms of independent variables.

BR – Brazilians; FR: French; SO-: Low social origin; SPC-: Low socio-professional category; SO+: High social origin; SPC+: High socio-professional category.

"**TERM**" means that the term of independent variables accounts for the construction of Factor 1.

"**TERM**" means that the term of independent variables accounts for the construction of Factor 2.

"**Item**" means that the item accounts for the construction of Factor 1.

"**Item**" means that the item accounts for the construction of Factor 2.

"**Item**" means that the item accounts for the construction of Factors 1 and 2.

Items not considered as important are not showed on the graph, except to SPC+.

Factor 1 receives contributions related to the variable "culture": Brazil = .44, France = .49, a contribution of 93% of inertia. Factor 2 is related to social status and social origins. High social origins = .44, low social origins = .23, and low socio-professional category = .13, a contribution of 80% of inertia. The high socio-professional category was excluded because it did not contribute significantly to any factor = .12. Figure 1 shows the organization of factors.

The main opposition, related to culture, is observed in factor 1. For Brazilians, the term "beverage" refers to many different sparkling beverages, such as Cider, Moscatel sparkling wine, and conventional sparkling wine, which have the same usage, such as toasting, cork popping, bubbles, special glasses, "a Champagne flute," the ideal temperature for consumption, and as a light drink. "Apple" refers to Cider, derisively presented by some participants as a "poor man's Champagne." The terms: "brand", "usage", "aesthetic", and "romantic" refer to visual and social status due to the prestige associated with product consumption. Brazilian participants shared representations of a visual and refreshing beverage, such as with the terms "refreshing", "beverage" and "temperature". They are also associated with an easy to drink beverage, soft and sweet, with specific consumption practices.

For the French, "type" and "origin" refer to different products from different regions, such as the different regions where Crémant, in France, or other sparkling wines are produced, such as Prosecco, in Italy, and Cava, in Spain. "Champagne" and "non-champagne" refer to the importance of a good differentiation between the Champagne AOP and substitute sparkling

wine. The word “entertain” refers to amusing moments in which sparkling wine is consumed, such as parties and happy hours.

Factor 2 opposes high and low social status, socio-professional category, and social origin. However, there is more consensus in France than in Brazil, which can be explained by the fact that wine is a cultural product in France (Mouret et al., 2013). There, sparkling wine is seen as “Champagne” and “non-Champagne” - substitute products (Araujo, Lo Monaco, et al., 2019). Low social status represents sparkling wine as more visual and general characteristics, “refreshing”, “good”, “soft”, “provenance”, “aroma”, and “health”. “Provenance” refers to the raw material used to produce sparkling wine, such as must and grape, and methods in which low status participants affirm they know how sparkling wine is produced. They give more superficial and general information about the product and not details of organoleptic properties, as a traditional wine consumer would (see RODRIGUES et al., 2020).

Those from high social origins associate sparkling wine with the protection of social standing and distinction, showing their knowledge about the product, the difference between substitutes, or lack of knowledge about them. In France, “non-champagne”, “unfamiliar”, and “accompaniment” show that substitute products are not Champagne. In Brazil, substitutes are not conventional sparkling wine. “Unfamiliar” refers to the lack of knowledge about substitute products. The brand is related to how consumers differentiate products and social standing, mainly in Brazil.

The results show evidence of sparkling wine as a product of social standing and distinction. The object has different social meanings depending on the country in question. In France, “Champagne” and “non-Champagne”, in Brazil, the different sparkling beverages and sparkling wine. In France, the representation is more related to the different wine types than to the sparkling characteristic; in Brazil, it is related to consumption, rules, and general beverages, not just wine.

#### **4.4 Discussion**

This study aimed to understand how culture and social status influence the organization of social representations associated with sparkling wine in Brazil and France. According to our H1 hypothesis, results show that sparkling wine is seen as a product of social standing and distinction, but in different ways, depending on the country. One can observe that there is a convergence of associations from low social status, origins, and socio-professional category. High social status, social origin, and socio-professional category, which do not contribute significantly to the factor, do in fact converge. Among the French and Brazilians, in line with our theoretical elements, we can see the influence of culture. Indeed, results highlight a cultural difference between traditional and non-traditional wine countries (Rodrigues et al., 2020).

Moreover, the process and construction of social representations are universal, but the subject differs across cultures (Mouret et al., 2013) and depends on its country of origin (Rodrigues et al., 2015). Brazilians have a recent wine history (Ferreira & Ferreira, 2016; Mello,



2007), but sparkling wine culture is on the rise. Differently, wine is part of the French identity and culture (Do, Patris, & Valentin, 2009; Lo Monaco & Guimelli, 2011; Mouret et al., 2013; Rodrigues et al., 2020). Therefore, France is the origin of modern sparkling wine culture (Forbes, 1967; Garrier, 1998; Johnson, 1989).

The results show social representation divergences in Brazil and convergences in France, probably due to their tradition of sparkling wine production and consumption. The results support H2.a, and H2.b hypothesis, in which one's culture and proximity to wine culture influence social representations associated with sparkling wine. Results confirm prior research about the differences between traditional and non-traditional countries (Rodrigues et al., 2020). In Brazil, sparkling wine is more often related to a general, soft, sweet, refreshing, easy-to-drink beverage, and with different brands. In France, it is related to Champagne and substitute products – non-Champagne — from different origins, regions, and countries, and different types: representations linked to knowledge and ignorance regarding the product. This aspect highlights social standing and dominance related to wine consumption (Lo Monaco, Tavani, et al., 2020) and the proximity to wine culture. There are also differences concerning social status, more divergent in Brazil and convergent in France. That evidence likewise contributes to validating our H1 hypothesis.

Wine, in general, is a cultural and social product (Beckert, Rössel, & Schenk, 2017b). Other authors have also showed the different representations associated with it (Lo Monaco, Gausso, et al., 2009; Lo Monaco & Guimelli, 2008, 2011; Mouret et al., 2013; Piermattéo et al., 2012; Rodrigues et al., 2015; Simonnet-Toussaint et al., 2005, 2004). In our study, according to our H3 hypothesis, the most important difference between still wine and sparkling wine is the presence of bubbles, foam, aesthetics, and entertainment. However, in Brazil, sparkling wine is represented as a general or common beverage with bubbles. In France, it is represented as wine with bubbles, consumed for entertainment, according to intrinsic and extrinsic quality characteristics (see CHARTERS; PETTIGREW, 2007), such as origin and type. In both countries, bubbles are an important element. They emphasize sparkling wine as a distinct category in the wine field, with bubbles, prestige, fun, and a product to be flaunted.

In France, we can observe the association between Champagne and non-champagne and, in Brazil, sparkling wine as a general sparkling beverage, including Cider. It is observed that there is a misunderstanding about the definition of sparkling wine. This result validates our H4 hypothesis about social anchoring, in which individuals familiarize novelty and reduce its strangeness (Bonetto & Lo Monaco, 2018). Both countries anchor in familiar products to understand "new" products. Substitute products, Crémant, Cava, and Prosecco, are compared to Champagne; Champagne, technically a sparkling wine, holds a better reputation (Liger-Belair & Rochard, 2008) and is represented in a different category. In Brazil, substitute beverages, such as Cider, a fermented beverage made from apples, are compared to conventional sparkling wine, sharing representation of sparkling wine, in some cases called "a poor man's Champagne." That is an anchoring process in which individuals give sense to a non-familiar object from preexisting knowledge (Jovchelovitch, 2001a; Moliner, 2015; Moscovici, 2011). The process is related to social representation origins and reinforces social position and

sociability (Lo Monaco, Tavani, et al., 2020; M. Rouquette, 1997). Brazilians in higher social positions have more knowledge about sparkling wine, and the French, about Champagne.

Otherwise, results show the symbolic aspect of sparkling wine consumption related to social factors, such as social standing, position, and mobility. Sparkling wine is a product of social affluence and with a strong visual appeal. However, social representations of sparkling wine, its consumption, and social distinction must be studied further. Thus, our study shows the future directions of social standing and sparkling wine consumption. The rise of sparkling wine consumption in Brazil and France could be explained by social distinction and mobility, mainly in Brazil, where social representations differ depending social origins, suggesting the use of sparkling wine as a product of social standing. Brazil has increased economic and social development in recent years, showing upward social mobility (Costa, 2018). In upward mobility, individuals try to adapt to a new social class, in an attempt to become a part of it and to be accepted by it (Birdsall, 2015). Then, future research could study the correlation of the social representations of sparkling wine and social domination orientation (SDO), and conspicuous consumption, social representations of sparkling wine supporting a social hierarchy. SDO is the society that tends to have a social structure based on social hierarchies and dominance of hegemonic groups at the top (Sidanius & Pratto, 1999). Conspicuous consumption is "a deliberate engagement in the symbolic and visible purchase, possession and usage of products and services imbued with scarce economic and cultural capital with the motivation to communicate a distinctive self-image to others" (Roy Chaudhuri, Mazumdar, & Ghoshal, 2011, p. 217).

#### **4.5 Conclusions**

Considering consumption as a symbolic act which bears a social role (Solomon, 1983), sparkling wine consumption must be seen as a social and cultural phenomenon. Our research highlights the origins of sparkling wine representation and the anchoring process with Champagne and French practices, as well as the context of its consumption. As proposed by Rodrigues et al. (2020), less-known regions must improve wine education as a marketing strategy to increase wine awareness, as it could be an important alternative for the wine market.

Despite its organoleptic characteristics, sparkling wine is an object of representation, and its consumption is a social phenomenon with cultural meaning. The object is used to communicate social class and the need for social affiliation. We highlighted the differences between traditional and Old-World wine, and non-traditional and New-World wine representations. These differences show the influence of Old-World wines and opportunities for wine marketers to build product brands according to consumers' beliefs and culture, and the openness to new sparkling wine types, mainly in emerging countries, where upward social mobility is occurring and where there is a non-tradition of sparkling wine consumption.

## **Chapter 5 - Champagne shower: the social role of sparkling wine consumption in Brazil and France**

### **5.1 Introduction**

Alcohol consumption is regulated by culture, context, and identity (Lo Monaco, Bonetto, et al., 2020). What and how much we drink are influenced by the social context. The social value predicts wine consumption (K.-P. Wiedmann et al., 2014). Wine is a higher status product associated with modern and western lifestyles (Overton & Banks, 2015). Similarly, sparkling wine is a product that evidences social standing, consumed in social contexts with defined practices and rituals (Araujo, Lo Monaco, & Bruch, 2021). Its consumption differs over occasion, company, brand, origin, recommendation, price, and personal taste (Verdonk et al., 2017). Champagne is the main sparkling wine with an old premium brand marketing strategy. The product created a strategy centered on a premium brand during a century in United Kingdom, influencing the Champagne brand worldwide (Harding, 2017a). The result of an elite distribution, illusion of scarcity, and a luxury brand that stay in our days.

Champagne consumption involves two main ritual regimes, the open and the closed rituals (Cowan & Spielmann, 2017). The open ritual is brand-centric, transformative, and intimate. The closed-ritual is related to the social interactions, governed by rules as an accessory to the collective and social occasion, such as symbolic capital. Sparkling wine is a beverage shared with others on special occasions (Verdonk et al., 2017). A social drink, separated in a different category from wine (Charters et al., 2011). It can contribute to social differentiation and group membership (Araujo, da Silva, et al., 2019). From the modern revolution in consumption, Champagne emerged as a global icon and became a social marker of status and membership (Rokka, 2017).

Culture is the main influence on consumer preferences and tastes for products that express “higher taste” (Roy Chaudhuri et al., 2011), expressing superiority or even a cultural hierarchy between groups. Sparkling wine shares many representations in different ways. It is associated with social affluence, standing, and luxury (Araujo et al., 2021). As well as wine, sparkling wine is also a marker of wealth and affluence, demonstrating conspicuous consumption (Banks & Overton, 2010). Sparkling wine is also a product with symbolism in different cultures. This study analyzes how social factors and social standing influence social representations and explain sparkling wine consumption in Brazil and France.

### **5.2 Conceptual background**

Wine is an symbolic object that expresses social affluence (Hart et al., 2009; R. Huang et al., 2016; Lo Monaco, Tavani, et al., 2020). Individuals consume the symbolic value of alcoholic beverages (Overton et al., 2012) its means what products represent in society. The product representations are meaning provided by groups. That meaning structures are social

representations, and common views shared about the object (Bonetto & Lo Monaco, 2018), beliefs, values, and attitudes (Morera et al., 2015; Troian, Bonetto, Varet, Barbier, & Lo Monaco, 2018) produced, maintained, and shared socially (Jodelet, 2003b; Lo Monaco et al., 2008). Representations are how we organize the world, behave, and communicate with others (Urdapilleta, Demarchi, & Parr, 2021). The act of representation is universal but varies according to social context and culture (Mouret et al., 2013; Urdapilleta et al., 2021). High-status people influence behavior and representation by social influence (Moscovici, 2011). Our behavior and practices are guides by social representations (Moscovici, 2011; Wolter, 2018). We use it to learn and give sense to our social environment (Moliner et al., 2019). Social representations are organized in three dimensions: the functional, the descriptive, and the normative (Caillaud & Flick, 2016; Moliner & Lo Monaco, 2017; Rateau, 1995; Wolter, 2018). The normative is linked to evaluation, norms, and ideology; the functional is relates to practices and function of the object, and the descriptive characterizes, defines, and denotes the object (Caillaud & Flick, 2016; Rateau, 1995; Wolter, 2018). Social representation can demonstrate how consumers evaluate, use, and denote sparkling wine. The product communicates affluence and social prestige due to social representations associated with it. Sparkling wine symbolism could intermediates relations among the same or desired group.

Sparkling shows social affluence and is a product to show the social distinction. Product symbolism can reinforce the consumer's identity (Z. Huang & Wang, 2018; Luna-Cortés, 2017). Consumers use that symbolism to communicate social standing, status, and prestige (Mason, 2000; Millan & Mittal, 2017). That demonstration of social power is a way of conspicuous consumption (Z. Huang & Wang, 2018; Veblen, 2004). Individuals seek consumption to differentiate themselves from others. "Conspicuous consumption is a deliberate engagement in the symbolic and visible purchase, possession and usage of products and services imbued with scarce economic and cultural capital with the motivation to communicate a distinctive self-image to others" (Roy Chaudhuri et al., 2011, p. 217). Present in daily life, it influences what and where people eat, wear, decorate home, communicate, and think (O'Cass & McEwen, 2004). That is a mechanism to enhance social standing (Overton & Banks, 2015; Roy Chaudhuri et al., 2011). Consuming one brand indicates a social status and provides a visual representation of this social standing (O'Cass & McEwen, 2004). Consumers buy the products' representation. The brand and product can show where the individual is in social standing.

Conspicuous consumption is related to three dimensions: ostentation and signaling; uniqueness; and social conformity (Assimos, Pinto, Leite, & Andrade, 2019). The first indicates that consumption in public contexts causes the impression of the social position; the second means distinction through the rarity of ownership. The third, social conformity, implies action under the group's expectation, consuming brand with values to the groups. Conspicuous consumption is undertaken or pursued to enhance one's position in society, which can be achieved through signaling wealth, public demonstration, and communicating affluence to others (O'Cass & Frost, 2002). Individuals do not consume just the product, but what it represents socially.

Visible goods send a social signal about who purchases (Clingsmith & Sheremeta,

2018). Men engage more in conspicuous consumption to show economic growth (Clingingsmith & Sheremeta, 2018; Collins, Baer, & Weber, 2015). Consumers in social mobility also engage more in conspicuous consumption but keep the coexistence between their origins and modernity (Z. Huang & Wang, 2018). The “*nouveau riche*” looks to display refined taste to demonstrate social prestige, imitating wealthier classes (McDonnell, 2016). Individuals are influenced by others to consume what they think is proper to that class or social occasion. Consumers in emerging countries engage more in high-status consumption than in a mature country (Pino, Amatulli, Peluso, Natarajan, & Guido, 2019). The product provides representations to construct, maintain, and communicate the identity, using the product's symbolic aspect (Roy Chaudhuri et al., 2011). Consumers show what the product represents to their groups. Products have a social role and communicate social value, affluence, hierarchy, and symbolism.

Influenced by group behavior and information, consumers engage in conspicuous consumption (Nabi, O’Cass, & Siahtiri, 2019). They try to imitate the behavior of the desired group. Reference groups play an essential role in conspicuous consumption (O’Cass & McEwen, 2004). Groups provide meaning to specific and important objects (Bonetto & Lo Monaco, 2018). Individuals more oriented to interpersonal influence are more likely to look for social acceptance (Deng et al., 2018). Consumers are more susceptible to interpersonal influence to demonstrate wealth and enhance their image, buying products with status in their groups (Nabi et al., 2019).

Some individuals are more susceptible to be influenced by peers, while others are more resistant to that social influence (Bearden, Netemeyer, & Teel, 1989). Bearden, Netemeyer & Teel (1989, p. 474) define consumer susceptibility to interpersonal influence “as the need to identify or enhance one's image with significant others through the acquisition and use of products and brands, the willingness to conform to the expectations of others regarding purchase decisions, and/or the tendency to learn about products and services by observing others and/or seeking information from others.” We can distinguish interpersonal influence in normative (utilitarian and value expressive) and informational (Bearden et al., 1989; Deutsch & Gerard, 1955; Sharma & Klein, 2020; Ye, Zhang, & Yuan, 2017). Normative is the tendency to conform with the expectation from others, and informational influence the tendency to accept information from others as evidence of reality (Bearden et al., 1989; Deutsch & Gerard, 1955). Normative influences are directly linked to behavior and attitudes, while informative affects knowledge and evaluation search (Sharma & Klein, 2020).

Consumers search for information or tend to attend to other expectations. Consumers adapt their eating behavior according to perceived norms and what is appropriated to the social context (Higgs & Thomas, 2016). Interpersonal influence can be more evident in luxury product consumption because, in this case, consumers are susceptible to other’s evaluations (Yi-Cheon Yim, L. Sauer, Williams, Lee, & Macrury, 2014). Consumers try to replicate the consumption of higher social classes, observe their practices, and motivate them to consume conspicuously (Kastanakis & Balabanis, 2012). Individuals tend to align attitudes with similar ones, but the contrary is also true. Out-group members can also influence, but a preference

contrast (Tuk, Verlegh, Smidts, & Wigboldus, 2019). An out-group opinion can affect negatively.

### **5.3 Hypothesis**

H1.a - Social standing, income, social representations, and conspicuous consumption predicts sparkling wine consumption.

H1.b - Previous wine consumption predicts sparkling wine consumption.

H2. - Social representations associated with sparkling wine varies according to social standing, culture.

H3. – Social representations of sparkling wine are related to interpersonal influence.

H4. Susceptibility to interpersonal influence is related to conspicuous consumption.

### **5.4 Method**

#### **5.4.1 Procedure**

Participants were invited by a mail-list collected during previous research and online social networks, such as Instagram, Facebook, Twitter, LinkedIn, and WhatsApp. To avoid inducing answers, we used just the term wine consumption and society to present the questionnaire. Participants agreed with the consent term and answered the questionnaire of conspicuous Consumption, Consumer Susceptibility to Interpersonal Influence, the Characterization questionnaire (Q-sort), and the sociodemographic questionnaire.

#### **5.4.2 Pre-test**

The questionnaire was first pre-tested with a fell specialist to verify the consistency and structure after tested with a student population. One hundred sixteen students, fifty-eight Brazilians, and fifty-eight French participated in questionnaire validation. The participants were recruited from online student's groups in France and Brazil. The conspicuous Consumption scale was not validated in France. The scale was translated from English to French by a professional service and revised by French researchers. All scales presented satisfactory internal consistency. Cronbach's alpha to conspicuous consumption factors: Signaling and ostentation: BR = 0.80, FR= 0.79; Uniqueness: BR = 0.67, FR= 0.83; Social conformity: BR = 0.88, FR= 0.86. To susceptibility to interpersonal influence factors: normative influence: BR = 0.81, FR= 0.83; Informational influence: BR = 0.87, FR= 0.83. After questionnaire validation, participants were included in the main list of participants, and we continued with the general recruiting.

#### **5.4.3 Participants**

Eight hundred seventeen individuals answered the questionnaire, four hundred eighty-

seven Brazilians and three hundred thirteen French. To be eligible, participants had to be over 18 years of age. Table 6.1 presents the description of participants. 69% declared as female, 66% of young adults (21 – 39 years old), 41% considered him-self being in a moderate degree of social status and has a good distribution between categories. Income was collected in local money because the base salary is not equivalent (Approximately, in 2021, Brazilian reais: 1.100,00, Euro: 1.231,00). Most of the participants consume wine occasionally (36%) or regularly (27%), and sparkling wine rarely (35%) or occasionally (40%).

#### 5.4.4 Measures

We used two questionnaires from existing literature to test our hypothesis, to social dominance, conspicuous consumption, and consumer susceptibility to interpersonal influence. Social representations were measured by a Q-sort questionnaire or questionnaire of characterization. We also collected sociodemographic information and subjective social status.

**Conspicuous Consumption Orientation (CC)** was measured using the scale developed by Mann & Sahni (2015), translated and adapted to Brazilian Portuguese (Assimos et al., 2019). The scale was not yet translated and validated in French. That is a 9 items-scale, with 3 factors, measured with 5 points, from strongly disagree (1), to strongly agree (5). The French version was translated by a professional, revised by the authors, and pre-tested. In both cases, we changed the terms “wedding occasion” to “special moment, due to the different proposes from the original scale. We pre-tested the scale in Portuguese and French to analyze if the changes maintain the original internal consistency. That is a three-dimensional scale, measuring orientation to signaling and ostentation (factor 1, Items 1, 2, and 3), uniqueness (factor 2, items 4, 5, and 6), and social conformity (factor 3, items: 7, 8, and 9). All factors of conspicuous consumption presented satisfactory internal consistency. Cronbach’s alpha to factor 1: BR = 0.83, FR= 0.81; factor 2: BR = 0.82, FR= 0.74; factor 3: BR = 0.88, FR= 0.90.

**Consumer Susceptibility to Interpersonal influence (CSII)** was measured using the questionnaire proposed by Bearden, Netemeyer, and Teel (1989), translated and validated to French (Gentina, 2009; Hajtaïeb El Aoud & Affi, 2013) and Brazilian Portuguese (Amaral, Aquino, Souza, Diogo, & Lins, 2017). The French version was adapted to their proposes, “others” to “my friends” and “products” to “clothing.” We reversed to the original form. We also pre-tested these changes. That is a bidimensional scale measuring normative (factor 1, items: 2, 3, 5, 6, 8, 9, 11 and 12) and informational influence (factor 2, items: 1, 4, 7 and 10), with 12 items. That is a 7-points scale, from strongly disagree (1) to strongly agree (7), with 12 items. All factors of susceptibility to interpersonal influence presented satisfactory internal consistency. Cronbach’s alpha to factor 1: BR = 0.84, FR= 0.82; and factor 2: BR = 0.84, FR= 0.86.

The **Questionnaire of Characterization (Q-Sort Questionnaire)** was used to measure social representation. The questionnaire was constructed based on previous research collecting the content of social representation in both countries (Araujo et al., 2021). We used a

Questionnaire of Characterization (Lo Monaco et al., 2012, 2017) with 20 cues. We asked participants to rank the 20 cues in four blocks. First, rank the four most relevant expressions to represent sparkling wine; second, the four less relevant, and successively, until the last four. This method enables an average mean and statistical analysis of independent variables (Lo Monaco et al., 2012).

**Sociodemographic information** was asked considering gender, age, income, educational level, and the MacArthur scale of subjective social status. That scale “captures individuals sense of their place in the social ladder which takes into account standing on multiple dimensions of socioeconomic status and social position” (Adler & Stewart, 2007). It is a self-report scale, from 1 – lower position on social standing - to 10 – highest position on social standing. The frequency of wine and sparkling wine consumption was also requested.

#### 5.4.5 Data analysis

Data was collected using an online survey and saved at the Aix-Marseille University server. First, we tested the scale's internal consistency. The Characterization questionnaire was converted on Likert scale. The four first expressions selected received the score “5”, the following four selected, “1”, next four “4”, next four “2” and the non-selected expression received score “3”, following the order of importance accorded by participants. We aggrouped the social representations items using a Hierarchical Cluster Analysis with six groups. We performed a partial correlation analysis to verify the correlation between variables. Then we compared the means using a test-student to verify the differences between countries. Finally, we performed a binary logistic regression to verify how social representations and social factors explain sparkling wine consumption. Statistical significance was set at a 95% IC.

Before the binary logistic regression, we recategorized the categorical variables (table 6.1). Variables as gender and country are already binominal. Wine consumption and sparkling wine consumption was dichotomized into never or rarely consume wine (0) and occasional, regular or frequent wine consumers (1). Income (Euros or BRS) was recategorized in cat 1 – Up to one thousand – cat 2 – One thousand to and three thousand, cat 3 – three thousand to six thousand, and cat 4 – more than six thousand. The study was recategorized in cat1- until high school, cat2 - undergraduate, and cat3 – graduate – after five years of university.

**Table 0.1**

Code		France		Brazil		Total	
		N/M	%/sd	N/M	%/sd	N/M	%/sd
	<i>Country</i>	330	40%	487	60%	817	100%
<i>SD1</i>	<i>Gender</i>						
0	Female	252	76%	313	64%	565	69%
1	Male	78	24%	174	36%	252	31%
<i>SD2</i>	<i>Age</i>	33.6	14.4	34.9	10.8	34.4	12.4
<i>SD3</i>	<i>Income range</i>						



1	Less than 1000 \$	23	7%	6	1%	29	4%
2	2.001 to 3.000 \$	166	50%	116	24%	282	35%
3	3.001 to 6.000 \$	110	33%	143	29%	253	31%
4	More than 6.001	31	9%	222	46%	253	31%
<i>SD4</i>	<i>Study level</i>					0	
1	High school or less	67	20%	23	5%	90	11%
2	Undergraduate or ongoing	223	68%	168	34%	391	48%
3	Graduate or more	40	12%	296	61%	336	41%
<i>SD5</i>	<i>Subjective social status</i>	5.94	1.62	5.41	1.77	5.63	1.73
<i>Wine</i>	<i>Wine consumption</i>						
0	Never or rarely	72	22%	97	20%	169	21%
1	Occasional, regular, and frequent	258	78%	390	80%	648	79%
<i>SWine</i>	<i>Sparkling wine consumption</i>						
0	Never or rarely	162	49%	232	48%	394	48%
1	Occasional, regular, and frequent	168	51%	255	52%	423	52%
<i>CC1</i>	<i>Signaling and ostentation</i>	2.81	0.820	3.21	0.799	3.05	0.830
<i>CC2</i>	<i>Uniqueness</i>	2.06	1.10	2.56	1.08	2.36	1.12
<i>CC3</i>	<i>Social conformity</i>	1.87	1.00	2.21	1.20	2.07	1.14
<i>SII1</i>	<i>Normative influence</i>	2.31	1.07	1.93	0.947	2.08	1.01
<i>SII2</i>	<i>Informational influence</i>	4.21	1.61	4.26	1.83	4.24	1.75
<i>SR1</i>	<i>Elegancy, lux, and ostentation</i>	2.41	0.556	2.39	0.515	2.40	0.540
<i>SR2</i>	<i>Daily beverage</i>						
-2	Less represent sparkling wine	210	64%	228	47%	438	53.6 %
-1		75	23%	86	18%	161	19.7 %
0		34	10%	89	18%	123	15.1 %
1		6	2%	35	7%	41	5.0 %
2	More represent sparkling wine	5	2%	49	10%	54	6.6 %
<i>SR3</i>	<i>Etiquettes and rules</i>						
-2	Less represent sparkling wine	85	26%	134	28%	219	26.8 %
-1		72	22%	111	23%	183	22.4 %
0		73	22%	102	21%	175	21.4 %
1		61	18%	88	18%	149	18.2 %
2	More represent sparkling wine	39	12%	52	11%	91	11.1 %
<i>SR4</i>	<i>Entertainment, funny</i>	3.99	0.80	4.30	0.667	4.11	0.77
<i>SR5</i>	<i>Physical characteristics</i>	3.40	0.62	3.64	0.617	3.50	0.63
<i>SR6</i>	<i>Casual beverage</i>	3.46	0.92	3.05	0.881	3.29	0.92

Note: Categorical variables: SD1, SD3, SD4, Wine, SWine, SR2, and SR3.

## 5.5 Results

### 5.5.1 Social representation clusters

The clusters of social representations were made using the hierarchical cluster analysis, with the social representation variables. We used the nearest neighbor method by measuring Euclidean distance, with six groups, to have more variability. The dendrogram shows the formation of two main clusters and after the formation of 6 groups (figure 6.1). The first group

has clusters 1, 2, and 3. The second has clusters 4, 5, and 6.

**Figure 0.1**

Dendrogram of cluster analysis

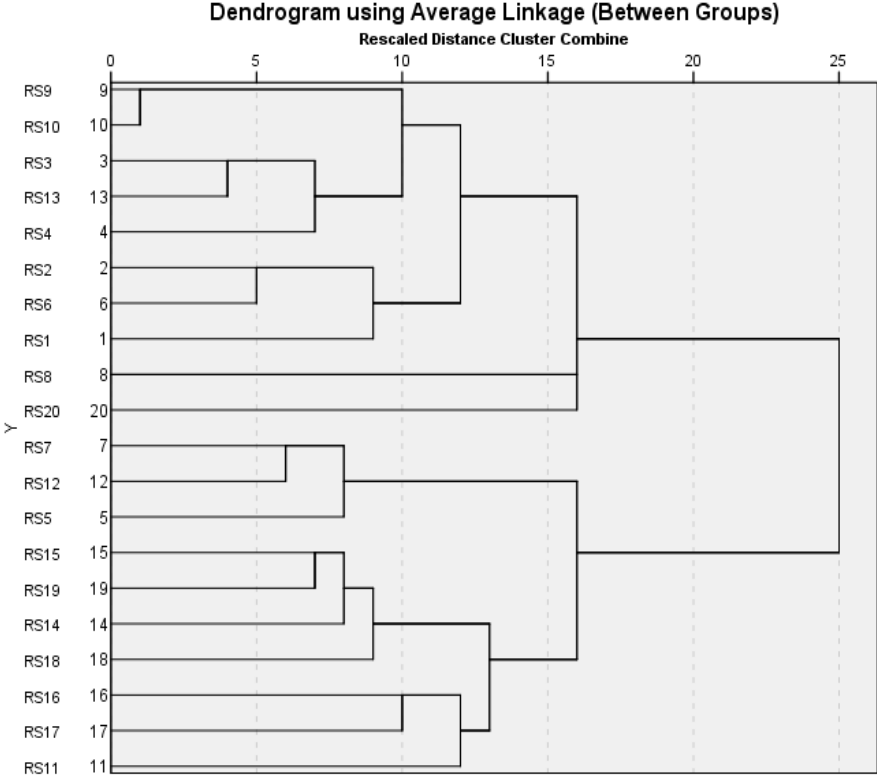


Table 6.2 describes the formation of groups. The first main group is composed of social representation associate with more normative and descriptive elements. The second main group has more functional and descriptive elements. Cluster 1 (SR1) groups items related to elegance, lux, and ostentation, social representations more normative and descriptive. Cluster 2 and 3 (SR2 and SR3) have just one item, the first linked to an everyday beverage and the second related to the rules and etiquettes of sparkling wine consumption. Cluster 4 (SR4) comprises three items linked to entertainment and references for a festive or relaxed time. Cluster 5 (SR5) comprises four items linked to the physical characteristics of sparkling wine and its different types and origins. Cluster 6 (SR6) has three items linked to a casual beverage and happy times.

**Table 0.2**

Description of social representation clusters

Case	Description	Type	Cluster description	
SR1	Drink sparkling wine makes us more elegant	Descriptive/functional	SR1 Elegancy, lux, and ostentation	
SR2	Sparkling drinking makes us more luxurious	Descriptive/normative		
SR3	Some sparkling wines are for wealthier	Normative		
SR4	Some sparkling wines are for the poorest	Normative		
SR6	People feel richer when consuming it	Descriptive/normative		
SR9	The sweetest (soft) sparkling wines are for beginners	Normative		
SR10	Dry sparkling wines (less sweet) are for connoisseurs	Normative		
SR13	Champagne is a sparkling wine for wealthy	Normative		
SR8	It is a drink to be consumed in everyday life	Functional/descriptive		SR2 Daily beverage
SR20	There are correct ways to consume it	Normative		SR3 Etiquettes and rules
SR5	It is a beverage to drink with other people	Descriptive/functional	SR4 Entertainment, funny	
SR7	There are special occasions to consume it	Descriptive		
SR12	It is a beverage to celebrate	Descriptive/normative		
SR14	It is a beverage for tasting	Functional	SR5 Physical characteristics	
SR15	There are different sparkling wines for different occasions	Functional		
SR18	It is characterized by its bubbles/foam	Descriptive		
SR19	It is characterized by its origin (geographical) or brand	Descriptive		
SR11	It is a beverage for everyone	Descriptive/normative		SR6 Casual beverage
SR16	It is a beverage to cool off / have fun	Functional/descriptive		
SR17	It makes people happier	Functional/descriptive		

### 5.5.2 Country differences

Table 6.3 reports countries' differences regarding social representation, conspicuous consumption orientation, and susceptibility to interpersonal influence. The effect sizes was as small ( $d = 0.2$ ), medium (between  $d = 0.2$  and  $0.8$ ), and large ( $d > 0.8$ ) Brazilians scored higher to social representations associating sparkling with a casual beverage, with a higher score to SR 2 – daily beverage ( $d = .51$ ), and SR 6 – casual beverage ( $d = .44$ ). France has a higher score to social representation related to physical characteristics of sparkling wine, such as bubbles, types, and tastes, and as a beverage to share, celebrate, and to have fun and relax, with a higher score to SR4 – entertainment and funny ( $d = -.41$ ), and SR5 – physical characteristics ( $d = -.37$ ). No significant difference was found concerning social representations associated with elegancy, lux, and ostentation (SR1) and the rules and etiquettes of consumption (SR3).

**Table 0.3**

Countries differences

Group	Country	N	M	SD	SE	Statistic	N	MD	SE D	d
SR1	BR	487	2.41	0.556	0.0252	0.458	815	0.0176	0.0385	0.0327
	FR	330	2.39	0.515	0.0284					
SR2	BR	487	2.16	1.350	0.0612	7.282 <sup>a</sup> ***	815	0.6117	0.0840	0.5192
	FR	330	1.55	0.864	0.0476					
SR3	BR	487	2.62	1.339	0.0607	-0.751	815	-0.0719	0.0957	-0.0535
	FR	330	2.69	1.347	0.0741					
SR4	BR	487	3.99	0.809	0.0366	-5.881 <sup>a</sup> ***	815	-0.3164	0.0538	-0.4193
	FR	330	4.30	0.667	0.0367					
SR5	BR	487	3.40	0.624	0.0283	-5.306***	815	-0.2349	0.0443	-0.3783
	FR	330	3.64	0.617	0.0340					
SR6	BR	487	3.46	0.921	0.0417	6.240***	815	0.4026	0.0645	0.4449
	FR	330	3.05	0.881	0.0485					

Note: CC1: Signaling and ostentation; CC2: Uniqueness; CC3: Social conformity; SII1: Normative influence; SII2: Informational influence; SR1: Elegancy, lux, and ostentation; SR2: Daily beverage; SR3: Etiquettes and rules; SR4: Entertainment and festive; SR5: Physical characteristics; SR6: Casual beverage.

### 5.5.3 Correlation analysis

Table 6.4 presents the correlations and partial correlations analysis between variables. Older people ( $SD2 = .213^{***}$ ), richer ( $SD3 = .162^{***}$ ), with high level of study ( $SD4 = .095^{**}$ ), in a high social status ( $SD5 .147^{***}$ ), and wine consumers ( $.501^{***}$ ) tend to consume more sparkling wine. In the same way, Sparkling wine consumption is correlate with Uniqueness ( $CC2 = .115^{**}$ ), SR2 – Daily beverage, ( $.297^{***}$ ), SR5 – physical characteristics ( $.159^{***}$ ), SR6 – casual beverage ( $.200^{***}$ ), and negatively correlate with SR1 – Elegancy, lux, and ostentation ( $-.229^{***}$ ) and SR4 – Entertainment and funny ( $-.146^{***}$ ). Brazilians are more oriented to conspicuous consumption ( $CC1 = -.198^{***}$ ,  $CC2 = -.221^{***}$ ,  $CC3 = -.146^{***}$ ), and consider sparkling wine as a daily beverage ( $SR2 = -.0247^{***}$ ) and as a casual beverage ( $SR6 = -.214^{***}$ ). French considers sparkling wine more as beverage to entertainment, to have fun and consume in relaxed time ( $SR4 = .202^{***}$ ) and its physical characteristics and different types and origins ( $SR5 = .183^{***}$ ). The correlation also evidences the tendency of French to conform with others expectation ( $SII1 = .184$ ).

**Table 0.4**

Partial correlation matrix

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
CC1	1	0,352 ***	0,366 ***	0,303 ***	0,177 ***	0,004	-0,138 ***	0,087 *	0,051	0,077 *	0,052	0,03	0,133 ***	-0,049	-0,025	-0,003	-0,057	-0,122 ***	
CC2	2	0,381 ***	0,46 ***	0,324 ***	0,146 ***	0,043	-0,036	0,038	-0,002	0,058	0,115 **	0,115 **	0,105 **	0,012	0,008	-0,044	-0,074 *	-0,072 *	
CC3	3	0,384 ***	0,476 ***	0,568 ***	0,217 ***	0,019	-0,167 ***	0,032	0	0,067	-0,001	-0,026	0,293 ***	-0,113 ***	-0,044	-0,026	-0,181 ***	-0,209 ***	
SI1	4	0,255 ***	0,27 ***	0,525 ***	0,334 ***	0,017	-0,223 ***	0,048	0,052	0,092 **	-0,007	-0,065	0,221 ***	-0,115 **	-0,069 *	0,069 *	-0,183 ***	-0,158 ***	
SI2	5	0,176 ***	0,146 ***	0,217 ***	0,325 ***	-0,038	-0,224 ***	-0,007	-0,017	0,007	-0,021	-0,052	0,081 *	-0,124 ***	-0,017	0,115 **	-0,073 *	-0,095 **	
SD1	6	0,029	0,069 *	0,037	-0,007	-0,036	0,039	0,051	0,108 **	0,112 **	0,041	0,014	-0,014	0,098 **	0,05	0,007	-0,072 *	0,015	
SD2	7	-0,125 ***	-0,024	-0,157 ***	-0,228 ***	-0,223 ***	0,045	0,184 ***	0,219 ***	0,061	0,03	0,213 ***	-0,165 ***	0,103 **	0,086 *	-0,049	0,143 ***	0,086 *	
SD3	8	0,162 ***	0,128 ***	0,091 **	-0,036	0	0,101 **	0,188 ***	0,262 ***	0,388 ***	0,058	0,162 ***	-0,087 *	0,071 *	0,07 *	-0,061	0,056	0,072 *	
SD4	9	0,135 ***	0,099 **	0,067	-0,038	-0,009	0,154 ***	0,219 ***	0,406 ***	0,256 ***	0,078 *	0,095 **	-0,042	0,028	0,006	0,008	0,072 *	-0,021	
SD5	10	0,044	0,022	0,044	0,117 **	0,004	0,09 *	0,052	0,281 ***	0,157 ***	0,125 ***	0,147 ***	-0,008	0,017	-0,003	0,012	0,027	-0,027	
Wine	11	0,063	0,126 ***	0,008	-0,018	-0,02	0,049	0,033	0,079 *	0,098 **	0,114 **	0,501 ***	-0,148 ***	0,099 **	0,018	-0,069 *	0,139 ***	0,113 **	
SWine	12	0,049	0,133 ***	-0,012	-0,081 *	-0,05	0,026	0,217 ***	0,188 ***	0,129 ***	0,129 ***	0,504 ***	-0,229 ***	0,297 ***	0,023	-0,146 ***	0,159 ***	0,2 ***	
SR1	13	0,133 ***	0,106 **	0,293 ***	0,215 ***	0,081 *	-0,012	-0,164 ***	-0,071 *	-0,03	-0,01	-0,146 ***	-0,226 ***	-0,321 ***	-0,266 ***	-0,183 ***	-0,603 ***	-0,616 ***	
SR2	14	0,002	0,066 *	-0,072 *	-0,155 ***	-0,116 **	0,126 ***	0,113 **	0,168 ***	0,136 ***	-0,021	0,112 **	0,311 ***	-0,307 ***	0,025	-0,372 ***	0,088 *	0,294 ***	
SR3	15	-0,03	0,002	-0,047	-0,063	-0,017	0,046	0,085 *	0,052	-0,007	0,001	0,016	0,021	-0,266 ***	0,018	-0,062	0,127 ***	-0,146 ***	
SR4	16	-0,043	-0,087 *	-0,054	0,104 **	0,109 **	-0,019	-0,058 ***	-0,141 **	-0,085 *	0,042	-0,08 *	-0,162 ***	-0,182 ***	-0,403 ***	-0,056	-0,177 ***	-0,189 ***	
SR5	17	-0,092 **	-0,111 **	-0,203 ***	-0,143 ***	-0,075 *	-0,094 **	0,131 ***	-0,028	-0,02	0,054	0,125 ***	0,138 ***	-0,595 ***	0,039	0,129 ***	-0,134 ***	0,09 *	
SR6	18	-0,075	-0,021	-0,171 ***	-0,191 ***	-0,089 *	0,042	0,095 **	0,155 ***	0,079 *	-0,058	0,123 ***	0,216 ***	-0,598 ***	0,331 ***	-0,148 ***	-0,224 ***	0,048	
Country		-0,198	-0,221	-0,146	0,184	-0,015	-0,128	-0,052	-0,429	-0,456	0,151	-0,062	-0,098	-0,016	-0,247	0,026	0,202	0,183	-0,214

\*\*\*      \*\*\*      \*\*\*      \*\*\*                      \*\*\*                      \*\*\*                      \*\*\*                      \*\*\*                      \*\*                      \*\*\*                      \*\*\*                      \*\*\*

---

*Note:* Horizontal: Control Variable: Country (Brazil) (df 814); Vertical: Without country control (df815); Sig  $* > .05$ ,  $** > .01$ ,  $*** > .001$ . Note: CC1: Signaling and ostentation; CC2: Uniqueness; CC3: Social conformity; SII1: Normative influence; SII2: Informational influence; SD1: Gender; SD2: Age; SD3: Income; SD4: Study level; SD5: Subjective status; Wine: Wine consumption; SWine: Sparkling wine consumption; SR1: Elegancy, lux, and ostentation; SR2: Daily beverage; SR3: Etiquettes and rules; SR4: Entertainment and festive; SR5: Physical characteristics; SR6: Casual beverage.

Different aspects are related to conspicuous consumption. Signaling and ostentation is correlate with youngers (SD2 =  $-.138^{***}$ ), richer (SD3 =  $.087^*$ ), and high-status people (SD5 =  $.077^*$ ). That factor is also correlate with normative (SII1 =  $.303^{***}$ ) and informational influence (SII2 =  $.177^{***}$ ), with social representations associated with ostentation, lux, and ostentation (SR1 =  $.133^{***}$ ), and negatively correlate with social representations that associate sparkling wine as casual beverage (SR6 =  $-.122^{*-**}$ ). Uniqueness is also correlate with normative (SII1 =  $.324^{***}$ ) and informational influence (SII2 =  $.146^{***}$ ), positively correlate with SR1 ( $.105^{**}$ ), and negatively correlate with SR5 ( $-.074^*$ ), and SR6 ( $-.072^*$ ). Social conformity is correlate with normative (SII1 =  $.568^{***}$ ) and informational influence (SII2 =  $.217^{***}$ ), youngers (SD2 =  $-.167^{***}$ ), SR1 ( $.293^{***}$ ), and is negatively correlate with SR2 ( $-.113^{***}$ ), SR5 ( $-.181^{***}$ ), and SR6 ( $-.209^{***}$ ).

#### 5.5.4 Binary Logistic Regression analyses for sparkling wine consumption

The two factors (normative and informative influence) of consumer susceptibility to Interpersonal influence and factor 1 (Singularity and ostentation) and factor 3 (Social conformity) of conspicuous consumption presented non-significant contributions to the model and were excluded. After multicollinearity analysis, five variables were excluded from the model because of the high level of correlation (see table 6.5). Variables with non-significative contributions were also excluded from the model.

**Table 0.5**

Multicollinearity analysis

Model	Correlations			Collinearity Statistics	
	Zero-order	Partial	Part	Tolerance	VIF
1 Wine	,504	,460	,403	,910	1,098
CC1	,057	,022	,017	,816	1,226
CC2	,133	,067	,052	,714	1,401
CC3	-,012	,012	,009	,667	1,500
SD1	,026	-,053	-,042	,938	1,066
SD2	,217	,197	,156	,834	1,199
SD3_recat_D1	-,076	-,012	-,009	,913	1,095
SD3_recat_D3	-,063	-,045	-,035	,713	1,402
SD3_recat_D4	,183	,044	,034	,582	1,719
SD4_recat_D1	-,041	-,008	-,006	,845	1,183
SD4_recat_D3	,108	-,033	-,026	,748	1,337
SD5	,129	,089	,070	,874	1,144
SR2_D2	-,057	-,006	-,005	,835	1,198
SR2_D3	,089	,095	,074	,827	1,209
SR2_D4	,022	,040	,031	,862	1,160
SR2_D5	,324	,272	,220	,751	1,332

SR3_D2	-,016	,005	,004	,687	1,456
SR3_D3	,010	-,010	-,007	,678	1,475
SR3_D4	,051	,033	,026	,686	1,457
SR3_D5	-,026	,003	,002	,746	1,341
SR4	-,162	,009	,007	,773	1,294
SR5	,138	,071	,056	,852	1,173
SR6	,216	,100	,078	,775	1,291

Note: a. Dependent Variable: Swine.

Excluded variables: SD03\_recat\_D2, SD04\_recat\_D2, SR1, SR2\_D1, SR3\_D1

Legend: CC1: Signaling and ostentation; CC2: Uniqueness; CC3: Social conformity; SII1: Normative influence; SII2: Informational influence; SD1: Gender; SD2: Age; SD3: Income; SD4: Study level; SD5: Subjective status; Wine: Wine consumption; SWine: Sparkling wine consumption; SR1: Elegancy, lux, and ostentation; SR2: Daily beverage; SR3: Etiquettes and rules; SR4: Entertainment and festive; SR5: Physical characteristics; SR6: Casual beverage; recat: variable recategorized.

The binary logistic regression model was performed to test the contribution of wine consumption, conspicuous consumption (uniqueness), gender, age, subjective social status, income, and social representations in predicting sparkling wine consumption in Brazil and France. According to the Hosmer-Lemeshow test, the model presents a good fitting (Chi-square: 7,173, not-significative).

Table 6.6 displays the predictors of sparkling wine consumption. Wine consumers with an occasional, regular or frequent consumption have 9,87 more chance to consume sparkling wine than non-consumers or who rarely consume. Increasing one unit of orientation to uniqueness score (factor 2 of conspicuous consumption) increases 30,22% of self-report sparkling wine consumption. Women have 50,36% more likely to consume sparkling wine than men. Older people have 4,49% chances than the youngest. Consumers with a monthly income between three or six thousand euros or reais (SD03\_recat\_D3) have 46,7 % more chances to consume sparkling wine than a consumer that receives less than one thousand euros or reais. Consumers with a high social status (SD05) are 11,1% more propensity to consume sparkling wine than consumers with low social status. The other categories had an odds ratio non-significative.

The self-report of sparkling wine is approximately 7,74 times to consumers who highly associate sparkling wine with a daily beverage (SR2 – cat 5) than a consumer who thinks it is not (Cat 1). Cat 1, 2, 3, and 4 of SR2 had a non-significant odds ratio. More increase the association, more increase the possibility to consume sparkling wine.

Consumers who associate sparkling wine with physical characteristics, such as bubbles, types, and origin (Group SR5), have 30,2% more chances to consume it. Similarly, consumers who highly associate the object with a casual beverage (Group SR6), such as fun, popular and relaxed times, have 34,3% more chances to consume sparkling wine. Group SR1, which associates sparkling wine with elegancy, lux, and ostentation, has a high correlation with SR5 and SR6 but was excluded from the model because of multicollinearity. The groups SR3 (etiquettes and rules) and SR4 (entertainment and funny) of social representations had a non-



significant odds ratio and were also excluded from the model.

**Table 0.6**

Summary of Binary Logistic Regression Analysis for Variables Predicting Sparkling Wine Consumption

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
Step 1 <sup>a</sup>	SD06_W_dicot	2,290	,256	80,159	1	,000	9,879	5,983	16,310
	CC_F2	,264	,078	11,329	1	,001	1,302	1,117	1,519
	SD01	-,408	,185	4,871	1	,027	,665	,463	,955
	SD02	,044	,007	34,742	1	,000	1,045	1,030	1,060
	SD05	,105	,054	3,867	1	,049	1,111	1,000	1,234
	SD03_recat_D1	-,721	,506	2,026	1	,155	,486	,180	1,312
	SD03_recat_D2	-,392	,240	2,660	1	,103	,676	,422	1,082
	SD03_recat_D3	-,630	,226	7,795	1	,005	,533	,342	,829
	SR2_D2	-,018	,219	,006	1	,936	,983	,640	1,509
	SR2_D3	,433	,250	2,995	1	,084	1,542	,944	2,519
	SR2_D4	,028	,385	,005	1	,941	1,029	,484	2,189
	SR2_D5	2,047	,495	17,072	1	,000	7,745	2,933	20,451
	SR5	,348	,139	6,245	1	,012	1,416	1,078	1,860
	SR6	,264	,097	7,328	1	,007	1,302	1,075	1,576
	country_dicot	-,420	,207	4,137	1	,042	,657	,438	,985
	Constant	-5,638	,849	44,110	1	,000	,004		

Note: a. Variable(s) entered on step 1: SD06\_W\_dicot, CC\_F2, SD01, SD02, SD05, SD03\_recat\_D1, SD03\_recat\_D2, SD03\_recat\_D3, SR2\_D2, SR2\_D3, SR2\_D4, SR2\_D5, SR5, SR6, country\_dicot.

Legend: CC2: Uniqueness; SD1: Gender; SD2: Age; SD3: Income; SD5: Subjective status; Wine: Wine consumption; SWine: Sparkling wine consumption; SR2: Daily beverage; SR5: Physical characteristics; SR6: Casual beverage; recat: variable recategorized.

On our simple, Brazilian participants have 34,3% more chances to consume sparkling wine than French, which does not represent the reality according to consumption data (OIV, 2020). According to table 6.7, the model's predictive capacity was 80,4% (CI 95%) to explain occasional, regular, and frequent sparkling wine consumption.

**Table 0.7**

Fitting model - Receiver Operating Characteristic Curve

Test Result Variable(s): Predicted probability

Area	Std. Error <sup>a</sup>	Asymptotic Sig. <sup>b</sup>	Asymptotic 95% Confidence Interval	
			Lower Bound	Upper Bound
,804	,015	,000	,775	,834

Legend: a. Under the nonparametric assumption

b. Null hypothesis: true area = 0.5

## 5.6 Discussion

The current study examined the social role of sparkling wine, what factors influence its

consumption, and how social representations and consumption differ across a non-traditional wine country, Brazil, and a traditional, such as France. First, we performed a mean comparison analysis to verify the differences between Brazil and France. Partial correlation analysis was carried to verify what variables are related to social representations associate with sparkling wine, such as sociodemographic variables, orientation to conspicuous consumption, and susceptibility to interpersonal influence. Finally, we carried a binary logistic regression to verify what factors predict occasional, regular, or frequent sparkling wine consumption. The main contribution of the current study is explaining how social representation and social factors influence sparkling wine consumption and highlight the differences between a traditional and non-traditional wine country. Old world and traditional countries have a historical and closer relationship with wine than a new word and non-traditional wine country (Araujo et al., 2021; Rodrigues et al., 2020). Results demonstrate the differences between social representations associated with sparkling wine by Brazilian and French and how it influences its consumption and role in society.

Brazilians tend to be more oriented to conspicuous consumption and associate sparkling wine as a casual and daily beverage. It is a characteristic of emerging markets, in which consumers in social mobility tend to engage more on conspicuous consumption (Z. Huang & Wang, 2018; Nabi et al., 2019). The new rich look to display social prestige and imitate high class (McDonnell, 2016) and look for distinction and recognition by members group (Assimos et al., 2019). Brazilian is more oriented to signaling possession, buying different products to demonstrate uniqueness, and being in accordance with, and conforming to the desired group – social conformity. French tends to be more oriented to informational influence and associate sparkling wine with entertainment, festive, fun, and physical characteristics, such as bubble and the different sparkling wine produced in different regions. Informational influence refers to the effect of knowledge and evaluation on the buying process. Consumers tend to accept relevant information obtained from reference groups (Sharma & Klein, 2020; Ye et al., 2017). It creates autonomy feeling in consumers (Ye et al., 2017). Information and knowledge about the product have an important effect wine purchase decision-making (Ellis & Thompson, 2018). French consumers are more oriented to that search of information than Brazilians, principally concerning sparkling wine. Besides the differences, both countries share representations associating sparkling wine with elegancy, lux, ostentation, etiquettes, and consumption rules. Results suggest sparkling wine consumption demonstrates social distinction and standing, despite the consumer's proximity with wine.

Social representations are meaning attributed to an object by a specific group (Bonetto & Lo Monaco, 2018). Its content varies according to the group of origin and belonging, as culture (Mouret et al., 2013) and social class (Araujo et al., 2021). Contrary to previous research (Araujo et al., 2021; Lo Monaco, Tavani, et al., 2020), social status had no significant correlation with any group of social representation. Meanwhile, economic status is related to representations associating sparkling wine with a daily and casual beverage and etiquettes and rules. Individuals with more study and older tend to represent the object by its physical characteristics, such as bubbles and types. Wine knowledge is a characteristic of high social

status (Lo Monaco, Tavani, et al., 2020). Youngest and with low economic status tend to associate the product with Elegancy, lux, and ostentation (SR1), and older and with more economic status tend to associate with a daily beverage (SR2), etiquettes and rules (SR3), and a casual beverage (SR6). The judgment of wine, culture, and quality, is interpreted differently according to class, income, education, and familiarity with wine (Beckert et al., 2017a). Group SR1 is also related to the social differentiation and the distinction between product and social class, showing a possible existence of a product to an elitist class and other sparkling wine to beginners and poorest. That shows that sparkling wine and wine are a product of social distinction (Lo Monaco, Tavani, et al., 2020). That evidence partially validates the H2 hypothesis, in which social status is related to social representation.

Consumers oriented to conspicuous consumption – signaling and ostentation, uniqueness, and social conformity – tend to associate sparkling wine with elegance, lux, and ostentation (SR1). The factor reinforces the distinctive characteristics of sparkling wine as a conspicuous product with social distinction. Sparkling wine is a relevant product to consumers oriented to conspicuous consumption and plays a social role, demonstrating social differentiation and signaling wealth and snobbery. Product symbolism can reinforce their identity by showing what is consumed (Luna-Cortés, 2017). It justifies the preference for products that could demonstrate social prestige and wealth, such as sparkling wine. It may support the “Champagne Shower” phenomenon. Sparkling wine is a visual product consumed conspicuously (Araujo, da Silva, et al., 2019). Consumers less oriented to signaling and ostentation tend to associate sparkling wine as a casual beverage (SR6). Less oriented to uniqueness, they associate more with its physical characteristics and casual consumption (SR5 and SR6). Less oriented to social conformity, characterize the product by physical characteristics, a casual and daily consumption beverage (SR5, SR6 and SR2). Consumers oriented to signaling look for demonstrate power, status and wealth; uniqueness, to singularity, products that depict a distinctive self-image, being snob; social conformity, search for act in accordance and to be recognized in a determined group (Mann & Sahni, 2015). Consumers less oriented to conspicuous consumption is probably more oriented to daily sparkling wine consumption and product tasting. That evidence partially validates our H2 hypothesis, in which social representations are related to conspicuous consumption. It suggests that consumers oriented to conspicuous consumption are also oriented to see sparkling wine conspicuously.

Consumers oriented to conspicuous consumption tend to be influenced by others and to conform with other’s expectations. Results show the interaction between conspicuous consumption and susceptibility to interpersonal influence (H4). All factors of conspicuous consumption have a positive correlation with all factors of susceptibility to interpersonal influence. Consumers oriented to conspicuous consumption are also oriented to conform with social values and information about products. To enhance a good image, consumers oriented to interpersonal influence tend to demonstrate wealth and status (Nabi et al., 2019). They act according to what is normatively acceptable in a determined group and take relevant information from members. Susceptibility to interpersonal influence also has a relation with

social representations of sparkling wine.

Consumers more susceptible to interpersonal influence— normative and informational influence – tend to associate sparkling wine with elegance, lux, ostentation (SR1), entertainment, festive, and fun (SR4). It means that consumers who associate sparkling wine as a product of social differentiation, ostentation festive and have occasional consumption search to attend to other’s expectation and appreciation. Consumers oriented to interpersonal influence tend to demonstrate wealth and enhance their image (Nabi et al., 2019) and to adapt their behavior to norms and behave according to the expectation of others (Higgs & Thomas, 2016). Contrary, normative and informational interpersonal influence has a negative correlation with daily (SR2), casual (SR6), and its physical characteristics (SR5). Informational influence also has a negative correlation with rules and etiquettes of consumption (SR3). More consumers are susceptible to interpersonal influence, more they valorize the festive, distinctive, occasionally, and conspicuous character of sparkling wine, and less valorize sparkling wine as a day-a-day beverage and to be appreciated. When influenced by others, they use sparkling wine to enhance their image and conform to the expectation of others.

Nevertheless, even consumers oriented to interpersonal influence and conspicuous consumption correlate with social representations associated with sparkling wine, such as festive and conspicuous beverage, the factors do not explain sparkling wine consumption. Sparkling wine consumption is predicted by prior wine consumption, gender, age, income, social status, and social representations associating sparkling wine, such as elegancy, daily and casual beverage (SR1), daily beverage (SR2), physical characteristics (SR5), and casual beverage (SR6). Elegancy, lux, and ostentation had a high correlation with physical characteristics and casual beverage and was excluded from the model – multicollinearity – and could explain sparkling wine consumption.

Sparkling wine consumption is influenced by internal and external cues (Cerjak et al., 2016; Charters & Pettigrew, 2007). Prior consumption of wine is a big predictor of sparkling wine consumption. Women and individuals with income range about three and six thousand euros or reais and consider then self in a high social position tend to consume more sparkling wine. That is the profile of higher-priced and consumers with more familiarity with sparkling wine (J. A. Culbert et al., 2017). Women are also predominant wine consumers and are usually the higher proportion of participation in studies about wine (Charters et al., 2011; Verdonk et al., 2017). Despite previous evidence, in which sparkling wine is associated with signaling wealth and prestige (Verdonk et al., 2017), only factor 2, uniqueness, significantly contributed to the model. In this case, consumers buy products that provide a distinct self-image from member groups to indicate social success (Assimos et al., 2019; O’Cass & Frost, 2002). It suggests that consume sparkling wine is not to signaling power, such as sparkling wine is associated, but to feel different from others and demonstrate status as a signal of social achievement.

Consumers who associate sparkling wine with daily (SR3) and casual beverage (SR6) and characterize the product as a beverage to be tasting (5SR) more participants tend to consume sparkling wine. SR 5 is related to origin, types, brand, bubbles, reputation, and

knowledge about the product. Origin and brand denote the quality of the product, especially in the case of Champagne (Verdonk et al., 2017). Even outside of the model, sparkling wine consumption is related to ostentation, social differentiation, and social marker (Araujo, da Silva, et al., 2019; Araujo et al., 2021; Rokka, 2017). Contrary to social representation, in which sparkling wine is seen as an occasional beverage, consumers who associate sparkling wine with a daily beverage, to be consumed without a special occasion, predict sparkling wine consumption, as well as consumers who associate sparkling wine as a casual beverage, for everyone, to have fun and makes happier explain sparkling wine consumption. In line with previous data (OIV, 2014, 2020), results demonstrate that sparkling wine consumption is losing an occasional character to become a regular consumption.

Positive social representations predict sparkling wine consumption and propose a change of assumption, from an occasional beverage to daily, casual, and festive beverage. In addition to internal and external quality dimensions (Cerjak et al., 2016; Charters & Pettigrew, 2007), we add the social dimension, such as social representation, status, and orientation to uniqueness. The social dimension of objects is evoked by social representations, which are motivations and guides to consumer behavior (Moliner et al., 2019). The product's social value influences consumers. That evidence validates the H1 hypothesis, in which social standing, income, social representations, conspicuous consumption orientation (H1.a), and prior wine consumption (H1.b) predict sparkling wine consumption.

This study involves participants recruited in online networks in a convenience-based sample. Our sample is in accordance to the usual profile of sparkling wine consumption, that is, female, with a high level of income and study (Charters et al., 2011; Verdonk et al., 2017). The sample does not represent the Brazilian or French population. However, these issues do not constitute a serious limitation because they could represent the population of sparkling wine consumers. Most data were collected as categorical variables and needed to be recategorized to the binary logistic regression and could also be a limitation of this study. Further research is suggested to understand how positive or negative social representations could restraint consumption behavior and negative evaluations. We also suggest further research to understand the sparkling wine consumer profile in Brazil and more factors that could explain sparkling wine consumption, comparing a new world but traditional country and an old world but non-traditional country.

## **5.7 Conclusion**

This study presents the differences between social representations associated with sparkling wine by Brazil and France, a non-traditional and a traditional wine country, how social representations associated with it are related to social factors, and how those factors predict its consumption. Results are aligned with the previous studies that present differences between traditional and non-traditional wine countries and how social representations influence consumer behavior. It suggests that sparkling wine representations usually associated with a conspicuous orientation do not directly affect sparkling wine consumption.

Prior wine consumption is the most important factor that explains sparkling wine consumption and representations such as casual, daily beverage, to everyone and by its physical characteristics, such as tasting and the different product types and origins.

It suggests that sparkling wine is also a product to taste and consume in relaxed time, even to consumers in high social standing. Consume sparkling wine is not only to show wealth and display power and luxury. Consumers do not see sparkling wine only as a conspicuous beverage. It is a casual drink to be consumed regularly, on special occasions, to celebrate, taste, and enjoy the moment with others.

What people think about sparkling wine exert influences its consumption. Understand what people think can guide marketing strategies to demystify non-consumers prejudice versus sparkling wine. Results suggest that social factor is also an important cue in sparkling wine consumption, as an extrinsic dimension of wine quality.

The major contribution of this study is the change in association of sparkling wine as an occasional consumption to a more regular and to everyone. We also disrupt that sparkling wine consumption is explained by conspicuous consumption, to signaling power. Results show that sparkling wine is also to taste and be consumed daily, to everyone, an easy to drink beverage to be enjoyed with others.

## Final considerations

This thesis aims to understand how social factors influence sparkling wine consumption and representations in Brazil and France. The modern era of sparkling wine started in France with Champagne about 1700 years (Garrier, 1998). Before, Champagne was still wine, competing Louis XIV's attention with Burgundy wines (Forbes, 1967; Garrier, 1998). The product became a desired product and expanded its global presence. In Brazil, the history of sparkling also started with Champagne's arrival. Peterlongo Winery produced the first Brazilian sparkling wine in 1913 (Cabrini, 2018; Ferreira & Ferreira, 2016). The sparkling wine became a world phenomenon, playing a social role, such as in movies, parties, and paper news.

Our results show that phenomenon following the middle-class rise in Brazil. The consumption of sparkling wine increased in recent years, principally the national product. Results suggest sparkling wine as a presentation showing a possible sparkling wine as a social object by demonstrating social affluence and differentiation. That fact is highlighted by musical lyrics, party photos, and paper news, principally concerning the sparkling wine Moscatel. In that way, sparkling wine reaches the three conditions to the emergence of social representation proposed by Moscovici: Information dispersion, their specific position into a social group, and the need to infer a coherent behavior and discourse about the object (Moliner, 1993; Moscovici, 1961; Pianelli et al., 2010). Our evidence suggests sparkling wine social placement, the differences between individuals from high and low social positions and different countries, such as Brazil and France. It is important to note the different connections with the object. Brazil is a new world and non-traditional wine country. France is an old world and traditional wine country (Rodrigues et al., 2020). Which country has a different relationship with sparkling wine, and the product also communicates different content in a different way of consumption. Even non-consumers have a position related to it. Sparkling wine goes beyond its drink character and becomes a social object.

Nevertheless, different terms are used to designate sparkling wine. In some cases, Brazilians confound cider with sparkling wine (Bruch, 2012). In France, Champagne is considered a different category (Liger-Belair & Rochard, 2008). The terms have differences according to social standing. In Brazil, Moscatel and Cider are closer, and Champagne closer to conventional sparkling wine. In France, Champagne is in contrast with the other terms and products, such as "vin mousseux," "Crémant," and "vin pétillant." The dissimilarity is smaller in France than in Brazil. "Moscatel" is a recent product in Brazilian market, sweeter and easy to drink, different from other types of sparkling wine, such as brut and nature. Sweet sparkling wine is preferred by young and new consumers (Verdonk et al., 2017). Older consumers, particularly with higher disposable incomes, tend to prefer complex wine (J. A. Culbert et al., 2017). That evidence suggests the social differences in sparkling wine consumption.

Sparkling wine is represented in a different matter, according to the culture of origin and socioeconomic origin. Social representations are organized by cultural and social belonging. The subject differs across cultures and countries of origin (Mouret et al., 2013;

Rodrigues et al., 2015). Brazilians and French associate different meanings to the object. The results show divergences in Brazil and more convergence in France because of wine proximity and culture. Results reinforce the symbolic aspect of sparkling wine related to social factors, such as social standing and mobility. It may result from recent economic and social development in Brazil (Costa, 2018) that changed consumer's habits.

Social representations are related to different social factors. Age, income, level of study, orientation to conspicuous consumption, and susceptibility to interpersonal influence are social factors related to sparkling wine consumption. Those factors, including social representations and subjective social status, are important predictors of sparkling wine consumption. Consumers tend to consume sparkling wine to show its singularity et feel unique. Women and individuals with high income and social position are more likely to consume sparkling wine. That is the profile of higher-priced sparkling wine consumers with more familiarity with the product (J. A. Culbert et al., 2017). Results show that sparkling wine consumption is not only to demonstrate social status or achievement, or to consume occasionally, but also to taste and enjoy a casual moment. Despite internal and external dimensions of wine and sparkling wine (Cerjak et al., 2016; Charters & Pettigrew, 2007), social factors and social representation significantly affect its consumption.

The study suggests a change of sparkling wine status, besides representations associated with it and how new consumers use it to represent affluence and social power. Sparkling wine stays principally among high-status consumers, which justifies the product role as communication of social achievement and new position by consumers in social mobility. The social representations of sparkling wine maintain it as a conspicuous product and social distinction, but it is not the only explanation of consumption. The proximity with wine culture is also an important factor.

### **Implications and future research**

Consumer goods play a social role and lose their original function to assume roles in group dynamics. The product meets consumer needs and a function of communication as a symbolic function. Besides being a wine, sparkling wine also has a ritual of consumption and tasting and performs with symbolic ritual. Our research highlights the social and symbolic function of sparkling wine in Brazil and France.

Wineries can explore that symbolic character on product communication and positioning strategy. Recognize the different sparkling wine categories and possible substitute products allows for better product placement and competition strategies. Wineries can apply different distribution, communication, and positioning strategies, align with the price and product strategy. According to consumer preferences, status, social affluence, age, and income.

For example, explore a different communication and distribution strategy of sparkling wine in emerging regions with social affluence, respecting its taste preferences, such as Brazil's sparkling wine Moscatel case.



Advertising campaigns could benefit awareness consumers about the differences or similarities between sparkling wine and non-sparkling wine or its categories. I.e., elaboration methods, grapes, sweetness, regions of origin, brands, or geographical indications, such as Champagne. Meanwhile, further research is required about consumer preferences and profiles. Less is known about the different consumer preferences according to social class, social origins, and level of study, principally in Brazil. The most part of research considering that perspectives are from Oceania, new word but traditional wine countries. In this way, those researches are not generable to non-traditional countries and traditional but old world countries. Further research is also required to verify how negative or positive social representations can affect sparkling wine consumption or preferences, compared with other beverages, such as wine, distilled, beers, and non-alcoholic beverages. Understand social representation, social context, and preferences of alcoholic beverages could explain consumer decision-marking and improve marketing strategies.

## REFERENCES

- ABRIC, J.-C. L'approche structurale des représentations sociales: développements récents. **Psychologie et Société**, Marseille, v. 4, p. 81–116, 2001.
- ABRIC, J.-C. L'étude expérimentale des représentations sociales. *In*: JODELET, D. (org.). **Les représentations sociales**. Paris: PUF, 1989. p. 187.
- ABRIC, J.-C. La recherche du noyau central et de la zone muette des représentations sociales. *In*: ABRIC, J.-C. (org.). **Méthodes d'étude des représentations sociales**. Toulouse: Éditions Érès, 2003. p. 59–80.
- ABRIC, J.-C. Les représentations sociales: aspects théoriques. *In*: ABRIC, J.-C. (org.). **Pratiques sociales et représentations**. Paris: PUF, 1994. p. 15–46.
- ABRIC, J.-C. **Prácticas sociales y representaciones**. México: Ediciones Covoacán, 2004.
- ADLER, N.; STEWART, J. **The MacArthur scale of subjective social status**. Stanford, 2007. Available at: <https://sparqtools.org/mobility-measure/macarthur-scale-of-subjective-social-status-adult-version/>. Accessed on: 14 Sept. 2021.
- AIZENMAN, J.; BROOKS, E. Globalization and taste convergence: the cases of wine and beer. **Review of International Economics**, London, v. 16, n. 2, p. 217–233, 2008.
- ALMEIDA, A. N.; BRAGAGNOLO, C.; CHAGAS, A. L. S. A Demanda por Vinho no Brasil: elasticidades no consumo das famílias e determinantes da importação. **Revista de Economia e Sociologia Rural**, Brasília, DF, v. 53, n. 3, p. 433–454, 2015.
- AMARAL, R. C. *et al.* Adaptação e validação da escala de influência interpessoal nas compras no contexto brasileiro. *In*: CONGRESSO BRASILEIRO DE AVALIAÇÃO PSICOLÓGICA, 8., 2017, Florianópolis. **Anais**. São Paulo: IBAP, 2017. Available at: [https://www.researchgate.net/publication/316560308\\_Adaptacao\\_e\\_validacao\\_da\\_escala\\_d\\_e\\_influencia\\_interpessoal\\_nas\\_compras\\_no\\_contexto\\_brasileiro](https://www.researchgate.net/publication/316560308_Adaptacao_e_validacao_da_escala_d_e_influencia_interpessoal_nas_compras_no_contexto_brasileiro). Accessed on: 29 Sept. 2021.
- ARAUJO, M. V. *et al.* The different representations of sparkling wine, convergences and divergences between designation in Brazil and France. **BIO Web of Conferences**, Geneva, v. 15, [art.] 03017, 2019.
- ARAUJO, M. V. *et al.* The phenomenon of moscatel sparkling wine in Brazil. **BIO Web of Conferences**, Punta Del Est, v. 12, [art.] 03012, 2019.
- ARAUJO, M. V.; LO MONACO, G.; BRUCH, K. L. Social mobility and the social representation of sparkling wine in Brazil and France. **Wine Economics and Policy**, Amsterdam, v. 10, n. 1, p. 89–100, 2021.
- ARRIBARD, L. **Le marché des vins effervescents français**. Paris: UNIGRAINS, 2015.

ASSIMOS, B. *et al.* Conspicuous consumption and its relation to brand consciousness, status consumption and self-expression. **Brazilian Business Review**, Vitória, v. 16, n. 4, p. 350–368, 2019.

BANDA LUXÚRIA [Intérprete]. **Banho de Champagne**. [S./], 2013. Available at: <https://www.lettras.mus.br/banda-luxuria/banho-de-champagne/>. Accessed on: 10 June 2018.

BANKS, G.; OVERTON, J. Old world, new world, third world? Reconceptualising the worlds of wine. **Journal of Wine Research**, London, v. 21, n. 1, p. 57–75, 2010.

BARTELS, J.; REINDERS, M. J. Social identification, social representations, and consumer innovativeness in an organic food context: a cross-national comparison. **Food Quality and Preference**, Harlow, v. 21, n. 4, p. 347–352, 2010.

BATISTA, N. **O espumante moscatel**. Serra, 2017. Available at: <https://winepedia.com.br/sommelier-wine/espumante-moscatel/>. Accessed on: 23 July 2018.

BAUER, M. W. Analyzing noise and music as social data. *In*: BAUER, M. W.; GASKELL, G. (org.). **Qualitative researching with text, image and sound: a practical handbook for social research**. London: Sage Publishing, 2000. p. 263–281. *E-book*.

BAUMAN, Z. **A cultura no mundo líquido moderno**. Rio de Janeiro: Zahar, 2013.

BEARDEN, W. O.; NETEMEYER, R. G.; TEEL, J. E. Measurement of consumer susceptibility to interpersonal influence. **Journal of Consumer Research**, Chicago, v. 15, n. 4, p. 473, 1989.

BECKERT, J.; RÖSSEL, J.; SCHENK, P. Wine as a cultural product: symbolic capital and price formation in the wine field. **Sociological Perspectives**, Penguin, v. 60, n. 1, p. 206–222, 2017.

BIRDSALL, N. Does the rise of the middle class lock in good government in the developing world? **European Journal of Development Research**, London, v. 27, n. 2, p. 217–229, 2015.

BLAIR, O. **Prosecco: how the italian sparkling wine knocked champagne off its pedestal**. [S./], 24 May, 2017. Available at: <https://www.independent.co.uk/life-style/food-and-drink/prosecco-italian-sparkling-wine-how-beat-champagne-france-a7751971.html>. Accessed on: 20 May 2018.

BONETTO, E.; GIRANDOLA, F.; LO MONACO, G. Social representations and commitment. **European Psychologist**, Quebec, v. 23, n. 3, p. 233–249, 2018.

BONETTO, E.; LO MONACO, G. The fundamental needs underlying social representations. **New Ideas in Psychology**, Oxford, v. 51, p. 40–43, Apr. 2018.

BRASIL. Lei n. 7.678, de 8 de novembro de 1988. Dispõe sobre a produção, circulação e comercialização do vinho e derivados da uva e do vinho, e dá outras providências. **Diário Oficial da União**: seção 1, Brasília, DF, p. 21561, 9 nov. 1988. Available at:

[http://www.planalto.gov.br/ccivil\\_03/leis/1980-1988/L7678.htm](http://www.planalto.gov.br/ccivil_03/leis/1980-1988/L7678.htm). Accessed on: 2 Aug. 2018.

BROWN JUNIOR, Charlie [Intérprete]. **Champanhe e água benta**. [S.l.], 2008. Available at: <https://www.letras.mus.br/charlie-brown-jr/76615/>. Accessed on: 10 June 2018.

BRUCH, K. L. **Nem tudo que borbulha é espumante**. 2. ed. rev. e atual. Bento Gonçalves, 2012. Available at: <http://www.ibravin.org.br/downloads/1377636150.pdf>. Accessed on: 10 Nov. 2017.

CABRINI, G. **A única vinícola brasileira que pode colocar ‘champanhe’ no rótulo**. São Paulo, 2 set. 2018. Available at: <https://veja.abril.com.br/economia/a-unica-vinicola-brasileira-que-pode-colocar-champanhe-no-rotulo/>. Accessed on: 10 Jan. 2021.

CAILLAUD, S.; FLICK, U. Triangulation méthodologique, ou comment penser son plan de recherche. In: LO MONACO, G.; DELOUVÉE, S.; RATEAU, P. (org.). **Les représentations sociales – Théories, méthodes et applications**. Louvain-la-Neuve: Deboeck Supérieur, 2016. p. 227–238.

CALIARI, V. *et al.* Effect of the traditional, charmat and asti method production on the volatile composition of moscato giallo sparkling wines. **LWT - Food Science and Technology**, Amsterdam, v. 61, n. 2, p. 393–400, 2015.

CAMPBELL, G.; GUIBERT, N. Introduction: old world strategies against new world competition in a globalising wine industry. **British Food Journal**, Bradford, v. 108, n. 4, p. 233–242, 2006.

CASTELLINI, A.; SAMOGGIA, A. Millennial consumers’ wine consumption and purchasing habits and attitude towards wine innovation. **Wine Economics and Policy**, Amsterdam, v. 7, n. 2, p. 128–139, 2018.

CAVUSGIL, S. T.; KARDES, I. Brazil: rapid development, internationalization, and middle class formation. **Revista Eletrônica de Negócios Internacionais**, São Paulo, v. 8, n. 1, p. 1–16, 2013.

CAZUZA [Intérprete]. **Champanhe e gentileza**. [S.l.], 1990. Available at: <https://www.letras.mus.br/cazuza/85011/>. Accessed on: 22 Sept. 2021.

CERJAK, M. *et al.* The importance of intrinsic and extrinsic sparkling wine characteristics and behavior of sparkling wine consumers in Croatia. **Journal of International Food & Agribusiness Marketing**, Binghamton, v. 28, n. 2, p. 191–201, 2016.

CHARTERS, Stephen. Drinking sparkling wine: an exploratory investigation. **International Journal of Wine Marketing**, Bingley, v. 17, n. 1, p. 54–68, 2005.

CHARTERS, Steve *et al.* Generation Y and sparkling wines: a cross-cultural perspective. **International Journal of Wine Business Research**, Bingley, v. 23, n. 2, p. 161–175, 2011.

CHARTERS, Steve; PETTIGREW, S. The dimensions of wine quality. **Food Quality and Preference**, Harlow, v. 18, n. 7, p. 997–1007, 2007.

CHEVET, J.-M. *et al.* **Wine globalization**. Cambridge: Cambridge University Press, 2018.

CLEMENCE, A.; DOISE, W.; LORENZI-CIOLDI, F. **The quantitative analysis of social representations**. London: Routledge, 2014. *E-book*.

CLEMENTE, J. F. Desafio de Espumantes Moscatel – Resultados. **Falando de Vinhos**, [s.l.], 16 nov. 2009. Available at: <http://www.falandodevinhos.com/2009/11/16/desafio-de-espumantes-moscatel-2/>. Accessed on: 4 Aug. 2018.

CLINGINGSMITH, D.; SHEREMETA, R. M. Status and the demand for visible goods: experimental evidence on conspicuous consumption. **Experimental Economics**, Aldershot, v. 21, n. 4, p. 877–904, 2018.

COHEN-SCALI, V.; MOLINER, P. Représentations sociales et identité: des relations complexes et multiples. **L’Orientation Scolaire et Professionnelle**, Paris, v. 37, n. 4, p. 465–482, 2008.

COLEN, L.; SWINNEN, J. Economic growth, globalisation and beer consumption. **Journal of Agricultural Economics**, Oxford, v. 67, n. 1, p. 186–207, 2016.

COLLINS, J.; BAER, B.; WEBER, E. J. Sexual selection, conspicuous consumption and economic growth. **Journal of Bioeconomics**, Boston, v. 17, n. 2, p. 189–206, 2015.

COLLOMBET, F. Mousseux (vins mousseux) champagne, crémant, effervescent, pétillant. 2011. Available at: <https://dico-du-vin.com/mousseux-vins-mousseux/>. Accessed on: 4 Apr. 2019.

COSTA, S. Entangled inequalities, state, and social policies in contemporary Brazil. *In*: YSTANES, M.; STRØNEN, I. Å. (org.). **The social life of economic inequalities in contemporary Latin America**. Cham: Springer International, 2018. p. 59–80.

COULANGEON, P. Social stratification of musical tastes: questioning the cultural legitimacy model. **Revue Française de Sociologie**, Paris, v. 46, n. 5, p. 123-154, 2005.

COUTINHO, S. M. S. *et al.* Sonoridades da vida conjugal registradas em versos de canções brasileiras produzidas entre 1940 e 1960 TT. **Estudos de Psicologia**, Campinas, v. 32, n. 3, p. 461–473, 2015.

COWAN, K.; SPIELMANN, N. The influence of rituals on luxury product consumption: implications for brands. **Journal of Brand Management**, Hyderabad, v. 24, n. 5, p. 391–404, 2017.

CULBERT, J. A. *et al.* Influence of production method on the sensory profile and consumer acceptance of Australian sparkling white wine styles. **Australian Journal of Grape and Wine Research**, Adelaide, v. 23, n. 2, p. 170–178, 2017.

CULBERT, J. *et al.* Understanding consumer preferences for australian sparkling wine vs. french champagne. **Beverages**, Basel, v. 2, n. 3, [art.] 19, 2016.

DAL BIANCO, A. *et al.* Understanding consumption choice of prosecco wine: an empirical analysis using Italian and German Homescan data. **Journal of Wine Research**, London, v. 29, n. 3, p. 190–203, 2018.

DAY, M. V.; FISKE, S. T. Understanding the nature and consequences of social mobility beliefs. *In*: JETTEN, J.; PETERS, K. (org.). **The social psychology of inequality**. Cham: Springer International, 2019. p. 365–380.

DEAUX, K.; WILEY, S. Moving people and shifting representations: making immigrant identities. *In*: MOLONEY, G.; WALKER, I. (org.). **Social representations and identity - Content, process, and power**. Hampshire: Palgrave Macmillan, 2007. p. 9–30.

DEFARGES, P. M. **La mondialisation**. 3. ed. Paris: PUF, 1997.

DELOUVÉE, S. La théorie des représentations sociales: quelques repères socio-historiques. *In*: LO MONACO, G.; DELOUVÉE, S.; RATEAU, P. (org.). **Les représentations sociales – Théories, méthodes et applications**. Louvain-la-neuve: Deboeck Supérieur, 2016. p. 39–50. *E-book*.

DEMOSSIER, M. The quest for identities: consumption of wine in France. **Anthropology of Food**, Bordeaux, n. S1, 2001.

DEMOSSIER, M. **Wine drinking culture in France: a national myth or a modern passion?** Cardiff: University of Wales Press, 2010.

DENG, H. *et al.* A relational model of perceived overqualification: the moderating role of interpersonal influence on social acceptance. **Journal of Management**, Thousand Oaks, v. 44, n. 8, p. 3288–3310, 2018.

DESCHAMPS, J.-C. Analyse des correspondances et variations des contenus de représentations sociales. *In*: ABRIC, J.-C. (org.). **Méthodes d'étude des représentations sociales**. Toulouse: ERES, 2003. p. 179–199.

DESROSIÈRES, A.; THÉVENOT, L. **Les catégories socio-professionnelles**. Paris: Éditions La Découverte, 1988.

DEUTSCH, M.; GERARD, H. B. A study of normative and informational social influences upon individual judgment. **The Journal of Abnormal and Social Psychology**, New York, v. 51, n. 3, p. 629–636, 1955.

DHOLAKIA, U. M.; TALUKDAR, D. How social influence affects consumption trends in emerging markets: an empirical investigation of the consumption convergence hypothesis. **Psychology and Marketing**, Cambridge, v. 21, n. 10, p. 775–797, 2004.

DI GIACOMO, J. -P. Intergroup alliances and rejections within a protest movement (analysis of the social representations). **European Journal of Social Psychology**, Chichester, v. 10, n. 4, p. 329–344, 1980.

DO, V.-B.; PATRIS, B.; VALENTIN, D. Opinions on wine in a new consumer country: a comparative study of Vietnam and France. **Journal of Wine Research**, London, v. 20, n. 3, p. 253–271, 2009.

DOISE, W.; CLEMENCE, A.; LORENZI-CIOLDI, F. **Représentations sociales et analyses de données**. Grenoble: PUG, 1992.

DUTEURTRE, B. **Le champagne**: de la tradition à la science. Paris: Lavoisier Tec & Doc, 2010.

ELLIS, D.; THOMPSON, F. M. The effect of wine knowledge type on variety seeking behavior in wine purchasing. **Journal of Wine Research**, London, v. 29, n. 2, p. 71–86, 2018.

EMMANUELLE, B.; DIEMER, A.; PERRONET, A.-S. La diffusion des innovations institutionnelles de la Région Champagne-Ardenne à la Bourgogne et à l'Alsace le cas du crémant. *In*: COLLOQUE ECONOMIE AGRICOLE – LAME, 2000, Reims. [**Annales ...**]. Reims: Université de Reims, 2000. p. 1–18. Available at: [https://www.researchgate.net/publication/267937901\\_La\\_diffusion\\_des\\_innovations\\_institutionnelles\\_de\\_la\\_Region\\_Champagne-Ardenne\\_a\\_la\\_Bourgogne\\_et\\_a\\_l%27Alsace\\_le\\_cas\\_du\\_cremant](https://www.researchgate.net/publication/267937901_La_diffusion_des_innovations_institutionnelles_de_la_Region_Champagne-Ardenne_a_la_Bourgogne_et_a_l%27Alsace_le_cas_du_cremant). Accessed on: 29 Sept. 2021.

EUROMONITOR. **Wine in Brazil**: report 2017. [S./I.], 2017. Available at: <http://www.portal.euromonitor.com/portal/analysis/tab>. Accessed on: 11 Jan. 2018.

EUROPEAN UNION. laying down certain detailed rules for implementing Council Regulation (EC) No 479/2008 as regards the categories of grapevine products, oenological practices and the applicable restrictions. **Official Journal of the European Union**, Luxembourg, p. L 193/1-59, 2009. Available at: <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32009R0606&from=FR>. Accessed on: 10 July 2019.

FAITH, N. **The story of champagne**. Oxford: Infinite Ideas, 2016. 280 p.

FEDOSEEVA, S. (Dynamic) willingness to pay and e-commerce: insights from sparkling wine sector in Russia. **Journal of Retailing and Consumer Services**, Amsterdam, v. 57, [art.] 102180, 2020.

FERREIRA, V. C.; FERREIRA, M. M. (coord.). **Vinhos do Brasil**: do passado para o futuro. Rio de Janeiro: FGV Editora, 2016. 584 p.

FORBES, P. **Champagne**: the wine, the land and the people. London: Victor Gollancz, 1967.

FOUNTAIN, J.; LAMB, C. Generation Y as young wine consumers in New Zealand: how do they differ from generation X? **International Journal of Wine Business Research**, Bingley, v. 23, n. 2, p. 107–124, 2011.

FRANCE AGRIMER. **Ventes et achats de vins effervescents**: bilan 2018. Montreuil, 2019. Available at: <https://www.franceagrimer.fr/Bibliotheque/INFORMATIONS-ECONOMIQUES/VIN-ET-CIDRICULTURE/VIN/CHIFFRES-ET-BILANS/2019/Achats-et-ventes-de>

vin-effervescent-en-France-Bilan-2018. Accessed on: 15 June 2020.

G1 RS. **Rio Grande do Sul produz mais de 90% dos espumantes do Brasil**. Porto Alegre, 2017. Available at: <https://g1.globo.com/rs/rio-grande-do-sul/campo-e-lavoura/noticia/rio-grande-do-sul-produz-mais-de-90-dos-espumantes-do-brasil.ghtml>. Accessed on: 1<sup>o</sup> Aug. 2018.

GALVÃO, S. **Família Moscatel**. [São Paulo], 2009. Available at: <https://www.estadao.com.br/noticias/geral,familia-moscatel,2765>. Accessed on: 4 ago. 2018.

GARRIER, G. **Histoire sociale et culturelle du vin**. Paris: Larousse, 1998. 767 p.

GENTINA, E. **L'adolescente consommatrice a la recherche de son autonomie**: application au marché du maquillage. 2008. 418 f. These (Docteur en Sciences de Gestion) - Ecole Supérieure des Affaires, Université de Lille 2 – Droit et Sante, Lille, 2008.

GUARESCHI, P. A. Psicologia Social e Representações Sociais avanços e novas articulações. *In*: VERONESE, M. V.; GUARESCHI, P. A. (org.). **Psicologia do cotidiano**: representações sociais em ação. Petrópolis: Vozes, 2007. p. 17–40.

HAJTAÏEB EL AOUD, N.; AFFI, K. Conflit parents/adolescents lors de la décision d'achat des vêtements: proposition et validation d'un modèle. **La Revue des Sciences de Gestion**, Paris, v. 3/4, n. 261/262, p. 105-120, 2013.

HAKOKÖNGÄS, E.; SAKKI, I. The naturalized nation: anchoring, objectification and naturalized social representations of history. **Journal of Social and Political Psychology**, Trier, v. 4, n. 2, p. 646–669, 2016.

HARDING, G. Advertisements of every kind to bring their brand into notoriety: branding and “Brandolatry” in the nineteenth-century champagne trade in Britain. **Journal of Wine Economics**, Cambridge, v. 12, n. 4, p. 378–385, 2017.

HART, C. L. *et al.* Alcohol consumption behaviours and social mobility in men and women of the midspan family study. **Alcohol and Alcoholism**, New York, v. 44, n. 3, p. 332–336, 2009.

HEMMINGSSON, T.; LUNDBERG, I.; DIDERICHTSEN, F. The roles of social class of origin, achieved social class and intergenerational social mobility in explaining social-class inequalities in alcoholism among young men. **Social Science and Medicine**, Oxford, v. 49, n. 8, p. 1051–1059, 1999.

HIGGS, S.; THOMAS, J. Social influences on eating. **Current Opinion in Behavioral Sciences**, Amsterdam, v. 9, p. 1–6, 2016.

HOFFMANN, A. **Sistema de produção de vinho moscatel espumante**. Bento Gonçalves, 2008. Available at: <https://sistemasdeproducao.cnptia.embrapa.br/FontesHTML/Vinho/SistemaProducaoVinhoMoscatelEspumante/index.htm>. Accessed on: 20 Aug. 2017.

HOLLEBEEK, L. D. *et al.* The influence of involvement on purchase intention for new world wine.



**Food Quality and Preference**, Oxford, v. 18, n. 8, p. 1033–1049, 2007.

HUANG, R. *et al.* Sociodemographic risk factors of alcohol drinking in Hong Kong adolescents. **Journal of Epidemiology and Community Health**, London, v. 70, n. 4, p. 374–379, 2016.

HUANG, Z.; WANG, C. L. Conspicuous consumption in emerging market: the case of chinese migrant workers. **Journal of Business Research**, New York, v. 86, p. 366–373, 2018.

IBRAVIN. **Dicas práticas para beber espumantes**. [S.l.], 2016. Available at: <https://destemperados.clicrbs.com.br/bebidas/dicas-praticas-para-beber-espumantes?ccattr=10081822>. Accessed on: 4 Aug. 2018.

JODELET, D. **Folies et représentations sociales**. Paris: PUF, 1989.

JODELET, D. **Les représentations sociales**. 5. ed. Paris: Presses Universitaires de France, 2003b.

JODELET, D. Représentations sociales: phénomènes, concept et théorie. *In*: MOSCOVICI, S. (org.). **Psychologie sociale**. Paris: Presses Universitaires de France, 1984. p. 357–378.

JODELET, D. Représentations sociales: un domaine en expansion. *In*: JODELET, D. (ed.). **Les représentations sociales**. Paris: Presses Universitaires de France, 2003a. v. 5, p. 45.

JOHNSON, H. **Une histoire mondiale d u vin**: de l'Antiquité à nos jours. Paris: Hachette, 1989.

JOVCHELOVITCH, S. Social representations, public life, and social construction. *In*: DEAUX, K.; PHILOGÈNE, G. (org.). **Representations of the social**: bridging theoretical traditions. Oxford: Blackwell, 2001a. p. 165–182. *E-book*.

JOVCHELOVITCH, S. Social representations, public life, and social construction. *In*: DEAUX, K.; PHILOGÈNE, G. (org.). **Representations of the social**. London: LSE Research Online, 2001b. *E-book*.

JOVCHLOVITCH, S. **Os contextos do saber**: representações, comunicação e cultura. Petrópolis: Vozes, 2008.

JUDICA, F.; PERKINS, W. S. A means-end approach to the market for sparkling wines. **International Journal of Wine Marketing**, Bingley, v. 4, n. 1, p. 10–18, 1992.

JULIEN, A.; LAFLAMME, S. Les pratiques culturelles sont-elles vraiment définies par l'origine de classe sociale? **Sociologie de l'Art**, Paris, v. 1/2, n. 11/12, p. 171-193, 2008.

KASTANAKIS, M. N.; BALABANIS, G. Between the mass and the class: antecedents of the “bandwagon” luxury consumption behavior. **Journal of Business Research**, New York, v. 65, n. 10, p. 1399–1407, 2012.

KLADSTRUP, D.; Kladstrup, P. **Champanhe**. Rio de Janeiro: Jorge Zahar, 2006.

KOSTOVČÍK, T.; ŠRÉDL, K.; HOMMEROVÁ, D. Competition in the sparkling wine market in the Czech Republic. **International Journal of Wine Business Research**, Bingley, v. 32, n. 1, p. 1–21, 2019.

KOTLER, P.; ARMSTRONG, G. **Princípios de marketing**. 7. ed. Rio de Janeiro: LTC, 1995.

LANDON, E. L. Jr. Self concept, ideal self concept, and consumer purchase intentions. **Journal of Consumer Research**, Chicago, v. 1, n. 2, p. 44-51, 1974.

LANGE, C. *et al.* Impact of the information provided to consumers on their willingness to pay for Champagne: comparison with hedonic scores. **Food Quality and Preference**, Harlow, v. 13, p. 597–608, 2002.

LEBARON, F.; PEREIRA, L. P. Outils statistiques, outils d'analyse: les nomenclatures socioprofessionnelles et les classes sociales en Europe et au Brésil. **Brésil(s)**, Paris, n. 8, p. 37–72, 2015.

LECROSNIER–WITTKOWSKY, M. En chiffre: la consommation de champagne dans le monde. **Les Grappes**, [S./], 29 nov. 2016. Available at: <http://lesgrappes.leparisien.fr/consommation-champagne-monde/>. Accessed on: 23 Sept. 2021.

LERRO, M. *et al.* The growing (good) bubbles: insights into US consumers of sparkling wine. **British Food Journal**, Bradford, v. 122, n. 8, p. 2371–2384, 2019.

LIGER-BELAIR, G.; ROCHARD, J. **Les vins effervescents: du terroir à la bulle**. Pratiquesed. Paris: Dunod, 2008.

LIPSET, S. M.; BENDIX, R. **Social mobility in industrial society**. New York: Routledge, 1992.

LO MONACO, G. *et al.* Alcohol 'use' and 'abuse': when culture, social context and identity matter. **Current Opinion in Food Science**, Amsterdam, v. 33, p. 9–13, 2020.

LO MONACO, G. *et al.* Methods for studying the structure of social representations: a critical review and agenda for future research. **Journal for the Theory of Social Behaviour**, Oxford, v. 47, n. 3, p. 306–331, 2017.

LO MONACO, G. *et al.* Social representations, correspondence factor analysis and characterization questionnaire: a methodological contribution. **The Spanish Journal of Psychology**, Madrid, v. 15, n. 3, p. 1233–1243, 2012.

LO MONACO, G. **Les représentations sociales du vin**. Lille: Atelier National de Reproduction des Thèses, 2008.

LO MONACO, G.; BONETTO, E. Social representations and culture in food studies. **Food Research International**, New York, v. 115, p. 474–479, 2019.

LO MONACO, G.; GAUSSOT, L.; GUIMELLI, C. Consommation de vin, pensée sociale et

construction sociale de la normalité. **Pratiques Psychologiques**, Paris, v. 15, n. 4, p. 473–492, 2009.

LO MONACO, G.; GIRANDOLA, F.; GUIMELLI, C. Experiments inter-connecting the structure of social representations, cognitive dissonance, commitment and persuasion: past, present and future. **Papers on Social Representations**, Lisboa, v. 25, n. 2, p. 5.1-5.25, 2016.

LO MONACO, G.; GUIMELLI, C. Hegemonic and polemical beliefs: culture and consumption in the social representation of wine. **The Spanish Journal of Psychology**, Madrid, v. 14, n. 1, p. 237–250, 2011.

LO MONACO, G.; GUIMELLI, C. Représentation sociales, pratique de consommation et niveau de connaissance: le cas du vin. **Les Cahiers Internationaux de Psychologie Sociale**, Liège, n. 78, p. 35–50, 2008.

LO MONACO, G.; GUIMELLI, C.; ROUQUETTE, M.-L. Le sens commun actuel à la lumière des petites histoires du passé: analyse diachronique de la représentation sociale du vin. **Psihologia Socială**, Bucuresti, v. 24, n. 2, p. 7–28, 2009.

LO MONACO, G.; LHEUREUX, F.; HALIMI-FALKOWICZ, S. Test d'indépendance au contexte (TIC) et structure des représentations sociales. **Swiss Journal of Psychology**, Bern, v. 67, n. 2, p. 119–123, 2008.

LO MONACO, G.; TAVANI, J. L.; CODACCIONI, C. Social factors and preference for quality cues: towards a social construction of wine quality. **Food Research International**, New York, v. 134, [art.] 109270, 2020.

LORENA PLA, J. Trayectorias de clase y percepciones temporales sobre la posición ocupada en la estructura social. Un abordaje multidimensional de las clases sociales. Argentina (2003–2011). **Revista Internacional de Sociología**, Madrid, v. 75, n. 3, [art.] e072, [p. 1-15], 2017.

LUDMILLA [Intérprete]. **Bom**. [S.l.], 2016. Available at: <https://m.letras.mus.br/ludmilla/bom/>. Accessed on: 10 June 2018.

LUNA-CORTÉS, G. The influence of symbolic consumption on experience value and the use of virtual social networks. **Spanish Journal of Marketing - ESIC**, Barcelona, v. 21, n. 1, p. 39–51, 2017.

LUNARDO, R.; JAUD, D. A.; CORSI, A. M. The narcissistic wine consumer: how social attractiveness associated with wine prompts narcissists to engage in wine consumption. **Food Quality and Preference**, Harlow, v. 88, [art.] 104107, 2021.

MANN, B. J. S.; SAHNI, S. K. Exploring the drivers of status consumption for the wedding occasion. **International Journal of Market Research**, London, v. 57, n. 2, p. 179–202, 2015.

MARINI, J. Conheça o espumante Moscatel e sua doçura incomparável! In: MARINI, J. **Blog Cervejaria Leopoldina**, [Bento Gonçalves], 11 abr. 2017. Available at:

<http://blog.famigliavalduga.com.br/conheca-o-espumante-moscatel-e-sua-docura-incomparavel/>. Accessed on: 4 Aug. 2018.

MARTIN, C. C. High socioeconomic status predicts substance use and alcohol consumption in U.S. Undergraduates. **Substance Use & Misuse**, Philadelphia, v. 54, n. 6, p. 1035–1043, 2019.

MARTINELLI, L. A. *et al.* Stable carbon isotopic composition of the wine and CO<sub>2</sub> bubbles of sparkling wines: detecting C<sub>4</sub> sugar additions. **Journal of Agricultural and Food Chemistry**, Washington, DC, v. 51, n. 9, p. 2625–2631, 2003.

MASON, R. Conspicuous consumption and the positional economy: policy and prescription since 1970. **Managerial and Decision Economics**, London, v. 21, n. 3/4, p. 123–132, 2000.

MASSON, C. **A ascensão do Moscatel**. São Paulo, 2017. Available at: <https://istoe.com.br/ascensao-do-moscatel/>. Accessed on: 5 Aug. 2018.

MASSON, M. *et al.* Beyond sensory characteristics, how can we identify subjective dimensions? A comparison of six qualitative methods relative to a case study on coffee cups. **Food Quality and Preference**, Harlow, v. 47, p. 156–165, 2016.

MC JHEFFINHO [Intérprete]. **His, Chandon, Whisky**. [S.l.]: Kondzilla, 2014. 1 webclipe (3 min). Available at: <https://www.youtube.com/watch?v=3ld-fkTvfYE>. Accessed on: 10 June 2018.

MC KEETY [Intérprete]. **Whisky & Chandon**. [S.l.], 2014. Available at: <https://www.letras.mus.br/mc-keety/whisky-e-chandon/>. Accessed on: 10 June 2018.

MCDONNELL, E. M. Food porn: the conspicuous consumption of food in the age of digital reproduction. *In*: BRADLEY, P. (org.). **Food, media and contemporary culture**. London: Palgrave Macmillan, 2016. p. 239–265.

MCGOVERN, P. E. **Ancient wine: the search for the origins of viticulture**. New Jersey: Princeton University Press, 2007.

MCMAHON, K. M.; CULVER, C.; ROSS, C. F. The production and consumer perception of sparkling wines of different carbonation levels. **Journal of Wine Research**, London, v. 28, n. 2, p. 123–134, 2017.

MELLO, C. E. C. **Presença do vinho no Brasil: um pouco de história**. 2. ed. São Paulo: Editora de Cultura, 2007.

MENOTTI, César; SILVA, Fabiano [Intérprete]. **Chandon**. [S.l.], 2016. Available at: <https://www.letras.mus.br/cesar-menotti-e-fabiano/chandon/>. Accessed on: 10 June 2018.

MILLAN, E.; MITTAL, B. Consumer preference for status symbolism of clothing: the case of the Czech Republic. **Psychology & Marketing**, New York, v. 34, n. 3, p. 309–322, 2017.

MIRANDA, Roberta [Intérprete]. **Champagne**. [S.l.], 1986. Available at:

<https://www.vagalume.com.br/roberta-miranda/champagne.html>. Accessed on: 10 June 2018.

MOLINER, P. Cinq questions à propos des représentations sociales. **Les Cahiers Internationaux de Psychologie Sociale**, Liège, v. 20, p. 5–14, 1993.

MOLINER, P. Objectivation et ancrage du message iconique. Propositions théoriques et pistes de recherche. **Sociétés**, Paris, v. 4, n. 130, p. 81-94, 2015.

MOLINER, P.; BOVINA, I.; JUVENTIN, J. Ancrages et objectivations de la représentation sociale du luxe. Une comparaison France & Russie. **Les Cahiers Internationaux de Psychologie Sociale**, Liège, v. 3/4, n. 123/124, p. 175-191, 2019.

MOLINER, P.; LO MONACO, G. **Méthodes d'association verbale pour les sciences humaines et sociales**. Fontaine: PUG, 2017.

MORERA, J. A. C. *et al.* Theoretical and methodological aspects of social representations. **Texto & Contexto - Enfermagem**, Florianópolis, v. 24, n. 4, p. 1157–1165, 2015.

MORTON, A. *et al.* Champagne purchasing: the influence of kudos and sentimentality. **Qualitative Market Research: an International Journal**, Bingley, v. 16, n. 2, p. 150–164, 2013.

MOSCOVICI, S. **El psicoanálisis, su imagen y su público**. Buenos Aires: Editorial Huemul, 1961.

MOSCOVICI, S. O fenômeno das representações Sociais. *In*: DUVEEN, G. (org.). **Representações sociais: investigações em psicologia social**. Petrópolis: Vozes, 2000. p. 29–109.

MOSCOVICI, S. **Psicologia das minorias ativas**. Petrópolis: Vozes, 2011.

MOSCOVICI, S. **Representações sociais: investigações em psicologia social**. Petrópolis: Vozes, 2003.

MOSCOVICI, S. The coming era of representations. *In*: CODOL, J.-P.; LEYENS, J.-P. (org.). **Cognitive analysis of social behavior**. Dordrecht: Springer Netherlands, 1982.

MOURET, M. *et al.* Social representations of wine and culture: a comparison between France and New Zealand. **Food Quality and Preference**, Harlow, v. 30, n. 2, p. 102–107, 2013.

MUSSET, B. **Le champagne ou l'élaboration du premier vin mousseux dans un territoire**. [S.l.], 11 Sept. 2009. Available at: <https://www.champagne.fr/fr/terroir-appellation/histoire-du-vignoble-champenois-et-appellation-champagne/origines-effervescence>. Accessed on: 14 May 2018.

NABI, N.; O'CASS, A.; SIAHTIRI, V. Status consumption in newly emerging countries: the influence of personality traits and the mediating role of motivation to consume conspicuously. **Journal of Retailing and Consumer Services**, Amsterdam, v. 46, p. 173–178, 2019.

NASCIMENTO, A. R. A. *et al.* Representações sociais do amor no rock brasileiro dos anos 80. **Psicologia & Sociedade**, Porto Alegre, v. 27, n. 1, p. 231–239, 2015.

NATIONMASTER. **Top countries in wine consumption per capita**. Woolwich, 2020. Available at: <https://www.nationmaster.com/nmx/ranking/wine-consumption-per-capita>. Accessed on: 15 Dec. 2020.

NOGUEIRA, A. *et al.* Análise dos indicadores físico-químicos de qualidade da sidra brasileira. **Semina. Ciências Agrárias**, Londrina, v. 24, n. 2, p. 289–298, 2003.

O’CASS, A.; FROST, H. Status brands: examining the effects of non-product-related brand associations on status and conspicuous consumption. **Journal of Product & Brand Management**, Bradford, v. 11, n. 2, p. 67–88, 2002.

O’CASS, A.; MCEWEN, H. Exploring consumer status and conspicuous consumption. **Journal of Consumer Behaviour**, Oxford, v. 4, n. 1, p. 25–39, 2004.

OIV - INTERNATIONAL ORGANISATION OF VINE AND WINE. **2019 Statistical report on world vitiviniculture**. Paris, 2019. Available at: <https://www.oiv.int/public/medias/6782/oiv-2019-statistical-report-on-world-vitiviniculture.pdf>. Accessed on: 15 Dec. 2020.

OIV - INTERNATIONAL ORGANISATION OF VINE AND WINE. **OIV statistical report on world vitiviniculture**. Paris, France, 2018. Available at: [https://doi.org/64/19/6835 \[pii\]\n10.1158/0008-5472.CAN-04-1678](https://doi.org/64/19/6835[pil]\n10.1158/0008-5472.CAN-04-1678). Accessed on: 15 Dec. 2020.

OIV - INTERNATIONAL ORGANISATION OF VINE AND WINE. **The global sparkling wine market**. Paris, 2020. Available at: <https://www.oiv.int/public/medias/7291/oiv-sparkling-focus-2020.pdf>. Accessed on: 15 Dec. 2020.

OIV - INTERNATIONAL ORGANISATION OF VINE AND WINE. **The sparkling wine market**. Paris, 2014. Available at: <https://www.oiv.int/public/medias/3098/les-vins-effervescents-en-complet.pdf>. Acesso em 15 Dec. 2020.

OIV - ORGANISATION INTERNATIONALE DE LA VIGNE ET DU VIN. **Elements de conjoncture mondiale**: avril 2016. Paris, 2017. Available at: <http://www.oiv.int/public/medias/4567/oiv-noteconjmars2016-fr.pdf>. Accessed on: 15 Dec. 2020.

OJÉDA, R. G. **Le déjeuner d’huitres**. [Paris], 2010. Available at: <https://www.pop.culture.gouv.fr/notice/joconde/00000076651>. Accessed on: 10 Feb. 2021.

ONOFRI, L.; BOATTO, V.; BIANCO, A. D. Who likes it “sparkling”? An empirical analysis of Prosecco consumers’ profile. **Agricultural and Food Economics**, Berlin, v. 3, n. 1, p. 11, 2015.

ORTEGA, L. **Les vinifications des vins effervescent**. [S.l.], 2017. Available at: [https://ent2d.ac-bordeaux.fr/disciplines/hotellerie/wp-content/uploads/sites/46/2017/07/la\\_vinification\\_des\\_vins\\_effervescents-5.pdf](https://ent2d.ac-bordeaux.fr/disciplines/hotellerie/wp-content/uploads/sites/46/2017/07/la_vinification_des_vins_effervescents-5.pdf). Accessed on: 25 Nov. 2020.

VERTON, J.; BANKS, G. Conspicuous production: wine, capital and status. **Capital and Class**, Thousand Oaks, v. 39, n. 3, p. 473–491, 2015.

VERTON, J.; MURRAY, W. E.; BANKS, G. The race to the bottom of the glass? Wine, geography, and globalization. **Globalizations**, Abingdon v. 9, n. 2, p. 273–287, 2012.

PAPASTAMOU, S.; MUGNY, G. Rigidity and minority influence: the influence of the social in social influence. *In*: MOSCOVICI, S.; MUGNY, G.; VAN AVERMAET, E. (org.). **Perspectives on minority influence**. Cambridge: Cambridge University Press, 2007. p. 113–134.

PAULSON, E. L. A habitus divided? The effects of social mobility on the habitus and consumption. **European Journal of Marketing**, Bradford, v. 52, n. 5/6, p. 1060–1083, 2018.

PENZ, E. Researching the socio-cultural context: putting social representations theory into action. **International Marketing Review**, Bradford, v. 23, n. 4, p. 418–437, 2006.

PIANELLI, C.; ABRIC, J.-C.; SAAD, F. Rôle des représentations sociales préexistantes dans les processus d’ancrage et de structuration d’une nouvelle représentation. **Les Cahiers Internationaux de Psychologie Sociale**, Liège, v. 2, n. 86, p. 241-274, 2010.

PIERMATTÉO, A. *et al.* Context variations and pluri-methodological issues concerning the expression of a social representation: the example of the gypsy community. **Spanish Journal of Psychology**, Madrid, v. 17, n. 2, p. 1–12, 2014.

PIERMATTÉO, A. *et al.* Représentations sociales et applications dans le champ du marketing du vin. **Psihologia Sociala**, Bucuresti, v. 29, n. 1, p. 53–70, 2012.

PIERMATTÉO, A.; LO MONACO, G.; GIRANDOLA, F. When commitment can be overturned. **Environment and Behavior**, Paris, v. 48, n. 10, p. 1270–1291, 2016.

PIERMATTÉO, A.; TAVANI, J.-L.; LO MONACO, G. Improving the study of social representations through word associations: validation of semantic contextualization. **Field Methods**, Cambridge, v. 30, n. 4, p. 1–21, 2018.

PINO, G. *et al.* Brand prominence and social status in luxury consumption: a comparison of emerging and mature markets. **Journal of Retailing and Consumer Services**, Amsterdam, v. 46, p. 163–172, 2019.

PLINE. **Histoire naturelle**. Paris: C. L. F. Panckoucke, 1831.

PONTE, L. F.; CAMPOS, R. D. Taste transformation in the context of social mobility. **BAR - Brazilian Administration Review**, Rio de Janeiro, v. 15, n. 2, p. 1–18, 2018.

RATEAU, P. Dimensions descriptive, fonctionnelle et évaluative des représentations sociales-une étude exploratoire. **Papers on Social Representations**, Lisboa, v. 4, p. 1–14, 1995.

RATEAU, P. *et al.* Social representation theory. *In*: VAN LANGE, P. A. M.; KRUGLANSKI, A. W.; HIGGINS, E. T. (ed.). **Handbook of theories of social psychology**. London: Sage, 2012. p. 477–497.

RÉVILLION, J. P. P. *et al.* Qualidade sensorial de vinhos tintos finos do Rio Grande do Sul comparados aos importados da Argentina e Chile. **Food Science and Technology**, Campinas, v. 27, n. 1, p. 177–180, 2007.

REYS, Rodrigo [Intérprete]. **Banho de Chandon**. [S.l.], 2013. Available at: <https://www.letras.mus.br/rodrigo-reys/banho-de-chandon/>. Accessed on: 10 June 2018.

ROBERTSON, C. The sparkling wine war. **Business Law Today**, Mason, v. 18, p. 19–22, 2009.

ROCHA, A. R. C.; ROCHA, A.; ROCHA, E. Classifying and classified: an interpretive study of the consumption of cruises by the “new” Brazilian middle class. **International Business Review**, Oxford, v. 25, n. 3, p. 624–632, 2016.

RODRIGUES, H. *et al.* How the country-of-origin impacts wine traders’ mental representation about wines: a study in a world wine trade fair. **Food Research International**, New York, v. 137, [art.] 109480, 2020.

RODRIGUES, H. *et al.* Structural approach of social representation: application to the concept of wine minerality in experts and consumers. **Food Quality and Preference**, Harlow, v. 46, p. 166–172, 2015.

ROKKA, J. Champagne: marketplace icon. **Consumption Markets and Culture**, Abingdon, v. 20, n. 3, p. 275–283, 2017.

ROSSETTO, L.; GASTALDELLO, G. The loyalty structure of sparkling wine brands in Italy. **Journal of Wine Economics**, Amsterdam, v. 13, n. 4, p. 442–450, 2018.

ROUQUETTE, M. L. Pensée sociale et contradiction. *In*: ROUQUETTE, M.-L. (org.). **La pensée sociale**. Toulouse: ERES, 2009. p. 91–98.

ROUQUETTE, M. **La chasse à l’immigré: violence, mémoire et représentations**. Liège: Mardaga, 1997.

ROY CHAUDHURI, H.; MAZUMDAR, S.; GHOSHAL, A. Conspicuous consumption orientation: Conceptualisation, scale development and validation. **Journal of Consumer Behaviour**, Oxford, v. 10, n. 4, p. 216–224, 2011.

SCHOR, J. The new politics of consumption why americans want so much more than they need. **Boston Review**, Boston, [p. 1-8], Summer 1999.

SHAIKH, S. *et al.* Do luxury brands successfully entice consumers? The role of bandwagon effect. **International Marketing Review**, Bradford, v. 34, n. 4, p. 498–513, 2017.



SHARMA, V. M.; KLEIN, A. Consumer perceived value, involvement, trust, susceptibility to interpersonal influence, and intention to participate in online group buying. **Journal of Retailing and Consumer Services**, Amsterdam, v. 52, [art.] 101946, 2020.

SIDANIUS, J.; PRATTO, F. **Social dominance**: an intergroup theory of social hierarchy and oppression. Cambridge: Cambridge University Press, 1999. v. 6.

SIMONNET-TOUSSAINT, C.; LECIGNE, A.; KELLER, P. H. Social representation of wine among young adults. **Journal International des Sciences de la Vigne et du Vin**, Bordeaux, v. 38, n. 2, p. 97–108, 2004.

SIMONNET-TOUSSAINT, C.; LECIGNE, A.; KELLER, P.-H. Les représentations sociales du vin chez de jeunes adultes: du consensus aux spécificités de groupes. **Bulletin de Psychologie**, Tours, v. 479, n. 5, p. 535–547, 2005.

SOLOMON, M. R. The role of products as social stimuli: a symbolic interactionism perspective. **Journal of Consumer Research**, Chicago, v. 10, n. 3, p. 319-329, 1983.

STERLING, J. **Vintage feasting**. New York: Pocket Books, 1996.

SUN, X. *et al.* Symbolic consumption and brand choice: China's youth hostels for the international travel market. **Journal of China Tourism Research**, Philadelphia, v. 10, n. 1, p. 51–68, 2014.

SYNDICAT FRANÇAIS DES VINS MOUSSEUX. **Vin et bulles**. Paris, 2019. Available at: <http://www.vin-et-bulles.fr/fr/les-vins-mousseux/reglementation>. Accessed on: 4 Apr. 2019.

TAFANI, É.; HAGUEL, V.; MÉNAGER, A. Des images de marque aux représentations sociales: une application au secteur de l'automobile. **Les Cahiers Internationaux de Psychologie Sociale**, Liège, v. 1, n. 73, p. 27-46, 2007.

TONY [Intérprete]. **Chuva de Chandon**. [S.l.], 2013. Available at: <https://www.lettras.mus.br/tony/chuva-de-chandon/>. Accessed on: 10 June 2018.

TRIBO DA PERIFERIA [Intérprete]. **Champagne Chandon**. [S.l.], 2013. Available at: <https://www.lettras.mus.br/tribo-da-periferia/1759682/>. Accessed on: 10 June 2018.

TROIAN, J. *et al.* The effect of social dominance on prejudice towards North-African minorities: evidence for the role of social representation of Secularism as a legitimizing myth. **International Journal of Intercultural Relations**, New York, v. 65, p. 96–104, 2018.

TUK, M. A. *et al.* You and i have nothing in common: the role of dissimilarity in interpersonal influence. **Organizational Behavior and Human Decision Processes**, Orlando, v. 151, p. 49–60, 2019.

UOL - UNIVERSO ONLINE S/A. **Espumante brasileiro de R\$ 43,50 é escolhido o 5º melhor vinho do mundo**. São Paulo, 28 set. 2017. Available at:

<https://economia.uol.com.br/noticias/redacao/2017/09/28/premio-vinhos-brasileiros.htm>. Accessed on: 5 Aug. 2018.

URBAN DICTIONARY. **Champagne problem**. [S.l.], 4 June 2011. Available at: [https://www.urbandictionary.com/define.php?term=champagne problem](https://www.urbandictionary.com/define.php?term=champagne+problem). Accessed on: 4 Feb. 2021.

URDAPILLETA, I.; DEMARCHI, S.; PARR, W. V. Influence of culture on social representation of wines produced by various methods: natural, organic and conventional. **Food Quality and Preference**, Harlow, v. 87, [art.] 104034, 2021.

VAUGHAN-WHITEHEAD, D. **Europe's Disappearing Middle Class? Evidence from the world of work**. Geneva: Edward Elgar Publishing, 2016.

VEBLEN, T. **The theory of the leisure class. A Penn Staed**. Hazleton: The Pennsylvania State University, 2004.

VECCHIO, R. *et al.* European consumers' perception of moderate wine consumption on health. **Wine Economics and Policy**, Amsterdam, v. 6, n. 1, p. 14–22, 2017.

VEILLETTE, M.-C. **Opportunities in the brazilian wine market**. Quebec: Global Wine & Spirits Market Reports, 2013. 16 p. Available at: [http://www.bacchuscult.com/images/docs/old/20130627\\_brasilreport\\_eng.pdf](http://www.bacchuscult.com/images/docs/old/20130627_brasilreport_eng.pdf). Accessed on: 10 Mar. 2017.

VELIKOVA, N. *et al.* Status or fun? A cross-cultural examination of young consumers' responses to images of champagne and sparkling wine. **British Food Journal**, Bradford, v. 118, n. 8, p. 1960–1975, 2016.

VERDONK, N. *et al.* Toward a model of sparkling wine purchasing preferences. **International Journal of Wine Business Research**, Bingley, v. 29, n. 1, p. 58–73, 2017.

VERDONK, N. *et al.* Understanding Australian wine consumers' preferences for different sparkling wine styles. **Beverages**, Basel, v. 6, n. 1, [art.] 14, 2020.

VILLAS BÔAS, L. P. S. An approach to the historicity of social representations. **Cadernos de Pesquisa**, São Paulo, v. 40, n. 140, p. 379–405, 2010.

WAGNER, W. Can representations explain social behaviour? A discussion of social representations as rational systems. **Papers on Social Representation - Textes sur les Représentations Sociales**, Lisboa, v. 2, n. 3, p. 236–249, 1993.

WIEDMANN, K. P. *et al.* Tasting green: an experimental design for investigating consumer perception of organic wine. **British Food Journal**, Bradford, v. 116, n. 2, p. 197–211, 2014.

WIEDMANN, K.-P. *et al.* Customer value perception: cross-generational preferences for wine. **British Food Journal**, Bradford, v. 116, n. 7, p. 1128–1142, 2014.

WILLEKENS, M.; DAENEKINDT, S.; LIEVENS, J. Whose education matters more? Mothers' and fathers' education and the cultural participation of adolescents. **Cultural Sociology**, London, v. 8, n. 3, p. 291–309, 2014.

WILSON, T. Globalization, differentiation and drinking cultures, an anthropological perspective. **Anthropology of Food**, Paris, n. 3, Dec. 2004.

WOGART, J. P. Global booms and busts: how is Brazil's middle class faring? **Brazilian Journal of Political Economy**, São Paulo, v. 30, n. 3, p. 381–400, 2010.

WOLTER, R. The structural approach to social representations: bridges between theory and methods. **Psico-USF**, Campinas, v. 23, n. 4, p. 621–631, 2018.

WURZ, D. A. *et al.* Brazilian sparkling wine: a successful trajectory. **BIO Web of Conferences**, Punta Del Este, v. 9, [art.] 03008, 2017.

WURZ, D. Espumantes: um pouco de história! *In*: **ENOBLOGS** –Falando em vinhos. [S.l.], 17 maio 2015. Available at: <https://falandoemvinhos.wordpress.com/2015/05/17/espumantes-um-pouco-de-historia/>. Accessed on: 1 Aug. 2018.

YE, B. H.; ZHANG, H. Q.; YUAN, J. (Jessica). Intentions to participate in wine tourism in an emerging market: theorization and implications. **Journal of Hospitality & Tourism Research**, New York, v. 41, n. 8, p. 1007–1031, 2017.

YI-CHEON YIM, M. *et al.* Drivers of attitudes toward luxury brands. **International Marketing Review, Bradford**, v. 31, n. 4, p. 363–389, 2014.

## List of tables

<b>Table 2.1 – Evolution of wine commercialization in Brazil .....</b>	<b>35</b>
<b>Table 3.1- Distribution of participants by age. ....</b>	<b>43</b>
<b>Table 3.2 - Similarity matrix (Euclidean distances coefficient matrix) based on the mean relevance of eight inductors of sparkling wine in Brazil and France .....</b>	<b>45</b>
<b>Table 4.1 - Participants age distribution across culture, socio-professional category, and social origin .....</b>	<b>53</b>
<b>Table 5.1 – Descriptives statistics .....</b>	<b>64</b>
<b>Table 5.2 - Description of social representation clusters .....</b>	<b>67</b>
<b>Table 5.3 -Countries differences .....</b>	<b>68</b>
<b>Table 5.4 - Partial correlation matrix .....</b>	<b>69</b>
<b>Table 5.5 – Multicollinearity analysis.....</b>	<b>71</b>
<b>Table 5.6 – Summary of Binary Logistic Regression Analysis for Variables Predicting Sparkling Wine Consumption .....</b>	<b>73</b>
<b>Table 5.7 – Fitting model - Receiver Operating Characteristic Curve .....</b>	<b>73</b>

## List of figures

<b>Figure 1.3 - The Oyster Dinner, Jean-François de Troy.....</b>	<b>27</b>
<b>Figure 2.1 - Evolution of sparkling wine commercialization in Brazil .....</b>	<b>36</b>
<b>Figure 2.2 - Supermarket shelf in Brazil .....</b>	<b>39</b>
<b>Figure 3.1 - Dendrogram of ascending hierarchical cluster analysis .....</b>	<b>45</b>
<b>Figure 4.1 - Graphical representation of the results from correspondence factor analysis.</b>	<b>54</b>
<b>Figure 5.1 - Dendrogram of cluster analysis .....</b>	<b>66</b>

## **Annex and appendices**

### **A. Resumo substancial em português**

#### **Introdução geral**

Estabelecido primeiro no velho mundo e posteriormente no segundo mundo vitivinícola, o vinho é um antigo objeto cultural e social. Um produto de afluência social, que projeta diferentes representações na sociedade. O Champanhe, primeiro vinho espumante da era moderna, teve sua história iniciada na Inglaterra, para mais tarde ser introduzido na aristocracia e monarquia francesa, durante o reinado de Luís XVI, nos tempos da “Belle Époque”. O produto, assim como os contextos de consumo, foi exportado para o mundo, chegando aos países não europeus, como Brasil e outras antigas colônias Europeias. No Brasil, o primeiro vinho espumante foi produzido pela Vinícola Peterlongo, em 1918. No início, comumente utilizado o nome Champanhe para designar o espumante, sendo, posteriormente, o uso do nome proibido após a proteção da Indicação Geográfica. Ao longo dos anos, as formas de consumo foram mudando e novos produtos surgiram e, recentemente, o consumo de vinho espumante no Brasil teve um importante aumento junto com um considerável desenvolvimento social e econômico no país.

Esta tese está organizada em 6 capítulos. No primeiro, realizou-se uma revisão da literatura. No segundo, buscou-se compreender, a partir de dados secundários, a emergência do vinho espumante Moscatel no Brasil. No terceiro apresenta-se as diferenças entre as representações associadas aos diferentes termos utilizados para designar espumante no Brasil e na França. No quarto, como as representações sociais associadas ao vinho espumante se organizam de acordo com origem, classe social e país, para em seguida, no sexto capítulo, compreender-se como os fatores sociais e as representações sociais influenciam no consumo de vinho espumante no Brasil e na França.

#### **Objetivo**

Compreender como os fatores sociais influenciam o consumo do vinho espumante e as representações sociais associadas a ele no Brasil e na França.

#### **Capítulo 1 – Revisão da literatura**

O capítulo 1 apresenta uma revisão da literatura sobre a história do vinho e do espumante, principalmente social e cultural. O vinho faz parte da história das civilizações e dos hábitos culturais, como festas, celebrações religiosas e outros contextos. O capítulo apresenta como se deu o início das bolhas no vinho e como surge o Champanhe na história moderna, até ele se tornar um produto como é hoje. Desde o início, o vinho é um produto reservado às classes superiores, assim como o espumante, que também é considerado um produto de diferenciação e afluência social. É um produto que surge na Inglaterra e logo se torna um

símbolo na Aristocracia e Monarquia francesa. Sua história evidencia seu consumo social, em países tradicionais do mundo vitivinícola, como a França, mas também em países não tradicionais, como o Brasil, que incorporou o consumo de vinho e espumante em seus hábitos, depois da colonização, mas principalmente após o crescimento econômico e social vivido no país nos últimos anos.

## **Capítulo 2 – O fenômeno do espumante Moscatel no Brasil**

O objetivo do capítulo 2 é evidenciar as bases e contextos sociais do vinho espumante no Brasil, apresentando a emergência do vinho espumante e o crescimento do seu consumo, principalmente o fenômeno do vinho espumante Moscatel. Com o aumento do consumo de vinhos espumantes no Brasil, principalmente para o Moscatel, que teve houve um crescimento de 417% entre 2005 e 2017, o consumo de vinho espumante se torna um fenômeno social no país. O espumante, como conhecemos hoje, é um produto originário da França e exportado para outros países, como o Brasil. No Brasil, ele vem ganhando mais visibilidade, como em músicas, notícias, pontos de vendas e outros contextos sociais, como festas. Para compreender este fenômeno, buscamos em mídias e bases culturais, como músicas e reportagens. Em músicas brasileiras, o espumante é representado como um produto luxuoso, que faz referência a romance, sedução, celebrações, momentos especiais, um produto de diferenciação social, dentre outros. Em outras mídias, é percebido como uma bebida refrescante, leve, adocicada, no caso do Moscatel, e fácil para beber. O Moscatel também é apresentado como uma opção para os iniciantes do mundo dos vinhos e espumantes. Contudo, este é um capítulo exploratório, com análise de dados secundários, que dá bases para os próximos estudos sobre as representações sociais do vinho espumante no Brasil e a comparação com a França.

## **Capítulo 3 – As diferentes representações do vinho espumante, convergências e divergências entre designações no Brasil e na França**

O capítulo três tem por objetivo compreender as convergências e divergências entre as representações sociais associadas aos diferentes termos utilizados para designar o vinho espumante no Brasil e na França. Para tal, realizou-se uma coleta do conteúdo das representações por meio de uma associação verbal. Foram utilizadas como palavras indutoras no Brasil: vinho espumante, espumante Moscatel, sidra e Champanhe. Na França, foram utilizadas Champanhe, *Crémant*, *vin mousseux* e *vin pétillant*, os dois últimos sinônimos de vinho espumante. Estes são termos comuns que ainda são confundidos pelos consumidores. Os dados foram analisados por meio de uma análise ascendente hierárquica de cluster e apresentados por meio de um dendrograma, método que evidencia as dissimilaridades entre indutores. Os resultados apresentam um cluster maior, contendo todos os vinhos espumantes e um outro com a Sidra. Em seguida, temos o indutor brasileiro Moscatel separado, e uma maior proximidade entre os indutores franceses: Champanhe e vinho espumante. Mesmo sendo uma pesquisa exploratória, os resultados nos apresentam convergências no contexto francês, provavelmente devido à longa história do espumante no país. Por outro lado, há mais divergência no Brasil, principalmente no que tange à sidra e ao espumante Moscatel, que são

produtos mais recentes no mercado brasileiro, comparado ao espumante convencional e ao Champanhe. É importante notar que a sidra não é um vinho espumante, mas é comumente confundida por alguns consumidores brasileiros.

#### **Capítulo 4 – Mobilidade social e as representações do vinho espumante no Brasil e na França**

O capítulo quatro é um artigo publicado em 2021 na Revista “Wine Economics and Policy”. O objetivo deste capítulo é compreender como a cultura e o status social influencia na organização das representações sociais associadas ao vinho espumante no Brasil e na França. O vinho é um objeto social e cultural estabelecido no velho mundo, que posteriormente migrou para o novo mundo. Com significativa presença no mundo vitivinícola, o vinho espumante é um importante produto francês, como o Champanhe. No Brasil, o espumante tem uma história recente e crescente de produção e consumo. Tendo em vista seu aspecto social, o vinho é um produto que projeta diferentes representações e conta com diferentes papéis em ambos os países, com variação para tipo e origem do produto. Para compreender esta organização, utilizou-se a abordagem das representações sociais, uma teoria do conhecimento e historicamente construída. Para coletar o conteúdo, aplicou-se uma tarefa de associação verbal: duzentos e trinta brasileiros e cento e noventa e oito franceses participaram deste estudo. Primeiro, os participantes evocaram as quatro palavras que vinham à mente quando apresentamos as palavras indutoras, em seguida, colocavam em ordem de importância e a contextualizavam. As palavras e expressões foram categorizadas, para então realizar uma análise fatorial de correspondência. Os resultados validam as hipóteses apresentadas, nas quais cultura, status e origem social influenciam as representações sociais associadas ao vinho espumante, revelando-o como um produto de afluência e distinção social.

#### **Capítulo 5 – “Banho de Champanhe”: O papel social do consumo de vinho espumante e suas representações no Brasil e na França.**

O capítulo cinco tem por objetivo analisar como o posicionamento social e as representações sociais explicam o consumo de vinho espumante no Brasil e na França. Nos capítulos anteriores percebemos como o vinho espumante é utilizado enquanto objeto cultural, com um papel social. Ele tem sua origem marcada pela presença na monarquia francesa, durante à Belle Époque, o que influencia em sua representação enquanto uma bebida festiva e luxuosa. Sabemos que as representações sociais influenciam no consumo, da mesma forma que o consumo conspícuo é uma tendência em mercados emergentes, como o Brasil. Desta forma, aplicamos um questionário contendo uma escala de orientação ao consumo conspícuo, susceptibilidade à influência interpessoal, um questionário de caracterização de representações sociais (q-sort), um questionário socioeconômico e de hábitos de consumo de bebidas. Oitocentos e dezessete participantes, trezentos e trinta franceses e quatrocentos e oitenta e sete brasileiros participaram deste estudo. Os dados foram analisados por meio de uma correlação parcial, controlada pela variável país, posteriormente realizou-se uma comparação de média e uma análise logística binária para compreender quais fatores predizem o consumo de vinho espumante. Os resultados



mostraram uma forte correlação entre o consumo conspícuos e a susceptibilidade à influência interpessoal. Da mesma forma, as representações sociais estão correlacionadas com fatores sociais, como renda, estudos e status, assim como com consumo conspícuos e susceptibilidade à influência interpessoal e país de origem. Apesar do que mostra a teoria, o consumo de espumante não é explicado por todos os fatores da orientação ao consumo conspícuos e susceptibilidade à influência interpessoal. Ele está ligado à busca por singularidade, idade, gênero, status social percebido, renda e às representações sociais que associam o espumante à uma bebida do cotidiano, casual e descontraída. Assim também como suas características físicas, tais como os diferentes tipos, marcas e origem dos espumantes. Os resultados mudam assim a concepção do vinho espumante como um produto ocasional e de ostentação, para se tornar também uma bebida a ser degustada e apreciada ao longo do ano e em ocasiões de descontração.

### **Considerações finais**

O espumante se tornou um produto de desejo e que projeta diversas representações na sociedade. Esta tese apresenta sua ascensão no Brasil, um país com uma recente história de produção e consumo ainda pouco representativo, comparado com a França, um país tradicional e com expressivo mercado consumidor e produtor de vinhos e espumantes. O espumante é um produto de distinção social, associado à diferentes representações, principalmente quando considerado classe social e país de origem. Contudo, mesmo o produto sendo representado como um objeto de ostentação, este um forte preditor do seu consumo. Neste sentido, percebemos que existem diferenças entre as formas que um país de novo e velho mundo representam o vinho espumante, além da influência que a França, como um país vitivinícola, influencia o Brasil, um país do novo mundo vitivinícola. Este estudo também apresenta uma mudança de paradigma, no qual o espumante se torna um produto de consumo mais regular e cotidiano, além da mudança no contexto de consumo.

## **B. Résumé substantiel en français**

### **Introduction générale**

Établis d'abord dans l'ancien monde et plus tard dans le nouveau vitivinicole, le vin est un ancien objet culturel et social, un produit de l'avantage sociale et économique, qui projette différentes représentations dans la société. Le Champagne est le premier vin effervescent de l'ère moderne et a commencé son histoire en Angleterre, pour ensuite être introduit dans l'aristocratie et la monarchie françaises, sous le règne de Louis XVI, pendant la « Belle Époque ». Le produit, ainsi que les contextes de consommation, ont été exportés au travers le monde, atteignant des pays non européens, comme le Brésil et d'autres anciennes colonies européennes. Au Brésil, le premier vin effervescent a été produit par l'établissement vitivinicole « Vinícola Peterlongo », en 1918. Au début, le nom Champagne était couramment utilisé pour désigner le vin effervescent, l'utilisation du nom étant par la suite interdite après la protection de l'indication géographique. Au fil des ans, les modes de consommation ont changé et de nouveaux produits sont apparus et, récemment, la consommation de vin effervescent au Brésil a augmenté de manière significative suivant un considérable développement social et économique dans le pays.

Cette thèse est organisée dans 6 chapitres. Le premier consiste dans une revue de la littérature. Dans le second, nous avons cherché à comprendre, à partir de données secondaires, l'émergence du vin effervescent Moscatel au Brésil. Le troisième, présente les différences entre les représentations associées aux différents termes utilisés pour désigner le vin effervescent au Brésil et en France. Dans le quatrième, comment les représentations sociales associées au vin effervescent sont organisées selon l'origine, la classe sociale et le pays d'origine, puis, dans le sixième chapitre, nous cherchons à comprendre comment les facteurs sociaux et les représentations sociales influencent la consommation de vin effervescent au Brésil et en France. Dans ce résumé, pour éviter des mécompréhensions, nous allons utiliser le terme « vin effervescent » pour tous produits élaborés à partir de la saturation sous pression de gaz carbonique exclusivement endogène, selon Code International des Pratiques Œnologiques.

### **Objectif**

L'objectif de cette thèse est de comprendre comment les facteurs sociaux influencent la consommation de vin effervescent et les représentations sociales qui lui sont associées au Brésil et en France.

### **Chapitre 1 - Revue de la littérature**

Le chapitre 1 présente une revue de la littérature sur l'histoire du vin et du vin effervescent, principalement sociale et culturelle. Le vin fait partie de l'histoire des civilisations et des habitudes culturelles, telles que les fêtes, les célébrations religieuses et d'autres contextes. Le chapitre présente comment les bulles ont surgi dans le vin et comment le

Champagne apparaît dans l'histoire moderne, jusqu'à ce qu'il devienne un produit tel qu'il est aujourd'hui. Depuis le début, le vin est un produit réservé aux classes supérieures, ainsi que le vin effervescent, qu'est également considéré comme un produit de différenciation et de richesse sociale. C'est un produit qui apparaît en Angleterre et devient bientôt un symbole de l'aristocratie et de la monarchie françaises. Son histoire montre sa consommation sociale dans les pays traditionnels du monde vitivinicole, comme la France, mais aussi dans des pays non traditionnels, comme le Brésil, qui ont incorporé la consommation de vin et de vin effervescent dans leurs habitudes, après la colonisation, mais principalement après croissance économique et sociale du pays dans ces dernières années.

## **Chapitre 2 - Le phénomène du vin effervescent Moscatel au Brésil**

Le chapitre deux a été publié dans le « Bio Web of Conferences » et présenté dans le Congrès Mondiale de la Vigne et du Vin, à Punta Del Este, au Uruguay, en 2020. L'objectif de ce chapitre est de mettre en évidence les bases et les contextes sociaux du vin effervescent au Brésil, en présentant l'émergence du vin effervescent et la croissance de sa consommation, en particulier le phénomène du vin effervescent Moscatel. Avec l'augmentation de la consommation de vins effervescents au Brésil, principalement pour le Moscatel, qui a connu une croissance de 417% entre 2005 et 2017, la consommation de vins effervescents devient un phénomène social dans le pays. Le vin effervescent, tel que nous le connaissons aujourd'hui, est un produit originaire de France et exporté vers d'autres pays, comme le Brésil. Au Brésil, il gagne en visibilité, comme dans la musique, les actualités, les points de vente et d'autres contextes sociaux, comme les fêtes. Pour comprendre ce phénomène, nous nous sommes penchés sur les médias et les bases culturelles, comme la musique et les reportages. Dans la musique brésilienne, le vin effervescent est représenté comme un produit de luxe, qui fait référence à la romance, à la séduction, aux célébrations, aux moments spéciaux, à un produit de différenciation sociale, entre autres. Dans d'autres médias, le Moscatel est perçu comme une boisson rafraîchissante, légère, sucrée et facile à boire. Il est également présenté comme une option pour les débutants dans le monde du vin et des vins effervescents. Il s'agit cependant d'un chapitre exploratoire, avec une analyse de données secondaires, qui sert de base aux prochaines études sur les représentations sociales du vin effervescent au Brésil et à la comparaison avec la France.

## **Chapitre 3 - Les différentes représentations du vin effervescent, convergences et divergences entre les désignations au Brésil et en France**

Le chapitre trois a été publié dans le « Bio Web of Conferences » et présenté dans le Congrès Mondiale de la Vigne et du Vin, à Genève, en Suisse, en 2020. Ce chapitre vise à comprendre les convergences et divergences entre les représentations sociales associées aux différents termes utilisés pour désigner les vins effervescents au Brésil et en France. Pour cela, un recueil du contenu des représentations a été réalisé à travers une association verbale. Ont été utilisés comme mots inducteurs au Brésil : « vinho espumante », « espumante Moscatel »,

cidre et Champagne. En France, ont été utilisés : Champagne, Crémant, vin mousseux et vin pétillant. Ce sont des termes courants qui sont encore confondus par les consommateurs. Les données ont été analysées à l'aide d'une analyse de cluster hiérarchique ascendante et présentées au travers d'un dendrogramme, une méthode qui met en évidence les différences entre les inducteurs. Les résultats montrent un cluster plus large, contenant tous les vins effervescents et un autre avec le cidre. Ensuite, nous avons l'inducteur brésilien Moscatel séparé, et une plus grande proximité entre les inducteurs français : Champagne, vin mousseux et pétillant. Même s'il s'agit d'une recherche exploratoire, les résultats nous montrent des convergences dans le contexte français, probablement dues à la longue histoire du vin effervescent dans le pays. En revanche, il y a plus de divergence au Brésil, principalement en ce qui concerne le cidre et le vin effervescent Moscatel, qui sont des produits plus récents sur le marché brésilien, par rapport au vin effervescent conventionnel et le Champagne. Il est important de noter, que le cidre n'est pas un vin effervescent, mais il est couramment confondu par certains consommateurs brésiliens.

### **Chapitre 3 - Les différentes représentations du vin effervescent, convergences et divergences entre les appellations au Brésil et en France**

Le quatrième chapitre est un article publié en 2021 dans la revue « Wine Economics and Policy ». L'objectif de ce chapitre est de comprendre comment la culture et le statut social influencent dans l'organisation des représentations sociales associées au vin effervescent au Brésil et en France. Le vin est un objet social et culturel établi dans l'ancien monde, qui a ensuite migré vers le nouveau monde. Avec une présence significative dans le monde vitivinicole, le vin effervescent est un important produit français, comme le Champagne. Au Brésil, le vin effervescent a une histoire récente et croissante de production et de consommation. Compte tenu son aspect social, le vin est un produit qui projette des différentes représentations et y a des différents enjeux dans les deux pays, avec des variations concernant le type et l'origine du produit. Pour comprendre cette organisation, l'approche des représentations sociales a été utilisée, une théorie de la connaissance et construite historiquement. Pour collecter le contenu, une tâche d'association verbale a été appliquée : deux cent trente brésiliens et cent quatre-vingt-dix-huit français ont participé à cette étude. Tout d'abord, les participants ont évoqué les quatre mots qui les venaient à l'esprit lorsque nous avons présenté les mots inducteurs, puis ils les ont classés par ordre d'importance et les contextualisés. Les mots et expressions ont été catégorisés, pour ensuite effectuer une analyse factorielle de correspondance. Les résultats valident les hypothèses présentées, dans lesquelles la culture, le statut et l'origine sociale influencent les représentations sociales associées au vin effervescent, le révélant comme un produit de richesse et de distinction sociale.

### **Chapitre 5 - « Champagne Shower » : Le rôle social de la consommation de vin effervescent et ses représentations au Brésil et en France.**

Le chapitre cinq vise à analyser comment le positionnement social et les

représentations sociales expliquent la consommation de vin effervescent au Brésil et en France. Dans les chapitres précédents, nous avons perçu comment le vin effervescent est utilisé en tant qu'objet culturel, avec un rôle social. Son origine est marquée par sa présence dans la monarchie française, à la Belle Époque, qui influence sa représentation comme boisson festive et luxueuse. On sait que les représentations sociales influencent la consommation, de la même manière qu'une consommation ostentatoire est une tendance dans les marchés émergents, comme le Brésil. Ainsi, nous avons appliqué un questionnaire contenant une échelle d'orientation à la consommation ostentatoire, une échelle de susceptibilité à l'influence interpersonnelle, un questionnaire de caractérisation des représentations sociales (q-sort), un questionnaire socio-économique et des habitudes de consommation. Huit cent dix-sept participants, trois cent trente français et quatre cent quatre-vingt-sept brésiliens ont participé à cette étude. Les données ont été analysées à l'aide d'une corrélation partielle, contrôlée par la variable pays, puis une comparaison de la moyenne et une analyse logistique binaire ont été effectuées pour comprendre quels facteurs prédisent la consommation de vin effervescent. Les résultats ont montré une forte corrélation entre la consommation ostentatoire et la susceptibilité à l'influence interpersonnelle. De même, les représentations sociales sont corrélées avec des facteurs sociaux, tels que le revenu, le niveau d'études et le statut sociale perçu, ainsi qu'avec une consommation ostentatoire et la susceptibilité à l'influence interpersonnelle et au pays d'origine. Malgré ce que montre la théorie, la consommation de vin effervescent ne s'explique pas par tous les facteurs d'orientation à la consommation ostentatoire et de la sensibilité aux influences interpersonnelles. La consommation est liée à la recherche de singularité, de l'âge, du sexe, du statut social perçu, du revenu et des représentations sociales qui associent le vin effervescent à une boisson quotidienne, décontractée et dépouillée. Ainsi que par leurs caractéristiques physiques, telles que les différents types, marques et origine des vins effervescents. Les résultats changent ainsi la conception du vin effervescent comme un produit plutôt occasionnel et ostentatoire, pour devenir également une boisson à déguster et à savourer tout au long de l'année et lors d'occasions de détente.

### **Considérations finales**

Le vin effervescent est devenu un produit du désir et qui projette différentes représentations dans la société. Cette thèse présente son essor au Brésil, un pays avec une histoire récente de production et de consommation encore peu représentative par rapport à la France, pays traditionnel avec un marché de consommation expressif et un grand producteur de vins et de vins effervescents. Le vin effervescent est un produit de distinction sociale, associé à des différentes représentations, en particulier lorsque l'on considère la classe sociale et le pays d'origine. Cependant, même si le produit est représenté comme un objet ostentatoire, cela n'est pas un fort prédicteur de sa consommation. En ce sens, nous nous rendons compte qu'il existe des différences entre la manière dont un pays du nouveau et de l'ancien monde vitivinicole représente le vin effervescent, en plus de l'influence que la France, en tant que pays traditionnel, exerce sur le Brésil, un pays vitivinicole non-traditionnel. Cette

étude présente également un changement de paradigme, dans lequel le vin effervescent devient un produit d'une consommation plus régulière et quotidienne, en plus du changement de contexte de consommation.

## **C. Questionnaire 1 – Social representation content collection - French version**

### **Questionnaire en Français**

IMPORTANT (à lire avant de commencer à répondre)

Bonjour,

Vous vous apprêtez à participer à une recherche menée par le Centre d'Études et Recherches en Agrobusiness de l'Université Fédérale de Rio Grande do Sul et par le Laboratoire de Psychologie Sociale d'Aix-Marseille Université.

Cette recherche vise à comprendre la consommation de boissons effervescentes chez les consommateurs de plus de 20 ans.

Cela ne vous prendra pas plus de 15 min à répondre. Il n'y a ni bonnes, ni mauvaises réponses, nous voudrions la réponse la plus sincère que vient à votre esprit.

L'analyse et vos données sont complètement anonymes.

Pour toutes questions complémentaires ou retours sur l'étude, vous pouvez nous contacter via l'adresse mail suivante : [marcos.araujo@etu.univ-amu.fr](mailto:marcos.araujo@etu.univ-amu.fr). Nous vous rappelons que vous pouvez abandonner l'étude à n'importe quel moment et/ou retirer vos réponses.

Nous vous remercions encore pour votre participation.

### **Consentement**

J'accepte volontairement de participer à cette étude et je comprends que ma participation n'est pas obligatoire et que je peux stopper ma participation à tout moment sans avoir à me justifier ni encourir aucune responsabilité.

En continuant, je confirme avoir +18 ans.

### **PARTIE 01 - ASSOCIATION VERBALE**

#### **Partie 01 – A – Vin Mousseux**

1 – Veuillez nous donner les quatre mots ou expressions qui vous viennent spontanément à l'esprit lorsqu'on vous dit « Vin mousseux ».

2 - À présent, veuillez classer les mots ou expressions que vous venez d'écrire selon l'importance que vous leur accordez. Pour ce faire, quatre rangs de 1 à 4 vous sont proposés, "1" représente le mot le plus important parmi les quatre, "4" représente le mot le moins important parmi les quatre.

3. À présent, merci de bien vouloir créer (inventer) une phrase contenant chacun de ces mots ou expressions (une phrase par mot). Cette phrase doit illustrer le lien que vous faites entre chacun des mots que vous avez associés et le Vin mousseux. Afin qu'il n'y ait aucune ambiguïté, merci de bien vouloir réécrire chacun des mots avant d'écrire la phrase.

### **Partie 01 – B – Vin pétillant**

1 – Veuillez nous donner les quatre mots ou expressions qui vous viennent spontanément à l'esprit lorsqu'on vous dit « Vin pétillant ».

2 - À présent, veuillez classer les mots ou expressions que vous venez d'écrire selon l'importance que vous leur accordez. Pour ce faire, quatre rangs de 1 à 4 vous sont proposés, "1" représente le mot le plus important parmi les quatre, "4" représente le mot le moins important parmi les quatre.

3. À présent, merci de bien vouloir créer (inventer) une phrase contenant chacun de ces mots ou expressions (une phrase par mot). Cette phrase doit illustrer le lien que vous faites entre chacun des mots que vous avez associés et le Vin pétillant. Afin qu'il n'y ait aucune ambiguïté, merci de bien vouloir réécrire chacun des mots avant d'écrire la phrase.

### **Partie 01 – C - Vin crémant**

1. Veuillez nous donner les quatre mots ou expressions qui vous viennent spontanément à l'esprit lorsqu'on vous dit « Vin crémant ».

2. À présent, veuillez classer les mots ou expressions que vous venez d'écrire selon l'importance que vous leur accordez. Pour ce faire, quatre rangs de 1 à 4 vous sont proposés, "1" représente le mot le plus important parmi les quatre, "4" représente le mot le moins important parmi les quatre.

3. À présent, merci de bien vouloir créer (inventer) une phrase contenant chacun de ces mots ou expressions (une phrase par mot). Cette phrase doit illustrer le lien que vous faites entre chacun des mots que vous avez associés et le Vin crémant. Afin qu'il n'y ait aucune ambiguïté, merci de bien vouloir réécrire chacun des mots avant d'écrire la phrase.

### **Partie 01 – D – Champagne**



1 – Veuillez nous donner les quatre mots ou expressions qui vous viennent spontanément à l'esprit lorsqu'on vous dit « Champagne (vin) ».

2 - À présent, veuillez classer les mots ou expressions que vous venez d'écrire selon l'importance que vous leur accordez. Pour ce faire, quatre rangs de 1 à 4 vous sont proposés, "1" représente le mot le plus important parmi les quatre, "4" représente le mot le moins important parmi les quatre.

3. À présent, merci de bien vouloir créer (inventer) une phrase contenant chacun de ces mots ou expressions (une phrase par mot). Cette phrase doit illustrer le lien que vous faites entre chacun des mots que vous avez associés et le Champagne (vin).

## **PARTIE 02 – ORIGINE SOCIALE**

À présent, quelques questions concernant votre famille.

Veuillez choisir la réponse qui leur correspond.

### **1 – Niveau d'étude de votre mère ou tutrice :**

1 - Formation CAP (certificat d'aptitude professionnelle) ou le BEP (brevet d'études professionnelles)

2 - Formation de niveau bac (général, technologique ou professionnel)

3 - Formation de niveau bac+2 : licence 2, BTS (brevet de technicien supérieur)

4 - Formation de niveau bac+4 ou bac+5 (licence 3, licence professionnelle, master 1 ou master 2)

5 - Formation de niveau bac+8 (doctorat)

6 – MBA et formation continue

0 - Ne s'applique pas

### **2 – Catégorie socioprofessionnelle de votre mère ou tutrice :**

1 – Directrice, cadres de direction et gérantes (public ou privé)

2 – Professions intellectuelles et scientifiques (chercheur, professeur, animateur, artiste, religieux)

3 – Professions intermédiaires ou technique

4 – Employés de type administratif

5 – Personnel des services directs aux particuliers, commerçants et vendeurs

6 – Agricultrices et ouvrières qualifiées de l'agriculture, de la sylviculture et de la pêche

- 7 – Métiers qualifiés de l'industrie et de l'artisanat
- 8 – Conductrices d'installations et de machines, et ouvriers de l'assemblage
- 9 – Professions élémentaires, ouvrier de réparation, manutention et services
- 10 – Professions militaires
- 11 – Non déterminé
- 0 - Ne s'applique pas

**3 – Niveau d'étude de votre père ou tuteur.**

- 1 - Formation CAP (certificat d'aptitude professionnelle) ou le BEP (brevet d'études professionnelles)
- 2 - Formation de niveau bac (général, technologique ou professionnel)
- 3 - Formation de niveau bac+2 : licence 2, BTS (brevet de technicien supérieur)
- 4 - Formation de niveau bac+4 ou bac+5 (licence 3, licence professionnelle, master 1 ou master 2)
- 5 - Formation de niveau bac+8 (doctorat)
- 6 – MBA et formation continue
- 0 - Ne s'applique pas

**4 – Catégorie socioprofessionnelle de votre père ou tuteur :**

- 1 – Directeurs, cadres de direction et gérants (public ou privé)
- 2 – Professions intellectuelles et scientifiques (chercheur, professeur, animateur, artiste, religieux)
- 3 – Professions intermédiaires ou technique
- 4 – Employés de type administratif
- 5 – Personnel des services directs aux particuliers, commerçants et vendeurs
- 6 – Agriculteurs et ouvriers qualifiés de l'agriculture, de la sylviculture et de la pêche
- 7 – Métiers qualifiés de l'industrie et de l'artisanat
- 8 – Conducteurs d'installations et de machines, et ouvriers de l'assemblage
- 9 – Professions élémentaires, ouvrier de réparation, manutention et services
- 10 – Professions militaires
- 11 – Non déterminé
- 0 - Ne s'applique pas

**5 – Nombre de chambres (T1, T2...) chez vous quand vous étiez enfant : \_\_\_\_\_**

6 – Nombre de personnes qui habitaient chez vous quand vous étiez enfant : \_\_\_\_\_

## **PARTIE 03 – HABITUDE DE CONSOMMATION**

### **1 – Consommation de vin**

- 0 – Ne consomme jamais
- 1 - Très occasionnellement (fêtes et événements exceptionnels)
- 2 - Occasionnel (Occasionnellement, d'autres fois que les fêtes)
- 3 - Régulier (régulièrement durant l'année)
- 4 - Fréquent (plusieurs fois par mois)

### **2 – Consommation de vin effervescent (mousseux, pétillant, Champagne)**

- 0 – Ne consomme jamais
- 1 - Très occasionnellement (fêtes et événements exceptionnels)
- 2 - Occasionnel (Occasionnellement, d'autres fois que les fêtes)
- 3 - Régulier (régulièrement durant l'année)
- 4 - Fréquent (plusieurs fois par mois)

### **3 – Niveau d'expertise sur le vin**

Questionnaire d'expertise perçue

Les participants devaient indiquer leur degré d'accord avec l'échelle suivante

-2 - Totale- ment pas d'accord	-1 - Plutôt pas d'accord	0 - Ni d'accord, ni pas d'accord	1 - Plutôt d'accord	2 - Totale- ment d'accord
--------------------------------------	-----------------------------	-------------------------------------	------------------------	------------------------------------

	-2	-1	0	1	2
1 - Je ne comprends pas grand-chose au vin.					
2 - Je me sens compétent(e) sur ma connaissance du vin.					
3 - Parmi mes amis, je suis celui qui est l'expert en vin.					
4 - Comparé(e) à d'autres, je connais peu de choses sur le vin.					

## **PARTIE 04 – SOCIODEMOGRAPHIQUE**

*Pour terminer... quelques questions vous concernant.*

### **1 – Âge**

- 0 – Moins de 18 ans
- 1 – Entre 18 à 20 ans
- 2 – Entre 20 à 29 ans
- 3 – Entre 30 à 39 ans
- 4 – Entre 40 à 49 ans
- 5 – Plus de 50 ans

## **2 – Genre**

- 1 – Masculin
- 2 – Féminin
- 3 – Autre

## **3 – Votre catégorie socioprofessionnelle :**

- 1 – Directeurs, cadres de direction et gérants (public ou privé)
- 2 – Professions intellectuelles et scientifiques (chercheur, professeur, animateur, artiste, religieux)
- 3 – Professions intermédiaires ou technique
- 4 – Employés de type administratif
- 5 – Personnel des services directs aux particuliers, commerçants et vendeurs
- 6 – Agriculteurs et ouvriers qualifiés de l'agriculture, de la sylviculture et de la pêche
- 7 – Métiers qualifiés de l'industrie et de l'artisanat
- 8 – Conducteurs d'installations et de machines, et ouvriers de l'assemblage
- 9 – Professions élémentaires, ouvrier de réparation, manutention et services
- 10 – Professions militaires
- 11 – Non déterminé
- 12 – Étudiant

## **4 – Revenu mensuel**

*Veillez mettre la moyenne annuelle.*

- 1 – Moins de € 1.000,00
- 2 – € 1.001,00 à € 2.000,00
- 3 – € 2.001,00 à € 3.000,00
- 4 – € 3.001,00 à € 4.000,00
- 5 – € 4.001,00 à € 5.000,00
- 6 – € 5.001,00 à € 6.000,00
- 7 – € 6.001,00 à € 7.000,00

- 8 – € 7.001,00 à € 8.000,00
- 9 – € 8.001,00 à € 9.000,00
- 10 – € 9.001,00 à € 10.000,00
- Plus que € 10.001,00

### **5 – Niveau d'étude**

- 1 - Formation CAP (certificat d'aptitude professionnelle) ou le BEP (brevet d'études professionnelles)
- 2 - Formation de niveau bac (général, technologique ou professionnel)
- 3 - Formation de niveau bac+2 : licence 2, BTS (brevet de technicien supérieur)
- 4 - Formation de niveau bac+4 ou bac+5 (licence 3, licence professionnelle, master 1 ou master 2)
- 5 - Formation de niveau bac+8 (doctorat)
- 6 – MBA et formation continue
- 7 - Autres

**6 – Ville d'origine/région/Pays : \_\_\_\_\_**

**7 – Ville actuel/région/Pays : \_\_\_\_\_**

Contact :

Souhaitez-vous recevoir des informations sur l'étude ou participer aux étapes supplémentaires, si nécessaire ?

Si vous souhaitez recevoir des informations sur l'étude ou participer aux prochaines étapes, merci d'informer votre adresse e-mail :

## **D. Questionnaire 1 – Social representation content collection – Portuguese version**

### **Questionário em português**

#### **Estudo sobre o consumo de vinho espumante no Brasil**

Olá,

Você está prestes a participar de uma pesquisa conduzida pelo Centro de Estudos e Pesquisas em Agronegócios da Universidade Federal do Rio Grande do Sul e pelo Laboratório de Psicologia Social da Universidade de Aix-Marseille.

Esta pesquisa tem por objetivo compreender o consumo de bebidas espumantes entre consumidores maiores de 20 anos. Suas respostas devem ser espontâneas, pois não há respostas certas, erradas ou esperadas. Queremos sua resposta mais sincera, portanto, tente fornecer a primeira resposta que vier à sua cabeça.

Todas as respostas serão analisadas sem identificação dos participantes para preservar o anonimato. O tempo estimado para participação é de apenas 15 minutos.

Caso tenha perguntas ou encontre dificuldades, entre em contato com o pesquisador responsável, Marcos Vinícius Araujo, a partir do e-mail: [marcos.araujo@ufrgs.br](mailto:marcos.araujo@ufrgs.br). Lembrando que você poderá abandonar a pesquisa em qualquer momento e/ou retirar suas respostas.

De antemão, agradecemos sua participação.

#### **Consentimento**

Aceito participar voluntariamente a este estudo e compreendo que minha participação não é obrigatória e que posso interrompê-la a qualquer momento sem ter que me justificar.

Ao continuar, confirmo ter mais de 18 anos.

#### **ETAPA 1 – ASSOCIAÇÃO VERBAL**

##### **Etapa 01 – A – Associação de Palavras – Vinho espumante**

*Não é preciso ser consumidor para responder, preencha com o que você conhece sobre o produto.*

1 - Por favor, escreva abaixo quatro palavras ou expressões que venham espontaneamente à

cabeça quando lhe dizemos “**vinho espumante**”.

2 - Agora, por favor, classifique as palavras ou expressões que você escreveu segundo a importância que você atribui a elas. Para isso, serão disponibilizados quatro quadros de 1 a 4 com as palavras e expressões, “1” representa a palavra mais importante entre as quatro, “4” representa a palavra menos importante entre as quatro.

3 - Agora, por favor, crie uma frase que contenha cada uma das palavras ou expressões (uma frase por palavra). Esta frase deve ilustrar ou explicar a ligação que você faz entre a palavra e **vinho espumante**.

*Ex.: Cadeira: a cadeira que se coloca na mesa ou cadeira que usamos na sala de jantar.*

#### **Etapa 01 – B – Associação de Palavras - Espumante Moscatel**

*Não é preciso ter consumidor para responder, preencha com o que você conhece sobre o produto. Caso você não o conheça ou não tenha ouvido falar sobre, por favor, preencha com “não conheço” em todas as lacunas.*

1 - Por favor, escreva abaixo quatro palavras ou expressões que venham espontaneamente à cabeça quando lhe dizemos “**espumante moscatel**”.

2 - Agora, por favor, classifique as palavras ou expressões que você escreveu segundo a importância que você atribui a elas. Para isso, serão disponibilizados quatro quadros de 1 a 4 com as palavras e expressões, “1” representa a palavra mais importante entre as quatro, “4” representa a palavra menos importante entre as quatro.

3 - Agora, por favor, crie uma frase que contenha cada uma das palavras ou expressões (uma frase por palavra). Esta frase deve ilustrar ou explicar a ligação que você faz entre a palavra e **espumante moscatel**.

*Ex.: Cadeira: a cadeira que se coloca na mesa ou cadeira que usamos na sala de jantar.*

#### **Etapa 01 – C – Associação de Palavras - Sidra**

*Não é preciso ter consumidor para responder, preencha com o que você conhece sobre o produto. Caso você não o conheça ou não tenha ouvido falar sobre, por favor, preencha com “não conheço” em todas as lacunas.*

1 - Por favor, escreva abaixo quatro palavras ou expressões que venham espontaneamente à cabeça quando lhe dizemos “**sidra**”.

2 - Agora, por favor, classifique as palavras ou expressões que você escreveu segundo a importância que você atribui a elas. Para isso, serão disponibilizados quatro quadros de 1 a 4 com as palavras e expressões, “1” representa a palavra mais importante entre as quatro, “4” representa a palavra menos importante entre as quatro.

3 - Agora, por favor, crie uma frase que contenha cada uma das palavras ou expressões (uma frase por palavra). Esta frase deve ilustrar ou explicar a ligação que você faz entre a palavra e **Sidra**.

*Ex.: Cadeira: a cadeira que se coloca na mesa ou cadeira que usamos na sala de jantar.*

### **Etapa 01 – D – Associação de Palavras - Champanhe**

*Não é preciso ter consumidor para responder, preencha com o que você conhece sobre o produto. Caso você não o conheça ou não tenha ouvido falar sobre, por favor, preencha com “não conheço” em todas as lacunas.*

1 - Por favor, escreva abaixo quatro palavras ou expressões que venham espontaneamente à cabeça quando lhe dizemos “**Champanhe**”.

2 - Agora, por favor, classifique as palavras ou expressões que você escreveu segundo a importância que você atribui a elas. Para isso, serão disponibilizados quatro quadros de 1 a 4 com as palavras e expressões, “1” representa a palavra mais importante entre as quatro, “4” representa a palavra menos importante entre as quatro.

3 - Agora, por favor, crie uma frase que contenha cada uma das palavras ou expressões (uma frase por palavra). Esta frase deve ilustrar ou explicar a ligação que você faz entre a palavra e **Champanhe**.

*Ex.:Cadeira: a cadeira que se coloca na mesa ou cadeira que usamos na sala de jantar.*

### **ETAPA 02 – ORIGEM SOCIAL**

Nesta seção, gostaríamos de saber um pouco mais sobre a sua família.

#### **1 – Nível de estudos da sua mãe ou tutora:**

*Considere o nível que tenha completado.*

1 - Ensino fundamental

2 - Ensino médio



- 3 – Técnico
- 4 - Graduação
- 5 - Mestrado e Doutorado
- 6 – MBA e especialização
- 0 - Não se aplica

**2 – Categoria sócio-profissional em que sua mãe ocupa/ocupava (tipo de trabalho):**

- 1 – Diretoria, cargos de direção ou gestão (público ou privado)
- 2 - Profissões intelectuais ou científicas (pesquisadora, professora, apresentadora, artista ou religiosa)
- 3 – Professores de ensino médio e básico, profissionais técnicos (téc. enfermagem, segurança, agrícola...)
- 4 – Serviços administrativos
- 5 – Atendimento direto ao público, comerciante ou vendedora
- 6 – Agricultura ou trabalho qualificado em agropecuária e pesca
- 7 – Trabalho qualificado da indústria e artesanato
- 8 – Operadora de máquinas, operárias agrícolas, motoristas
- 9 – Operárias, reparação, manutenção e serviços gerais
- 10 – Militares
- 11 – Não determinada
- 0 - Não se aplica

**3 – Nível de estudos do seu pai ou tutor**

*Considere o nível que tenha completado.*

- 1 - Ensino fundamental
- 2 - Ensino médio
- 3 – Técnico
- 4 - Graduação
- 5 - Mestrado e Doutorado
- 6 – MBA e especialização
- 0 - Não se aplica

**4 – Categoria sócio-profissional em que seu pai ou tutor ocupa/ocupava (tipo de trabalho):**

- 1 – Diretor, cargos de direção ou gestão (público ou privado)
- 2 - Profissões intelectuais ou científicas (pesquisador, professor, apresentador, artista ou religioso)

- 3 – Professores de ensino médio e básico, profissionais técnicos (téc. enfermagem, segurança, agrícola...)
- 4 – Serviços administrativos
- 5 – Atendimento direto ao público, comerciante ou vendedor
- 6 – Agricultor ou trabalhador qualificado em agropecuária e pesca
- 7 – Trabalho qualificado da indústria e artesanato
- 8 – Operador de máquinas, operários agrícolas, motoristas
- 9 – Operários, reparação, manutenção e serviços gerais
- 10 – Militares
- 11 – Não determinada
- 0 - Não se aplica

**5 – Número de quartos na casa de sua família quando você era criança: \_\_\_\_\_**

**6 – Número de pessoas que viviam na casa de sua família quando você era criança: \_\_\_\_**

### **ETAPA 03 – HÁBITOS DE CONSUMO**

Nesta seção, gostaríamos de conhecer um pouco seus hábitos de consumo.

#### **1 – Consumo de vinho**

- 0 – Não consumo (nunca)
- 1 – Muito ocasionalmente (festas excepcionais e eventos)
- 2 – Ocasional (Ocasionalmente, outros momentos além de festas)
- 3 – Regular (regularmente durante o ano)
- 4 – Frequente (Muitas vezes por mês)

#### **2 – Consumo de vinho espumante:**

*Lembrando que nesta categoria incluem-se todos os tipos de vinhos espumante, exceto vinho frisante, bebidas sem álcool e sidra (fermentado de maçã):*

- 0 – Não consumo (nunca)
- 1 – Muito ocasionalmente (festas excepcionais e eventos)
- 2 – Ocasional (Ocasionalmente, outros momentos além de festas)
- 3 – Regular (regularmente durante o ano)
- 4 – Frequente (Muitas vezes por mês)

#### **3 – Nível de conhecimento sobre vinho:**

Por favor, indique-nos o quão você concorda ou discorda:

- 2 Discordo totalmente	- 1 Discordo parcialmente	0 - Nem concordo, nem discordo	1 Concordo parcialmente	2 Concordo totalmente
-------------------------	---------------------------	--------------------------------	-------------------------	-----------------------

	-2	-1	0	1	2
1 – Não entendo muita coisa sobre vinho.					
2 – Eu me sinto competente quanto ao meu conhecimento sobre vinho.					
3 – Entre meus amigos, eu sou o especialista em vinhos.					
4 – Comparado aos outros, eu conheço pouca coisa sobre vinho.					

## ETAPA 04 – SOCIODEMOGRÁFICO

Por fim, gostaríamos de conhecer melhor você.

### 1 - Idade:

- 0 – Menos de 18 anos
- 1 – Entre 18 a 20 anos
- 2 – Entre 20 a 29 anos
- 3 – Entre 30 a 39 anos
- 4 – Entre 40 a 49 anos
- 5 – Mais de 50 anos

### 2 – Gênero

- 1 – Masculino
- 2 – Feminino
- 3 – Outro

### 3 – Categoria socioprofissional em que você mais se adequa:

- 1 – Diretor, cargos de direção ou gestão (público ou privado)
- 2 - Profissões intelectuais ou científicas (pesquisador, professor, apresentador, artista ou religioso)
- 3 – Professores de ensino médio e básico, profissionais técnicos (téc. enfermagem, segurança, agrícola...)
- 4 – Serviços administrativos
- 5 – Atendimento direto ao público, comerciante ou vendedor
- 6 – Agricultor ou trabalhador qualificado em agropecuária e pesca

- 7 – Trabalho qualificado da indústria e artesanato
- 8 – Operador de máquinas, operários agrícolas, motoristas
- 9 – Operários, reparação, manutenção e serviços gerais
- 10 – Militares
- 11 – Não determinada
- 12 - Estudante

#### **4 – Rendimento mensal**

*Caso você não tenha um salário fixo, por favor, coloque uma média aproximada dos últimos 12 meses.*

- 1 – Menos de R\$ 1.000,00
- 2 – R\$ 1.000,00 a R\$ 2.000,00
- 3 – R\$ 2.001,00 a R\$ 3.000,00
- 4 – R\$ 3.001,00 a R\$ 4.000,00
- 5 – R\$ 4.001,00 a R\$ 5.000,00
- 6 – R\$ 5.001,00 a R\$ 6.000,00
- 7 – R\$ 6.001,00 a R\$ 7.000,00
- 8 – R\$ 7.001,00 a R\$ 8.000,00
- 9 – R\$ 8.001,00 a R\$ 9.000,00
- 10 – R\$ 9.001,00 a R\$ 10.000,00
- 11 – Acima de R\$ 10.001,00

#### **5 – Nível de estudos**

*Considere o nível que tenha completado.*

- 1 - Ensino fundamental
- 2 - Ensino médio
- 3 – Técnico
- 4 - Graduação
- 5 - Mestrado e Doutorado
- 6 – MBA e especialização
- 7 - Outros

#### **6 - Cidade de origem/estado:**

Cidade: \_\_\_\_\_

Estado: \_\_\_\_\_

País: \_\_\_\_\_

**7 - Cidade atual/estado:**

Cidade: \_\_\_\_\_

Estado: \_\_\_\_\_

País: \_\_\_\_\_

**Contato**

Você tem interesse em receber informações sobre o estudo ou participar das etapas suplementares, caso necessário?

Caso queira receber informações sobre o estudo ou participar das próximas etapas, caso necessário, por favor, informe-nos seu e-mail:

Você gostaria de receber informações sobre o estudo ou ser recontatado para fornecer informações suplementares para este estudo, caso necessário?

Por favor informe seu e-mail

Você gostaria de receber o resultado deste estudo?

Você está de acordo em ser recontatado (a) para fornecer informações suplementares para este estudo, caso necessário?

Informe, por favor, seu endereço de e-mail (este item aparece apenas se para uma das perguntas anteriores a resposta for SIM)

## **E. Questionnaire 2 – Sparkling wine behavior and conspicuous consumption – French version**

### **VIN ET SOCIETE**

#### **Étude sur le vin et le rapport avec la société**

#### **IMPORTANT (à lire avant de commencer à répondre)**

**Bonjour,**

Cette étude rentre dans le cadre d'une thèse de doctorat, menée en partenariat entre l'Université d'Aix-Marseille et l'Université Fédérale de Rio Grande do Sul. Cette étude par questionnaire s'intéresse au rapport entre le vin et la société.

Cela ne vous prendra pas plus de 15 min pour y répondre. Il n'y a ni bonnes, ni mauvaises réponses, seul votre avis personnel nous intéresse. Nous vous demandons donc de répondre le plus spontanément et le plus sincèrement possible.

Nous vous assurons que le recueil et l'analyse des données sont strictement anonymes et confidentiels. Pour toutes questions complémentaires ou retours sur l'étude, vous pouvez nous contacter via l'adresse mail suivante : marcos.araujo@etu.univ-amu.fr. Nous vous rappelons que vous pouvez abandonner l'étude à n'importe quel moment et/ou retirer vos réponses.

Nous vous remercions encore pour votre participation.

En continuant, vous confirmez avoir plus de 18 ans.

#### **Consentement**

J'accepte volontairement de participer à cette étude et je comprends que ma participation n'est pas obligatoire et que je peux arrêter ma participation à tout moment sans avoir à me justifier ni encourir aucune responsabilité.

En continuant, je confirme avoir plus de 18 ans.

Je consens à participer de cette étude.

#### **CC01 – VOS HABITUDES DE CONSOMMATION**

*Pour chacune de ces affirmations ci-dessous, veuillez cocher la case correspondant à votre opinion. Comme cela est indiqué 1 signifie que vous n'êtes pas du tout d'accord avec l'affirmation présentée et 5 signifie que vous êtes tout à fait d'accord avec l'affirmation présentée. Vous pouvez nuancer vos réponses en utilisant les autres chiffres proposés.*

Pas du tout d'accord	1	2	3	4	5	Tout à fait d'accord
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

CC01	J'aime essayer des produits de marque pour une occasion spéciale
CC02	Je suis attiré par les produits de marque coûteux lorsque je fais des achats pour une occasion spéciale
CC03	Lors des achats pour une occasion spéciale, je suis enclin à payer cher les produits de marque
CC04	L'objectif important est de trouver des marques qui montrent ma singularité lors d'une occasion spéciale
CC05	Je développe ma singularité personnelle en achetant des marques spéciales pour des occasions spéciales
CC06	J'achète des marques peu courantes pour les occasions spéciales afin de créer une image personnelle plus distinctive
CC07	Les produits de marque achetés à des occasions spéciales me permettent de me sentir accepté(e)
CC08	L'achat de produits de marque pour les occasions spéciales m'aide à faire bonne impression auprès des autres
CC09	L'achat de produits de marque à des occasions spéciales me confère une approbation sociale

### SII03 – VOS PREFERENCES DE CONSOMMATION

*Pour chacune de ces affirmations ci-dessous, veuillez cocher la case correspondant à votre opinion. Comme cela est indiqué 1 signifie que vous n'êtes pas du tout d'accord avec l'affirmation présentée et 7 signifie que vous êtes tout à fait d'accord avec l'affirmation présentée. Vous pouvez nuancer vos réponses en utilisant les autres chiffres proposés.*

Pas du tout d'accord	1	2	3	4	5	6	7	Tout à fait d'accord
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

SII1	J'achète rarement des produits sans que je sois sûr de l'approbation des autres
SII2	C'est important pour moi que les autres aiment les produits que j'achète
SII3	Quand je fais des achats, j'achète le plus souvent des produits que je pense que les autres aimeront
SII4	Lorsque je suis accompagné(e) par d'autres personnes, j'achète souvent les marques qu'ils attendent que j'achète
SII5	J'aime bien savoir quels sont les produits qui impressionnent les autres
SII6	J'éprouve le sentiment d'appartenir à un groupe lorsque j'achète les mêmes produits et marques que les autres membres achètent

SII7	Si je veux ressembler à quelqu'un, j'essaie souvent d'acheter les mêmes marques que lui
SII8	Je m'identifie souvent aux autres en achetant les mêmes produits qu'eux
SII9	Pour être sûr d'acheter le bon produit, j'observe souvent ce que les autres achètent et les produits qu'ils portent
SII10	Si je ne connais pas bien les produits, je demande souvent des conseils aux autres
SII11	Quand j'achète des produits, je demande souvent des conseils à mes amis pour m'aider à faire le meilleur choix possible
SII12	Je m'informe souvent auprès des autres personnes avant d'acheter un produit

#### **SR04 – VOS OPINIONS SUR LE VIN EFFERVESCENT**

À présent, veuillez classer les affirmations ci-dessous dans 5 groupes, selon l'ordre d'importance que vous accordez à chacune. Vous pouvez choisir seulement 4 affirmations par groupe, de « moins caractéristiques » (-2) à « plus caractéristiques » (+2). Il n'y a pas de réponse objectivement vraie ou fausse, nous sommes intéressés par vos opinions personnelles. Selon vous, quelles sont les affirmations qui plus caractérisent le vin effervescent ?

Dans les questions suivantes, vous allez classer les expressions qui mieux caractérisent, selon vous, le vin effervescent.

**Tour 1** - Quels sont, selon vous, parmi ces 20 expressions, les 4, qui vous paraissent les PLUS liés au vin effervescent ?

SR1	Boire du vin effervescent nous rend plus chiques
SR2	Les gens se sentent plus luxueux lorsqu'ils en consomment
SR3	Certains vins effervescents sont pour les plus riches
SR4	Certains vins effervescents sont pour les plus pauvres
SR5	C'est une boisson pour boire accompagnés d'autres personnes
SR6	Les personnes se sentent plus riches lorsqu'ils en consomment
SR7	Il y a des occasions spéciales pour le consommer
SR8	C'est une boisson à consommer quotidiennement
SR9	Les vins effervescents plus sucrés sont pour les novices
SR10	Les vins effervescents secs (moins sucrés) sont pour les connaisseurs
SR11	C'est une boisson pour toutes/tous
SR12	C'est une boisson pour célébrer
SR13	Le Champagne est un vin effervescent pour les plus riches
SR14	C'est une boisson à déguster
SR15	Il y a des types de vin effervescent pour des différentes occasions
SR16	C'est une boisson pour se rafraîchir/s'amuser
SR17	Il rend les gens plus heureux
SR18	Il est caractérisé par ses bulles/mousse



SR19	Il est caractérisé en raison de son origine (géographique) ou marque
SR20	Il y a des façons correctes de le consommer

**Tour 2** - Quels sont, selon vous, parmi ces 16 expressions, les 4, qui vous paraissent les MOINS liés au vin effervescent ?

**Tour 3** - Quels sont, selon vous, parmi ces 12 expressions, les 4, qui vous paraissent les PLUS liés au vin effervescent ?

**Tour 4** - Quels sont, selon vous, parmi ces 8 expressions, les 4, qui vous paraissent les MOINS liés au vin effervescent ?

## SD05 – INFORMATIONS SOCIOECONOMIQUES

### SD01 – Sexe

- 1  Féminin  
2  Masculin

### SD02 - Âge:

..... ans

### Êtes-vous toujours dépendant de vos parents ? (Étudiant)

- 1  Oui (si oui, demandez le revenu des parents)  
0  Non (si non, directement vers son propre revenu)

### SD03 – Revenu

Veuillez mettre la moyenne annuelle du foyer.

- 1  Moins que 1000 €  
2  1001 – 2000  
3  2001 – 3000  
4  3001 – 4000  
5  4001 – 5000  
6  5001 – 6000  
7  6001 – 7000  
8  8001 – 9000  
9  9001 – 10000  
10  Plus que 10.000 €

### SD04 - Niveau d'étude

- 1  Baccalauréat ou moins  
2  Licence ou master en cours (5 ans d'études)  
3  Licence ou master (5 ans d'études)  
4  Formation continue, MBA, etc. (7 ans d'études)  
5  Doctorat en cours (Plus que 8 ans d'études)  
6  Doctorat (Plus que 8 ans d'études)

### SD05 - Statut social subjectif

Pensez à l'Échelle ci-dessous. Avec 10 marches, marquez le chiffre qui correspond à la

position sociale laquelle vous pensez appartenir, en rapport aux autres personnes dans la société. Considérez 1 la condition

- 10  Le plus favorisé  
 9   
 8   
 7   
 6   
 5   
 4   
 3   
 2   
 1  Le moins favorisé



sée et 10 la position la plus favorisée

### SD06 – Fréquence de consommation de boissons

	0-Jamais	1-Rarement	2-Occasionnellement	3-Régulièrement	4-Fréquent
SD06_1 - Vin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SD06_2 - Vin effervescent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SD06_3 - Boisson distillées	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SD06_4 - Bière	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SD06_5 - Liqueur	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SD06_6 - Boissons gazeuses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SD06_7 - Jus de fruit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Exemple de boissons distillées : Eau de vie, Vodka, Tequila, Rum, Whisky, Gin, Cachaça, etc.

*Nous vous remercions pour votre participation à cette étude. Si vous souhaitez recevoir des informations futures concernant l'étude ou participer aux étapes suivantes, veuillez nous fournir votre adresse e-mail. Nous soulignons que votre adresse mail sera utilisée uniquement à des fins de recherches.*

### Commentaires ou suggestions :

*Merci de laisser un commentaire si vous avez eu des difficultés à répondre le questionnaire, des doutes ou questions.*

*Si vous avez eu des difficultés pour répondre ou vous voulez laisser un commentaire, merci*  
**Souhaitez-vous recevoir des informations sur l'étude ou participer aux étapes supplémentaires, si nécessaire ?**

*Nous vous remercions pour votre participation. Pour toutes questions relatives à l'étude, vous pouvez nous contacter à l'adresse suivante : [marcos.araujo@etu.univ-amu.fr](mailto:marcos.araujo@etu.univ-amu.fr)*



**F. Questionnaire 2 – Sparkling wine behavior and conspicuous consumption –  
Portuguese version**

**VINHO E SOCIEDADE**

Olá,

Esta é pesquisa faz parte da tese de doutorado de Marcos Vinícius Araujo, doutorando em agronegócios pelo Centro de Estudos e Pesquisas em Agronegócios da Universidade Federal do Rio Grande do Sul e em Psicologia Social pelo Laboratório de Psicologia Social da Université d’Aix-Marseille.

Esta pesquisa busca compreender a relação que possa existir entre vinho e sociedade. Primeiramente, você precisará preencher um formulário de consentimento esclarecido. Suas respostas serão analisadas de forma totalmente anônimas. O tempo esmado para participação é de apenas 15 minutos. Não existem respostas boas ou ruins, queremos a sua resposta mais sincera, tente fornecer a primeira resposta que vier à cabeça.

Para eventuais questões ou dificuldades, você poderá entrar em contato como pesquisador responsável, Marcos Vinícius Araujo, pelo e-mail:marcos.araujo@ufrgs.br. Lembrando que você poderá abandonar a pesquisa em qualquer momento e/ou retirar suas respostas.

De antemão, agradecemos sua participação.

Existe(m) 18 questão(ões) neste questionário.

**Consentimento livre e esclarecido**

Concordo em participar voluntariamente deste estudo e entendo que minha participação não é obrigatória e que posso interromper minha participação a qualquer momento sem ter que me justificar ou incorrer em qualquer responsabilidade.

Ao continuar, confirmo que tenho mais de 18 anos.

**CC01 – HÁBITOS DE CONSUMO**

Esta sessão se refere aos seus hábitos de consumo. Considere 1 discordo totalmente e 5 concordo totalmente. Não existem respostas certas ou erradas, queremos sua opinião sincera.

Discordo totalmente	1	2	3	4	5	Concordo totalmente
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

CC1	Eu gosto de experimentar produtos de marca em ocasiões especiais
-----	--

CC2	Sinto-me atraído(a) por produtos caros e de marca quando faço compras para ocasiões especiais
CC3	Ao fazer compras para ir a uma ocasião especial, estou disposto a pagar mais por produtos de marca
CC4	Acho muito importante encontrar marcas que comuniquem minha singularidade em ocasiões especiais
CC5	Eu desenvolvo minha singularidade pessoal ao comprar marcas especiais para ocasiões especiais
CC6	Eu compro marcas pouco comuns para ocasiões especiais para criar uma imagem pessoal mais distinta
CC7	Adquirir produtos de marca e usá-los em ocasiões especiais me ajuda a me sentir aceitável
CC8	Adquirir produtos de marca e usá-los em ocasiões me ajuda a passar uma boa impressão às outras pessoas
CC9	Comprar produtos de marca e usá-los em ocasiões especiais me propicia aprovação social

### SII02 – PREFERÊNCIAS DE CONSUMO

Esta sessão se refere à suas preferências de consumo. Considere 1 discordo totalmente e 7 concordo totalmente. Não existem respostas certas ou erradas, queremos sua opinião sincera.

Discordo totalmente	1	2	3	4	5	6	7	Concordo totalmente
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

SII1	Raramente compro roupas da última moda ou que acabaram de ser lançadas até eu ter certeza de que meus amigos aprovam
SII2	É importante para mim que as outras pessoas gostem dos produtos e marcas que eu compro
SII3	Quando compro algum produto, eu geralmente compro as marcas que eu penso que as outras pessoas aprovariam
SII4	Se outras pessoas me verão usando um determinado produto, eu costumo comprar a marca que eles esperam que eu compre
SII5	Eu gosto de saber quais são as marcas e produtos que causam uma boa impressão nas pessoas
SII6	Eu me sinto parte de um grupo quando eu compro os mesmos produtos e marcas que as pessoas deste grupo compram
SII7	Se eu quero ser como alguém, eu tento comprar as mesmas marcas que esta pessoa usa
SII8	Normalmente eu tento me identificar com as outras pessoas comprando os mesmos produtos e marcas que elas compram
SII9	Para ter certeza de que compro bons produtos e boas marcas, eu costumo olhar o que os

	outros estão comprando e usando
SII10	Se eu tenho pouco conhecimento sobre um determinado produto, eu costumo perguntar a opinião dos meus amigos sobre ele
SII11	Frequentemente reúno informações de amigos e familiares antes de comprar um produto
SII12	Frequentemente consulto outras pessoas para me ajudar a escolher a melhor opção para comprar um produto

#### SR04 – OPINIÕES SOBRE O VINHO ESPUMANTE

*Nesta sessão, pedimos que você classifique as afirmações abaixo em 5 grupos, de acordo com a importância que você atribui a cada uma. Você poderá escolher somente 4 afirmações por grupo, de “menos características” (-2) à “mais características” (+2). Não existem respostas verdadeiras ou falsas, nós queremos a sua opinião pessoal.*

*De acordo com você, quais são as características abaixo que melhor definem o vinho espumante?*

*Nas questões a seguir, você irá classificar as expressões que melhor caracterizam o vinho espumante.*

**Rodada 1** – Na sua opinião, dentre as 20 expressões abaixo, quais são as 4 que te parecem estar MAIS relacionadas ao vinho espumante?

SR1	Beber espumante nos deixa mais elegantes
SR2	Beber espumante nos deixa mais luxuosos
SR3	Alguns vinhos espumantes são para os mais ricos
SR4	Alguns vinhos espumantes são para os mais pobres
SR5	É uma bebida para se beber acompanhado de outras pessoas
SR6	As pessoas se sentem mais ricas ao consumi-la
SR7	Existem ocasiões especiais para a consumir
SR8	É uma bebida para se consumir no cotidiano
SR9	Os vinhos espumantes mais doces (suaves) são para os iniciantes
SR10	Os vinhos espumantes secos (menos doces) são para os conhecedores
SR11	É uma bebida para todas/todos
SR12	É uma bebida para celebrar
SR13	Champanhe é um vinho espumante para os mais ricos
SR14	É uma bebida para se degustar
SR15	Existem diferentes vinhos espumantes para diferentes ocasiões
SR16	É uma bebida para se refrescar/se divertir

SR17	Ele deixa as pessoas mais felizes
SR18	É caracterizado por suas bolhas/espuma
SR19	É caracterizado em razão de sua origem (geográfica) ou pela marca
SR20	Existem formas corretas de consumi-lo

**Rodada 2** – Na sua opinião, dentre as 16 expressões abaixo, quais são as 4 que te parecem estar MENOS relacionadas ao vinho espumante?

**Rodada 3** – Na sua opinião, dentre as 12 expressões abaixo, quais são as 4 que te parecem estar MAIS relacionadas ao vinho espumante?

**Rodada 4** – Na sua opinião, dentre as 8 expressões abaixo, quais são as 4 que te parecem estar MENOS relacionadas ao vinho espumante?

## SD05 – QUESTIONÁRIO SOCIOECONÔMICO

### SD01 – Sexo

- 1  Feminino  
2  Masculino

### SD02 – Idade

..... anos

### Você ainda é dependente financeiramente de seus pais? (Estudante)

- 1  Sim (se sim, pergunte a renda dos pais)  
0  Não (se não, direto para renda própria)

### SD03 - Renda

*Por favor, coloque o rendimento médio anual de todos que moram na casa.*

- 1  Menos de R\$ 1000  
2  1001 – 2000  
3  2001 – 3000  
4  3001 – 4000  
5  4001 – 5000  
6  5001 – 6000  
7  6001 – 7000  
8  8001 – 9000  
9  9001 – 10000  
10  Mais de R\$10.000

### SD04 - Nível de Estudos

- 1  Ensino Médio ou menos  
2  Graduação - cursando  
3  Graduação completa  
4  Especialização ou MBA  
5  Mestrado ou doutorado - cursando  
6  Mestrado ou doutorado completo

### SD05 - Status social subjetivo

Imagine a escada ao lado como se fosse a sociedade, com 10 degraus, marque o número que corresponda à posição social que você imagina ocupar, em relação às demais pessoas da sociedade.

Considere 1 a posição mais baixa da sociedade e 10 a posição mais alta na sociedade.

10  Posição mais alta

9

8

7

6

5

4

3

2

1  Posição mais baixa

### SD06 – Frequência de consumo de bebidas

	0- Nunca	1- Raramente	2- Ocasionalmente	3- Regularmente	4- Frequentemente
SD06_1 - Vinho	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SD06_2 - Vinho espumante	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SD06_3 - Bebida destilada	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SD06_4 - Cerveja	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SD06_5 - Licor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SD06_6 - Refrigerante	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SD06_7 - Suco de fruta	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Exemplo de bebidas destiladas: Cachaça, Vodka, Tequila Rum, Whisky, Gin, etc.

### Contato:

Agradecemos por sua participação neste estudo. Se desejar receber informações futuras sobre o estudo ou participar de próximas etapas, forneça-nos seu endereço de e-mail. Ressaltamos que seu endereço de e-mail será usado apenas para fins de pesquisa.

### E-mail:

### Comentários e sugestões:

Por favor, deixe um comentário abaixo caso tenha tido alguma dificuldade em responder ao questionário, dúvidas ou sugestões:

Agradecemos sua participação. Em caso de dúvidas relacionadas ao estudo, entre em contato conosco pelo endereço: [marcos.araujo@ufrgs.br](mailto:marcos.araujo@ufrgs.br)



