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RESUMO

1. INTRODUCTION Dating back to the Neolithic period (5000-5400 B.C) where evidence of production was found near the Zagros mountains in Iran, wine has been part of mankind's historic and current existence ever since (McGovern et al., 1996). Not only one of the most described foods, wine being the category of attention throughout literature in specialized magazines, poetry, newspapers, and so forth (Morrot, Brochet & Dubourdieu, 2001). The wine also belongs to a group of products which activates meaning, identity and representation (Amine & Lacoëuilhe, 2007; Parr et al. 2011). Strongly related to culture and who we are as people (Do, Patris & Valentin, 2009; Mouret et al., 2013), the countries that grow, produce and consume wines are innumerable. Over the years authors both academic and professional, has proposed to dichotomize the wine world into two groups, 'Old World' and 'New World' (Banks & Overton, 2010). This dichotomisation is based on traditional and historic relationship with wine, as well as the geographical identity of it. The aim of this study was to understand wine consumers perception of 'Old World wine' and 'New World wine' by verifying how the culture (British versus Canadian) plays a role in how consumers represents wines from different geographical areas.

2. METHOD **2.1 Participants** A total of 400 consumers (199 from the United Kingdom and 201 from Canada) with controlled demographic variables were recruited to participate in the study. **2.2 Procedure** Participants were invited to perform a free word association task. After reading some instructions (i.e., there are no good or bad answers, you are free to respond as you wish) the study began with the prompt phrase: *When I say, 'New world wine / Old world wine', write 5 words that come spontaneously to your mind*. In total 100 participants in the UK and 96 participants in Canada associated words with the stimulus "old world wine" and another 99 participants in the UK and 105 participants in Canada associated words with the stimulus "new world wine". **2.3 Data analysis** Firstly, elicited words were formatted, spelling errors and inaccurate words were correctly transcribed. Then, a lemmatization was the second step undertaken during the data analysis. Finally, the words were semantically grouped into categories through a triangulation process (Modell, 2005). To focus on the cerebral representation (elicited words from participants), using a contingency table (containing the frequency of citation for each category of words) a Correspondence Analysis was performed on the data from inductive words and categorial variables (old world wine and new world wine/UK and Canada).

3. RESULTS AND DISCUSSION A total of 13 final categories were obtained. When comparing between stimulus words the most regularly cited categories were different for the stimulus words, "old world wine" and "new world wine" (Figure 1). Participants from the two countries showed similarity in associating categories concerning sensory aspects, adjectives and wine style with both old world wine and new world wine. History was predominantly associated with old world wine, where sensory aspects were associated again by both the UK as well as Canada for new world wine. The category terroir was associated with both stimulus words (old and new) by the UK participants. Sensory aspects were strongly associated with both stimulus words by Canadian participants. Price was associated with old world wine for the Canadian participants, in turn the UK participants associated terroir strongly with the old world. Canadian participants associated new world wine with place, which is a category that only appeared strongly for this stimulus phrase by this group of participants, referring either to travel or a geographical indication to the category place.

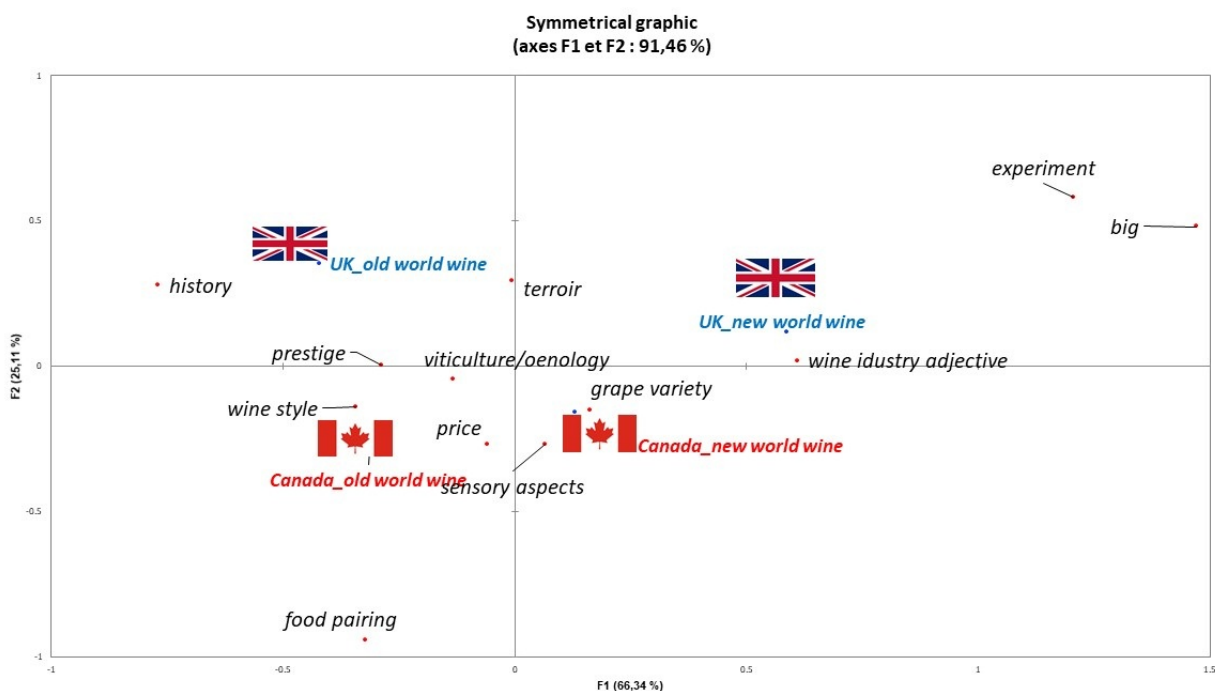


Figure 1. Representation of old world wines and new world wines (represented by the flag of the country) for consumers with different origins and the categories derived from the two inductive expressions on the first two dimensions of the Correspondence Analysis performed on the frequency table of participants' associated categories.

4. CONCLUSION The research showed us that the UK market is an experienced market in terms of wine consumer knowledge and wine exposure, through associated categories the likes of history, terroir and adjectives like mindset, the UK consumer has shown a deeper understanding and appreciation for both the old world as well as new world wines, not only on an aesthetic point of view, but a far more in-depth knowledge and curiosity seems to resonate with the wine consumer of Great Britain and words like terroir, elicited across both stimulus-words cements these findings. In terms of the Canadian market what we gathered from the survey was a less experienced and slightly more aesthetically driven perception and representation of the two stimulus-words, with an interesting association of price to the old world wine, which ones shows the impact of the government controlled wine monopolies as well as pricing structures making premium wines that enter the country expensive and this influences the consumers representation, but more importantly also the culture. In terms of the new world the Canadian consumer showed a more basic association of "place" being a geographical indication and then again sensory aspects in terms of taste and visual effects. There does not seem to be the experience and exposure to the wines from the new world, which also limits the knowledge and representation of these wines and explains the more basic word association. From a practical point of view and possibly the most important aspect to this research is what it gives to the producer, brand managers and marketing departments. This research indicates the different representation impacting on perceptions these two markets have in terms of quality and how they relate to wines from the old and new world. This in turn will give the producer, brand manager or marketing/sales team a good overview of a potential

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new market and or a market that is perhaps not suitable for a certain style of wine or wine at a certain price point, in that it gives an advantage when it comes to pricing structure and marketing strategies.

PALAVRAS-CHAVE: Consumers, New world wines, Old world wines

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