The COBEREN Project: Drinking Styles and Consumer Culture

ABSTRACT

As a summary, this introduction is an attempt to look, on the basis of two cluster analyses, at the interactions between consumption and culture. A first, cluster analysis is based on the qualitative phase of the questionnaire. According to the selected pictures, it leads to the definition of 4 drinking styles that can be interpreted in term of culture: Water Culture, Tea/Coffee Culture, Wine Culture, and Beer Culture. This first symbolic approach is cross-checked with the analysis of drinking behavior and preferences. The second typology is based on the analysis of general purchasing behavior and consumer mindset which allows researchers to define consumer cultures: “Fashion Victims,” “Conscious Shoppers,” “Conservative Shoppers,” and “Shopping is a Burden.” Geographical location, gender, and age mainly determine these typologies, which statistically separate one from the other. For example, Water Culture is overrepresented among Conscious Shoppers (mostly female and older consumers from central Europe) when Beer Culture is over represented among Fashion Victims (mostly young people from southern Europe).

INTRODUCTION

Culture and consumption are closely interrelated. The way we consume and use goods contributes to culture and the culture we belong to provides us with cues as to what is good or bad.

The so-called consumption society expresses these interactions between needs, goods and the economy on the one hand and beliefs, values and culture on the other.

Marketing researchers and strategists have to deal with these interactions to properly understand consumer behaviour and to influence it. The attractiveness of products is increasingly dependent on brand image and communication strategies, and the capacity to fulfil a need becomes less important than the ability to make sense of consumption. Meanings and symbols lead to innovative communication strategies using cultural background to define brand messages (Arnould & Thompson, 2005).

Communication networks and media have expanded alongside economic globalization. Local markets have been opened to goods from around the globe. New
ideas, representations and ways of life have crossed historical frontiers. Thus, marketers are facing a double challenge and a new complexity: the requirement to complement the traditional economic approach with a cultural reflection (from the need to the meaning) and to do so in a globalized world.

Last but not least, new values, like environmental causes and social responsibility, are appearing, that add new constraints, or offer new opportunities to marketers.

The COBEREN project is an attempt to address the question of the interaction between consumption and culture in a globalized Europe from a marketing point of view. An Erasmus programme, it has brought European lecturers and researchers together with the aim of establishing a database detailed enough to investigate these questions in the case of beverage consumption.

1. THE DIMENSIONS OF CULTURE

Culture is most often defined as a set of shared knowledge, representations and/or values that creates a strong link between those who share them and thus contributes to their identity. A culture can be either defined by its content (knowledge, beliefs…), or by the set of people who share them. For instance, what is called ‘classic culture’ refers to the set of knowledge that is taught in school classes. But ‘national culture’ is primarily defined by the culture of those who live in a specific country.

In marketing, the notion of *culture* can also be used to define consumers, in terms of their common behaviour: buying a specific product or brand, leads on to shared habits or beliefs, that differentiate those consumers from other groups.

In marketing terms, a broadly defined *culture* is located at the intersection of three distinct concepts: meanings, values, and shared knowledge. In reality, these three elements, interacting with each other, engender the concept of culture.

*Meanings* refer to the analysis of consumer behaviour. This research domain focuses on the circumstances and determinants of the purchasing/consuming act. People have some habits, preferences or needs, which they may be conscious or unconscious of, that the researcher tries to identify, describe and analyse. On this subject, it is acknowledged that several factors must be taken into account, among which are: psychology, sociology, anthropology, and economics. The aim of these studies is to understand the emergence of significant patterns created by culture, and also consumption styles. In the case of the COBEREN survey, the analysis of a selection of pictures (the wall of pictures) may highlight the drinking styles and the cultural features and help us understand how beverage consumption is socially represented, what consumption expresses, and the symbols associated with it.

On an historical point of view, Fernand Braudel (1979) has explained that the consumption of rice or corn was the basis of “rice or corn civilization and culture.”
This extended the analysis of Roland Barthes (1967) who introduced fashion and clothes consumption as a symbolic system, and that of Jean Baudrillard (1970), who theorized the consumption society.

Values correspond to the search for an explanation of consumer behaviour. In contrast to meanings, it implies trying to explain the behaviour of consumers, and why they make a purchase or consume a product. It focuses particularly on analysing consumer culture, and is a practice developed in companies, mainly in marketing departments. The outcome is a benchmark that allows firms to implement suitable and efficient business strategies. Furthermore, it is possible to observe a reciprocal link between meanings and values. On the one hand, values influence meanings: so for instance, a person’s buying behaviour will differ according to preferences regarding product quality; while on the other hand, if that individual starts to use new technologies, that change may influence their values. In other words, consumers accept a lower product quality because the technology of goods is new.

Many authors, from different fields of literature, have conducted research on consumer behaviour and/or culture consumption. For instance, Featherstone (1991) considers it essential to develop analyses taking into account the latest cultural features, and adapting them to global trends.

Nakata (2003) explains that the main theoretical frameworks should consider culture a dynamic process instead of reducing the concept to a static phenomenon, and should take into account individual heterogeneity in purchasing behaviour. Understanding something of culture is necessary to understand human behaviour. Siri (2004) mentions that consumption is one of the main areas of experience, with every society having its own experiential area.

Knowledge Shared by Groups is related to the notion of common culture. In fact, sharing any kind of elements between people of the same community, involves the creation of common beliefs and habits.

Giving a single definition of culture is considered difficult due to the multitude of descriptions of this phenomenon. However, few authors are actually working on the conceptualization of culture. According to Hofstede, “culture is the collective programming of the mind which distinguishes the members of one group or category of people from another.” (Hofstede, 1980; Hofstede, 1991). The work of Cleveland & Laroche (2007) is also outstanding because it is the first to focus on consumer culture at a European level.

In order to operationalize the contributions from the literature review, the COBEREN network has focused its work on the theme of consumer culture in general (see Chapter 2, Section 2), and on the behaviour towards beverages. The first objective is to describe the drinking styles and consumer behaviour with respect to this kind of product (which corresponds to the first part of the questionnaire). The second part of the survey is oriented towards ‘buying’,
that is, the consumer culture. Accordingly, the analysis phase mainly consists of research explicating the two concepts and the relationship between them.

The conceptualization was developed in stages by referring to the country, gender or age, aiming to create variations of context according to different cultural groups. It allowed us to understand the links between the different phenomena. For instance, the variable referring to country allows us to conduct different types of analyses according to distinctive indicators such as geography, sociology and cultural aspects. One of the ultimate goals of this study is to examine consumption and culture together, in order to formulate marketing strategies.

2. RESEARCH METHODOLOGY

2.1. Survey Design

Chapter 3 describes how the researchers involved in the COBEREN network represent very different research methodologies. Some adopt a positive approach in an attempt to measure culture; others prefer an ethnological and qualitative approach looking for an understanding based on free interviewing. To match that diversity and to make data collection realistic, an online survey was designed mixing both qualitative and quantitative approaches.

In the early qualitative phase, a wall of 36 pictures, depicting a variety of alcoholic and non-alcoholic beverages and drinking situations, was presented to the respondents. They were invited to select three pictures that are the most representative of what “drinking” means for them. On the following screen they had to explain their choices and comment further on them. The second part, based on classic closed questions, was devoted to the description of drinking behaviour: circumstances, motives, preferred alcoholic and non-alcoholic beverages, quantities and budget. The third part dealt with consumer culture: purchasing criteria, mindset and values.

Specifically, the research methodology consists of an online questionnaire, circulated from January to March 2011. The interactive survey was conducted via the internet because of the very high quality/price ratio that method delivers, especially for international studies. The questionnaire has been translated into all the 23 European Union languages, and sent to respondents in various ways according to information on which was likely to garner the greatest response in each of the countries. The dissemination methods included distribution to web access panels, the snowball procedure, and ‘pre-recruited’ participants. Some face-to-face interviews were also conducted to complete the main data collection procedures, for older people especially.
2.2. Data Analysis Rationale

To refer to our theoretical model, our purpose is:

1. To investigate the existence of drinking styles that can be interpreted in terms of cultures and defined as “drinking culture.”
2. To investigate the existence of different consumer cultures that drive buying and consumption behaviours.
3. To investigate the interaction between consumer culture and drinking culture: do the preferences and values that contribute to our buying behaviour have an influence, or is any connection dependent on the way we drink?
4. To try to explain drinking culture and consumer culture by groups linked to cultures, those being Age, Generation, Geographic Zone, Economic development level, and Country Cultures.

2.3. Data Analysis Method

The first task was to attempt to synthesise the collected data, using cluster analyses. This action allowed us to define “drinking styles” and different “consumer cultures.” The purpose was to identify significant aspects of consumer behaviour and consumption culture. Therefore, the consistency of the clusters, and their interpretation had to be checked in order to elicit the “drinking styles” and the “consumer cultures.” The control method involved considering every variable that describes consumption or values (at a symbolic classification level). This analysis was conducted taking into account the significant elements arising from a chi-squared analysis of the clusters.

Then the chi-squared test and correspondence analysis were conducted to check how the two classifications interact, and how the two classifications are dependent of gender, age and country. Each part of the analysis was conducted with Sphinx Plus\(^2\) software, Version v.5.1.0.5.\(^1\)

3. BEVERAGES CONSUMPTION AND DRINKING STYLES

By choosing three pictures from the wall, the respondents offer an insight into what drinking means for them. An examination of how the three pictures have been combined three by three permits the design of a set of profiles according to their similarities. To do so, we used a hierarchical classification procedure that defined four clusters within which to categorize the respondent according to the representation of drinking. We call those categories “drinking styles,” and have based them on pictorial representations of drinking. Those representations define
each category itself and in comparison to the alternatives. They can be interpreted as different drinking cultures as far the features of each category appear to be coherent, according to beverage consumption, drinking motives, circumstances and habits. This ‘consistency check’ led us to establish four drinking styles or cultures that we called “water culture,” “tea and coffee culture,” “beer culture” and “wine culture.”

3.1. Drinking Classification

Figure 1 illustrates the four clusters, and the pictures that best characterize them. The classification is based on the respondents’ selections from the ‘wall of pictures’. The categorization must not be interpreted quantitatively; it only shows that the split between respondents shows a tendency to focus on at least one or two of the displayed pictures.

Having selected pictures, the respondents were asked to position themselves along a pictorial scale presenting “non-alcoholic” vs. “alcoholic”; “fun” vs. “healthy”; “friends” vs. “intimate”; “wine” vs. “beer”; “relaxing” vs. “stimulating.”

Table 1 and Table 2 summarize the significant features (according to the partial chi-squared tests) of each cluster according to: picture content, drinking positioning, preferred alcoholic and non-alcoholic beverage, and motives for drinking.

3.2. What and Why

Clusters A and B seem to correspond to non-alcoholic groups, while clusters C and D are mainly connected to alcoholic beverages.

Figure 1. Drinking classification
### Table 1. Drinking features

<table>
<thead>
<tr>
<th></th>
<th>Cluster A</th>
<th>Cluster B</th>
<th>Cluster C</th>
<th>Cluster D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Picture contents</strong></td>
<td>Only beverages</td>
<td>Consumers and beverages</td>
<td>Brand Consumer only Group Consumer &amp; Beverage</td>
<td>Intimacy</td>
</tr>
<tr>
<td><strong>Picture scales</strong></td>
<td>Non-alcoholic Strong, healthy</td>
<td>Non-alcoholic Strong, healthy Being Intimate Relaxing</td>
<td>Alcoholic Fun Being with others Beer Stimulating</td>
<td>Alcoholic Fun Wine</td>
</tr>
<tr>
<td><strong>Preferred alcoholic beverages</strong></td>
<td>Do not drink Alcohol Cider</td>
<td>Do not drink Alcohol</td>
<td>Spirit Beer Premix</td>
<td>Wine</td>
</tr>
<tr>
<td><strong>Preferred non alcoholic beverages</strong></td>
<td>Tap water</td>
<td>Tea Coffee</td>
<td>Soft drinks Energy drinks Fruit juice Mineral water</td>
<td>Coffee</td>
</tr>
<tr>
<td><strong>Motives to drink</strong></td>
<td>To quench my thirst Because it is easy to get</td>
<td>To be in a good mood Because it is exciting To feel at ease with others To drink a reputable brand Because it is easy to get</td>
<td>To quench my thirst To be trendy To be in a good mood Because it is exciting To drink a reputable brand To show that I am different from other people</td>
<td>Just for pleasure To follow my family tradition</td>
</tr>
</tbody>
</table>

### Table 2. Drinking circumstances

<table>
<thead>
<tr>
<th></th>
<th>Cluster A</th>
<th>Cluster B</th>
<th>Cluster C</th>
<th>Cluster D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>To be efficient in my work</strong></td>
<td>Tap water Tea</td>
<td>Tea Coffee</td>
<td>Soft drinks Mineral water Premix</td>
<td>Wine Spirits</td>
</tr>
<tr>
<td><strong>To feel warmer</strong></td>
<td>Tea</td>
<td>Tea</td>
<td>Beer Spirits</td>
<td>Wine Spirits</td>
</tr>
<tr>
<td><strong>When I am thirsty</strong></td>
<td>Tap water Tea Coffee</td>
<td>Tea Coffee</td>
<td>Soft drinks Spirits</td>
<td>Beer</td>
</tr>
<tr>
<td><strong>With a good lunch/dinner</strong></td>
<td>Tap water Beer</td>
<td>Tea Soft drinks Coffee Mineral water</td>
<td>Soft drinks Spirits</td>
<td>Wine</td>
</tr>
<tr>
<td><strong>When I have a party</strong></td>
<td>Tap water Mineral water Soft drinks Coffee</td>
<td>Tea Coffee</td>
<td>Spirit Beer</td>
<td>Wine</td>
</tr>
</tbody>
</table>
More precisely:

- Cluster A is associated with water and non-alcoholic beverages. Drinking means to be strong and healthy and satisfy a vital need.
- Cluster B refers particularly to hot drinks (tea and coffee). Drinking means relaxing and sharing pleasant moments while consuming hot drinks.
- Cluster C is characterized by beer and soft drinks. Drinking means having fun, being with others, and looking for stimulation. Bars are the places to find a convivial atmosphere.
- Cluster D is defined by wine. Drinking means intimate moments with friends and family.

The examination of motives complements this characterization:

- Cluster A respondents look for simplicity and easy going drinking. The goal is to satisfy basic needs for water, and be healthy.
- Cluster B respondents drinks beverages to be pleasant and share good times with others, while looking for an exciting side.
- Cluster C highlights his difference in drinking styles, while following fashion.
- Cluster D respondents drinks beverages for pleasure, and to follow their family tradition.

3.3. Drinking Circumstances

Table 2 shows that circumstances have an influence on drinking patterns: it is not only a matter of needs but also of social situations.

Studying the drinking circumstances, it should be noted that:

- Cluster A respondents mainly consume water, whatever the circumstances. However, in that cluster beer might be drunk with dinner.
- Cluster B respondents strongly prefer tea and coffee. That cluster is very stable. The same beverages fit all circumstances.
- Cluster C respondents drink beer to feel warmer, and during a party. However, in terms of “to be efficient in my work,” mineral water is identified significantly more often than in other clusters.
- Cluster D respondents have a preference for wine, associated with a good lunch/dinner, during a party, and with feeling warmer. In that cluster there is no significant reference to water.
3.4. Drinking Styles and Beverage Grounded Cultures

It is very clear from the description of the clusters that they define behavioural, motivational, and symbolic differentiations rooted in the consumption of the types of beverages the selected pictures refer to. This confirms our first assumption: they are drinking styles and those drinking styles can be interpreted as “Water culture” (cluster A), “Tea/Coffee Culture” (cluster B), “Beer Culture” (cluster C), and “Wine Culture” (cluster D).

Concerning the drinking styles (in conjunction with Chapters 7 and 8), and with reference to the analysis above (the \( K\text{-}means \) method), we can present Figure 2 to summarize this section.

4. CONSUMER CULTURE

In order to analyse consumer culture (in conjunction with Chapter 5); a cluster analysis (\( K\text{-}means \)) from the 5,258 respondents of the calibrated sample (see Chapter 3) was conducted. This procedure is an attempt to synthesize the answers to 35 items describing the purchasing behaviour, mindset and values of the respondents. The procedure leads to a four-cluster classification that allows the total sample to be repartitioned in a well-balanced manner.

Figure 3 shows the distribution between the different clusters derived.

*Figure 2. Drinking styles and beverage grounded cultures*

*Figure 3. Consumer culture classification*
4.1 Buying Styles

A partial chi-squared analysis identified those items from among the 35 items involved in the classification procedure that are statistically significant for each cluster. Reading Table 3, it is clear that consumers belonging to each of those clusters can be described as follows:

- In Cluster A’, they demonstrate positive purchasing behaviour. They are conscious consumers and their choices are independent.
- In Cluster B’, they pay attention to novelty and to brands. Shopping is a pastime for them, and they buy for fun.
- In Cluster C’, they place particular emphasis on quality, and are loyal to their favourite brand.
- In Cluster D’, they do not like shopping. They make their purchases out of necessity and shopping is a constraint on their lives.

A fairly informal interpretation of these descriptions might be:

- Cluster A’ corresponds to a “Conscious Consumers” who values the environment and health and who acts rationally.
- Cluster B’ is composed of “Fashion Victims,” people who stick to fashion, like shopping, brands and novelty.
- Cluster C’ corresponds to “Conservative Shoppers”; they have no specific values that differentiate them from others; they follow habits, and do not look for novelty and avoid risk, sticking to quality standards.

Table 3. Buying styles

<table>
<thead>
<tr>
<th></th>
<th>Cluster A’</th>
<th>Cluster B’</th>
<th>Cluster C’</th>
<th>Cluster D’</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Behaviour</strong></td>
<td>I like to take my time to shop around carefully</td>
<td>I like to wear clothes in the latest fashion</td>
<td>I go to the same store whenever I can</td>
<td>My shopping trips are as quick as possible</td>
</tr>
<tr>
<td></td>
<td>I shop in different stores and for different brands</td>
<td>Wear fashionable clothes</td>
<td>I buy more famous brands</td>
<td>I do not like going to several stores</td>
</tr>
<tr>
<td><strong>Mindset</strong></td>
<td>I make my mind up before buying</td>
<td>I like novelty</td>
<td>Good quality is important</td>
<td>I do not like shopping centres</td>
</tr>
<tr>
<td></td>
<td>I see myself as an independent shopper</td>
<td>I switch brands regularly just to change</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Values</strong></td>
<td>I am health conscious</td>
<td>I shop just for fun</td>
<td>I buy Fair-Trade products whenever I can</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I try to choose environmentally friendly products whenever I can</td>
<td>I pay attention to brands</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>I like shopping centres</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
• Cluster D’ encompasses those who do not like shopping; we can label the group “Shopping is a Burden.”

These four types of consumers express a set of common behaviours, common mindset and values that we can look at as different “consumer cultures” (see Figure 4).

5. DRINKING STYLES AND CONSUMER CULTURES

Now let us turn to the assumption regarding the interaction between drinking styles and consumer cultures. From a marketing point of view, we can see consumer culture as an antecedent of drinking style, assuming that the decision to purchase depends on the values of the consumer.

This can be done globally by the application of a chi-squared test to the cross table drinking styles/consumer cultures. That test appears to be highly significant (p=0.3%).

To deepen the understanding of the relation, we perform a factorial correspondence analysis. The factorial map below, on which drinking styles and consumer clusters were plotted, made it relatively easy to interpret the results (see Figure 5).

Figure 4. Buying styles and consumer cultures

Figure 5. Factorial map: Drinking styles and consumer cultures
There are three main corresponding areas: “Conservative Shoppers” are significantly overrepresented among people of the “Water Culture”; as are Fashion Victims” in the “Beer Culture”; and “Conservative Shoppers “in the “Tea and Coffee Culture.”

People for whom “Shopping is a Burden” have no significant specific characteristics, and nor do people grouped under “Wine Culture.” Wine lovers may be either “Conscious Shoppers” or “Fashion Victims,” but they are underrepresented among “Conservative Shoppers.”

6. POSSIBLE EXPLANATIONS

We have highlighted the correspondence between consumer cultures and drinking styles. The areas of correspondence can influence marketing communication in many ways, but to go further we also have to look at those factors on which marketing strategies and segmentation can be based.

In order to understand the relationships and the factors of drinking styles and consumer culture, chi-squared analyses were conducted. Three explanatory factors were highlighted: personal identity (gender and age), geographic zone, human development level and national culture. Results obtained have shown that identity factors have a greater impact on drinking styles than on consumer culture. In addition, it is important to emphasize the importance of personal characteristics.

Figure 6 shows the influence of each factor. The thickness of the links is proportionate to the strength of the chi-squared test, and the numbers provide a ranking for those influences.

Figure 6. Relations graph: Consumer cultures and drinking cultures
This relations graph shows clearly that Geographic Zone and Generation (age group) are the most important explanatory factors, and that Drinking Culture is better explained than Consumer Culture. Last but not least, the national culture (as conceptualized by Hofstede and measured by the corresponding scales) has the weakest influence on both consumer culture and drinking style.

To advance our understanding, we performed two correspondence factor analyses looking for the influence of groups (factors) on Consumer Culture and on Drinking Style.

### 6.1. Explanatory Factors of Consumer Culture

The first factorial axis explains 74% of the variance. This indicates a monodimensional influence formed of an opposition between individual features: Young and Female as opposed to Old and Male. Gender and Age explain the opposition between the “Fashion Victims” and the “Shopping is a Burden.” The analysis can be refined, showing that “Conscious Shoppers” are close to older females, and “Shopping is a Burden” is characteristic of males of any age! The fact that “Conservative Shoppers” and “Conscious Shoppers” are close to countries with high human development levels should also be mentioned, although it is statistically less significant (see Figure 7).

*Figure 7. Factorial map. Explanatory factors of consumer cultures*
6.2. Explanatory Factors of Drinking Styles

Drinking Styles appear to depend on a bi-dimensional explanation: Individual Identity, as a first factor, explains 46% of variance; and Countries opposition, as a second factor, explains 32% of the variance. Thus non-alcoholic beverages clearly relate to consumption by women, while alcohol is linked to consumption by men. Younger men drink beer, and older men wine, while younger women consume water, and older women, coffee.

Another opposition appears along the second factor: in Northern European countries with a high human development level, “Wine and Water Cultures” are over represented, whereas Beer and Coffee and Tea cultures are over represented in Southern and Eastern European countries with a lower human development level (see Figure 8).

7. CONCLUSION

To conclude, the first thing to consider is that culture is a key concept in marketing research. The concept makes it possible to define innovative market segmentations based on the interaction between drinking styles and consumer cultures.

Figure 8. Factorial map: Explanatory factors of drinking styles
Those potential new market segmentations challenge the traditional country based approach: Europe is made up of different geographic zones, generations, and gender groups in which different drinking styles and consumer cultures have emerged that can become targets for marketing strategies.

Furthermore, the Hofstede national culture theory no longer fits. Globalization is demanding new marketing strategies that must be based on new marketing research methodologies.

Secondly, it is important that COBEREN project should continue for two main reasons. The first is to assign value to all the knowledge that remains hidden in the database, and the second reason is to address some major marketing issues such as:

- The merchandizing of tap water to mineral water.
- The consumption shift from tap water to mineral water.
- The many threats to the alcoholic beverage market.
- The promotion of a conscious consumer and socially responsible consumption.

With reference to this concluding chapter, it is also important to remember that the sample used is not representative of the European population. It includes only internet users, and it is defined by a significant homogeneity on the level of education and on social and demographic characteristics. Furthermore, it is important to note that the analysis presented in this chapter do not directly take into account the comments by respondents justifying their picture selection. Chapter 4 deals with the analysis of those comments, and illustrates the complementarity between ‘qualitative’ and ‘quantitative’ means to address the issues of culture and marketing.

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REFERENCES


ENDNOTES

1. For more details about the Sphinx software, see http://www.sphinxsurvey.com/.
**APPENDIX 1**

Table 4 shows the significantly overrepresented modalities.

*Table 4. Drinking styles by country, geographical zone, human development level, gender/generation, and consumer cultures*

<table>
<thead>
<tr>
<th>Water Culture</th>
<th>Tea/Coffee Culture</th>
<th>Beer culture</th>
<th>Wine culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finland</td>
<td>Poland</td>
<td>Cyprus</td>
<td>Greece</td>
</tr>
<tr>
<td>Norway</td>
<td>Romania</td>
<td>Romania</td>
<td>Ireland</td>
</tr>
<tr>
<td>Slovakia</td>
<td>Hungary</td>
<td>Estonia</td>
<td>Belgium</td>
</tr>
<tr>
<td>Austria</td>
<td>Turkey</td>
<td>Spain</td>
<td>United-Kingdom</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>United-Kingdom</td>
<td>Bulgaria</td>
<td>France</td>
</tr>
<tr>
<td>Lithuania</td>
<td>Malta</td>
<td>Ireland</td>
<td>Denmark</td>
</tr>
<tr>
<td>Slovenia</td>
<td>Cyprus</td>
<td>Portugal</td>
<td></td>
</tr>
<tr>
<td>Denmark</td>
<td>Latvia</td>
<td>Greece</td>
<td></td>
</tr>
<tr>
<td>Liechtenstein</td>
<td>Slovakia</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NORTH CENTRE | EAST CENTRE | SOUTH | WEST SOUTH |
HDI > 0.95    | HDI 0.90-0.85   | HDI 0.95-0.90| HDI > 0.95 |
Female from 38 to 58 | Female more than 58 | Male from 18 to 38 | Male from 38 to 58 |
Conscious Shopper | Fashion Victim |

**APPENDIX 2**

Table 5 shows the significantly overrepresented modalities.

*Table 5. Consumer cultures by country, geographical zone, human development level, gender/generation, and drinking styles*

<table>
<thead>
<tr>
<th>Fashion Victim</th>
<th>Conscious Shopper</th>
<th>Conservative Shopper</th>
<th>Shopping as a Burden</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyprus</td>
<td>Finland</td>
<td>Hungary</td>
<td>Iceland</td>
</tr>
<tr>
<td>Italy</td>
<td>Ireland</td>
<td>Austria</td>
<td>France</td>
</tr>
<tr>
<td>Greece</td>
<td>United-Kingdom</td>
<td>Liechtenstein</td>
<td>Denmark</td>
</tr>
<tr>
<td>Romania</td>
<td>Slovenia</td>
<td>Iceland</td>
<td>Norway</td>
</tr>
<tr>
<td>Belgium</td>
<td>Lithuania</td>
<td>Portugal</td>
<td>Slovenia</td>
</tr>
</tbody>
</table>

SOUTH | NORTH EAST | CENTRE | NORTH |
HDI 0.95-0.90
Female from 18 to 38 | Female more than 58 | Male from 18 to 38 | Male more than 58 |
Male from 18 to 38 | Female from 38 to 58 | Male from 38 to 58 | Male from 18 to 38 |
Beer Culture | Water Culture |