



RESEARCH PROPOSAL

Wine, a social indicator in Vietnam

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Preface

I'm a student from AERES University of Applied Sciences Dronten and I am taking part in the study program: International Agribusiness Bachelor.

As with all students of this program, I must work on a research project linked with one of the courses I studied in the Netherlands. This proposal research is undertaken during my five months placement. This report is considered the final proof of my study program.

My interests have been focused on the market, especially the wine market, and the attitude of customers towards these agriculture products. In order to boost my future career in the wine business, I decided to select this topic in order to write my thesis.

Furthermore, I'm doing an internship in Ho Chi Minh City, Vietnam and it's a challenging task to choose this subject, specifically, in a developing country and a developing company, in order to educate Vietnamese people on wine.

I would like to thank a number of people who have helped me in the writing of this report. First, my thesis coach, Patrick Burgess who helped me with his advice and guidance, to successfully complete this thesis. In addition, Vincent Thiré -CEO of ATC Wine Merchants- who gave me the opportunity to undertake my placement in his company and helped me when I was in need. Finally, I want to thank all the people that helped me in the creation of this work

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Summary

Vietnam, a country with great opportunities in the alcohol industry, especially in the wine sector, is developing; and Vietnamese attitudes are changing. The industry has the possibility of participating in social development now and in the future. However, the wine industry has some issues and firstly has to face an elitism, in order to democratize wine for everyone. The establishment of a Vietnamese wine consumer profile provides the key step for wine professionals to get to know the clients precisely and to adapt their marketing strategy.

A qualitative interview method has been used to collect the data to answer the main research question: How can wine act as a social indicator in Vietnam? The topics embrace the Vietnamese consumer profile with the definition of gender, age, and professional status, the best moment to consume wine in the day, the location, and the motive for consuming this alcohol. In parallel, industry professionals have been interviewed to give a precise and real overview of the situation in Vietnam. As the Vietnamese wine market is still young compared to other Asiatic countries such as China, the consumer has not yet embraced wine culture. There exist different consumer profiles in Vietnam.

The Vietnamese profile is not defined by gender because women consume wine as much as men. People who are between 18 and 45 years old are the first consumers of this alcohol. Furthermore, these consumers are mostly managers (28.6%) and employees (50%). Men prefer to consume wine at lunchtime and women prefer it in the evening. The location for consuming wine is also influenced by the customer profile. The primary clients in restaurants who consume wine are between 26 and 45 years old (54%). In nightclubs and bars, professional status also has an influence. The higher the professional position, the greater the proportion of wine consumers. Future expectations are to develop the wine market with new wine suppliers, increase wine ranges (origin, winemakers, and price).

Wine professionals lack information about the typical Vietnamese consumer. They notice a change in the habits of consumption, they remark that young women consume wine and they can define their favourite type of wine. However, there is no precise information about the Vietnamese consumer and the increase in wine consumption. This research provides the first steps in professionally completed information on the Vietnamese wine industry, to solve the issues the market is facing.

Chapter 1: Introduction

Vietnam is an Asiatic country that is part of South Asia / Pacific. It is considered the 18th largest country in Asia with more than 331 600 km² (Planificateur, 2019) . The country has two important, big cities: the North and the South, respectively, Hanoi -the capital- and Ho Chi Minh City (HCMC) 'the economic heart'. This country is developing and across the market there are new start-ups and growth. With the economic growth there is evidence in relation to the development of wine consumption in this country. More people consume wine because it is considered a social indicator of westernization.

To illustrate this, the Gross Domestic Product (GDP) of Vietnam is at almost around 244,948 billion USD (World Bank, 2018) which is relatively low compared to developed countries such as the Netherlands's at 958,713 trillion USD (World Bank, 2018). Despite development, there is great socio-economic variety within the population: 95,540,395 people in 2018, according to (World bank, 2018). In 2016, 2% of the Vietnamese population lived in extreme poverty. In other words, that means that the population lived on less than 1.9 USD per person, per day. The part of the population who is in the poor class, namely, lived with less than 3.34 USD per person, per day, which was around 9.8% of the population in 2016. Today, Vietnamese people who can consume (5.5 USD per day) are the majority of the population. That means that 64 million people or 74% of the population. At this time, 13% of the population represent the middle class, with more than 15 USD per day and per person. This middle class is increasing quickly, more than 1.5 million people each year since 2014.

In the context of development, Vietnam is becoming a tourist destination. More than 1,514,447 visitors have visited this country in August. It has increased by 14.9% over the last month and up to 14.3% compared to the same period last year (Vietnam tourism, 2019). Tourists come to this country to discover a new culture, but also to discover a part of global history. Vietnam has been an important place of conquest and a land of domination by other countries. It started with the Chinese colonization BC until 1407 BC. Vietnam and China signed an agreement to secure peace between these two nations. Unfortunately, in 1858 France came to colonize this area. At that time Vietnam did not have this name but was called the Indochine colony. Due to development, Vietnam is becoming touristic. France has brought a lot of French influence in Ho Chi Minh City and generally to Vietnam (Britannica, 2019). This influence is apparent in architecture such as the law court in HCMC or the Ho Chi Minh City Hall design. French food has also had an influence, such as the baguette used to make the Banh Mi (typical Vietnamese sandwich), or in the language (Vietnam life asia, 2019). This is relative for the context as it illustrates the origin of the demand for international products, such as wine.

Vietnamese wine production

France brings another influence: wine. Indeed, Vietnam is not the first country that comes to mind when wine is the subject. French people used to have vineyards in the centre of the country, see Dalat (Appendix 1). There was a liquor factory and liquor made from grapes, managed by the French, before the independence of Vietnam. The plantation of grapes to make

wines took place in 1998 through Ladora Wine. The next year was the first harvest. The tropical weather permits the procuring of an early harvest, but it causes the premature death of the plant (Ancelot, 2017). Ladora Wine produces around 2.5 million bottles per year and has several brands such as Chateau Dalat, the premium range proposed by the group (Ladofood, 2019). There is Dalat Beco, another winery based in the same town as well. The production is around 670 000 bottles per year.

However, it is not possible to find vineyards near Dalat. The vineyard crops are on the coast, at 3 hours driving distance from Dalat. The de-localization of this production can be explained for two reasons. Firstly, the altitude does not permit the management of temperature during the wine process. In this way, maintaining a level of quality on this product is guaranteed. Secondly, the altitude does not permit the production of wine due to the low temperatures. Finally, the grapes are transported from the coast to the mountains for the wine process. In total, there are 15 wineries located in the country (Ancelot, 2017), that produced 10 million litres per year in 2015 (C and Wines, 2017). These 15 wineries are divided across 3000 hectares, so producing 33 hectolitres on average (RDV dans les vignes, 2019). In the margins of wine production, Vietnam cultivates different grape varieties such as Cabernet Sauvignon, Syrah, or Chambourcin. The most popular is Cardinal and it is grown in the USA and in Europe to produce red wine. However, in Vietnam's tropical climate, this grape variety can produce red and white wine. Up to three harvests per year, the life expectancy of these grape vines is very short: they do not live longer than 8 years in comparison with 50 years or older in France (Viva vinifera, 2018).

Table 1 provides a summary of specific literature in relation to the local production in Vietnam. This is discussed in the text above with supporting literature.

Table 1: Local Wine Production Vietnam

Source	Topic	Description
Ancelot, 2017	Vietnamese wine	Description of the wine production and the impact of the climate on this production
Ladofood, 2019	Local production	Example of one vinemaker in Vietnam

Wine importations

Local production is not enough to satisfy the demand. Consequently, there is a lot of wine importation from France and the New World such as Chile, Argentina, or Australia. According to (Pleinchamp, 2019), Vietnam imported 90.6 million hectolitres of wine in 2019. The still wines represent 80% of the total sales in the wine industry in this country. Red wine is the most significant with 70% (Business France, 2019). What's more, the restaurants and Vietnamese wine cellars have a large offer of wines from everywhere, specifically, from the New World. The Australian and Chilean wines are very popular. France has become the second importer behind Chile in terms of value and volume (Business France, 2019).

Furthermore, Vietnam is a place where counterfeiting exists. Wine does not contravene this tendency: between 15 and 30% of wines and spirits sold there are fakes. Importation grew more

than 78,1% in volume and more than 439.9% in value between 2014 and 2016. In other words, that means the wines bought have a better quality (Business France, 2019). Vietnam applies large tax duties to wine: taxes of 50% on the insurance freight cost (CIF) add on the value of the product and are added to 30% of excise duties (Pleinchamp, 2019). Despite the rules imposed by the government, the wine and spirits market is one of the most dynamic in Asia. Since 2010, there is an average growth of 10% per year and this trend should grow again in the future. The sales should increase too, with a growth of 8% per year, until 2020 (EVBN, 2016). Table 2 summarizes specific / important sources in relation to the importation of wine in Vietnam.

Table 2: Import related facts wine

Source	Topic	Description
EVBN, 2016	Wine Importation	Value of importations, countries imported, and taxes,
Business France, 2019	Wine market	Definition of the wine market and the style of products sold

Alcohol consumption

The westernization of lifestyle, as with food and beverages is apparent in Vietnam. It is good for the retail of wines and spirits. In Vietnam, 77% of men and 11% of women consume alcohol. In 2016, alcohol consumption represented 340 million litres of spirits, and 3.92 billion litres of beer (Health, 2018). Wine is a new product on the market however, the consumption is increasing each year. According to the Wine Institute (wine institute, 2017), Vietnamese people drank 19.683 million litres of wine in 2017 or 0.2L per person. The number of customers has been increasing steadily since 2000, and wine is included in the Vietnamese market alongside other traditional alcohols. Wine consumption has also increased in volume and value, despite a competitive market. The last trends show a net growth in consumption since 2015. It increased by 32.32% between 2015 and 2017 (wine institute, 2017). The professionals of this sector notice this growth as well because often they have said: «yes, Vietnamese people drink more wine». However, these professionals cannot properly demonstrate this change and do not have tables or figures to prove it, this is just a fact. The clients consume wine in their establishments, but no one can quantify how many bottles are sold to the Vietnamese.

As previously mentioned, professionals are aware of this growth but do not have any precise details on it. Different situations linked with wine are noted. For example, some Vietnamese buy the most expensive bottle on the wine list to show everyone that they are wealthy. In Vietnam, they are called “a show off”. This situation is becoming a trend and a real problem because the middle class is illustrating their spending power. With a real study of the actual situation, professionals could give a better overview and know the motives in choosing wine, instead of choosing other alcohols. It could also help in understanding where wine consumers are buying the product. In addition, through discussions with Vietnamese people, a trend is also appearing. The trend is that the population does not feel comfortable with wine and they are impressed by it because of the absence of wine culture, which differs from other regions, such as Europe.

However, in this prosperous context, there are 'grey' areas. Firstly, wine is considered an expensive product due to the sale price. In the low range of wines, it costs around 150,000 VND, which is equal to 6 USD per bottle. Also, it is common to find expensive bottles at the wine shop. To illustrate this point, it is possible to buy a bottle of wine for 6,000,000 VND (80 USD). In restaurants, the price of bottles is from 20 USD to 240 USD or more. Considering the average wage per day and the price of one bottle of wine, it is easy to understand that wine is a luxury product in this country. Wine consumption creates a sort of segregation in the population.

Secondly, the Vietnamese government is starting to be worried about this large consumption. In reality, driving under the influence of alcohol kills over 4000 people in Vietnam every year. Alcohol is the cause for 40% of traffic accidents (Health, 2018). Another phenomenon is the interest in alcohol by young people. For them, “drinking beer and alcohol is an indispensable pleasure in life, or a way to kill time, or to relieve their boredom” (Health, 2018).

Wine market

Despite the last point, the future of the wine market looks optimistic in Vietnam. Alcohol consumption is increasing as the disposable incomes of the Vietnamese population increases. This situation is observable in an urban context, such as big cities (Hanoi, HCMC). In fact, there are modern trade channels such as Circle K that affect the sales of wine and spirits (EVBN, 2016). The booming tourism sector permits the boosting of wine consumption. As tourism is expected to increase in the following years, the demand for wine will grow too, especially in restaurants, hotels, and bars (wine bars). It is important to notice that the wine demand is seasonal. The demand is highest during the year end celebrations. There is the Tet festival (Lunar New Year) in February, Christmas and New Year celebrations. Between 60% and 70% of the wine sales are done during these periods, according to (Euromonitor International, 2015).

Vietnamese habits

Vietnamese consumers prefer to buy wine in supermarkets instead of wine shops. However, there is not a large difference in price between supermarkets and wine shops. That means the decision to buy in the supermarket is not linked to price. There is another motive for this decision. Vietnamese people are not comfortable with wine, so there is less pressure to have superior knowledge about wine complexity in supermarkets. Consumers tend to have little to no knowledge about wines. What's more, the store staff do not have enough wine knowledge to give information. However, there are opportunities to increase skills with different events such as Masterclass: a wine event to discover the wine world, and winemakers have the possibility to boost their sales through these kinds of events. These sources are summarized in Table 3 below.

Table 3 Wine Market Vietnam

Source	Topic	Description
EVBN, 2016	Wine Importation	Value of importations, countries imported, and taxes
Euromonitor International, 2015	Culture and wine market	Influence of events on the wine market and the sales

Lack information on the wine influence on the wine market

As explained, the wine market is increasing, but studies do not prove who the people are that drink wine and the motives for buying wine. In this way, it is relevant to determine who drinks wine and understand wine consumption. It is essential:

- To know the consumer, through a survey analysis of Vietnamese people. It is the key to understanding wine development, because Vietnamese people are the first actors of this market culture. (Nguyen M. N., 2012)
- To obtain another point of view of this situation. Wine professionals are the best solution to gain another viewpoint.
- To confirm or invalidate the data collected through the survey from the population. It is important to consider the limits of uncertainty of this research. It is linked with human aspects so there is always incertitude.

Social aspects for the wine sector

In France, wine is already considered a social indicator (Andres, 2019). The view of wine changed with time. Before, low social classes drank cheap wine while expensive wines were consumed by the upper-class. The middle class drank wine only for special occasions such as Christmas or birthdays. This distinction does not exist anymore in the country.

There is a new distinction. For example, there are organic wines, without sulphites, and local wines. These distinctions create new rules and new approaches to wine consumption. With this, wine consumers create their own distinction from one another. In this way, these people feel different in a popular world. This group only drinks organic wines, for example. There is a sense of belonging.

In Vietnam, this ethnocentrism is not developed compared to Europe. Some research such as (Le, Nguyen, & Nguyen, 2013) and (Do, Patris, & Valentin, 2009) gives ideas about the perception of local wine by the population and compares this perception with that of French people. However, these studies are not completely focused on the global wine market in Vietnam and Vietnamese profiles.

In addition, according to Fanny Parise (Anthropologist of consumption, expert in nutrition and new trends) (Parise, 2019), the consumption of wine means becoming an adult, a new way of consuming from parents and grandparents. Furthermore, for young adults, it is important to build one's own identity by the adoption of new codes, defined by a reference group (Simonnet-

Toussaint, Lecigne, & Keller, 2005). This identity permits the integration and the differentiation of people in a specific group. In this case, the integration is the consumption of wine, which is a tradition in France. The difference is the frequency of consumption: young adults consume less than their parents, who drink daily.

Finally, this permits young adults to build their own life to become another person, the adult world and other groups of young persons. Wine participates in a social dynamic in France. In Vietnam, there are no studies on wine with a social dimension. The country is developing so it is difficult to take a step back and define it. In Vietnam, more and more young Vietnamese leave their hometowns and decide to move into the big cities. These young people want to be dissociated from their parents and grow up in social terms. Table 4 is a summary table of literature in relation to social aspects linked with wine.

Table 4 Social Aspects and Wine

Source	Topic	Description
Le, Nguyen, & Nguyen, 2013	Ethnocentrism	Study about the perception of Vietnamese people on the Vietnamese wine (foreign product)
Parise, 2019	Social aspect	Relation between wine and population

Based on current literature, there is evidence of a growing wine market in Vietnam. There is also a link to wine as a social indicator. However, there is a lack of research in relation to the social indication of wine in Vietnam, which is the knowledge gap and base of this research. The research will help wine professionals understand how wine acts as a social indicator in Vietnam, therefore understand these aspects in relation to consumer buying behaviour. In this way, it is possible to define the perception of wine by Vietnamese people in Vietnam. Furthermore, the definition of a wine consumer's profile will also be carried out.

The main question is as follows: How can wine act as a social indicator in Vietnam?

The sub-questions included are:

- Who are the Vietnamese customers?
- When is wine consumed in Ho Chi Minh City?
- Where do people drink wine in this city?
- What's the motivation for drinking wine in HCMC?

The relevance of this research is to define the Vietnamese wine consumption in Ho Chi Minh City and the motivations for drinking wines. The focus of this study is explained by the localisation of this internship: in Ho Chi Minh City.

The objectives are defined below:

- 1) To collect data from Vietnamese wine consumers through the survey
- 2) To analyse this data
- 3) To define Vietnamese consumers' profiles

- 4) To define their motivations for drinking wine
- 5) To define the occasion for drinking wines.

In this way, professionals could adapt their strategy for wine, such as creating special events, concepts, etc. To boost the sales of these professionals and participate in wine development, it is essential to precisely define the Vietnamese person's motives in choosing wine: pleasure, personal taste, social incentive, etc.

Chapter 2: Materials and methods

This research defined the main question. To answer it, there were different sub-questions. These questions are treated with a methodology. This report was written with two types of methods: primary and secondary research. The second type of research is based on the research, study and analysis that it was possible to find in the literature. This deep research focused on social data in Vietnam, more specifically in Ho Chi Minh City, or globally in big cities. There were wine business studies, wine consumer studies, wine supplier studies, and wine market data. Thus, it was important to notice the value in defining the most recent data and information to have the best results corroborating with reality. The answers to the sub-questions depended on this. Furthermore, some documents studied and provided by competitor's ATC in Vietnam concerning the wine market data.

The primary research is done qualitatively and is based on the interviews of professionals from the different sectors studied. That means wine sector professionals located in Ho Chi Minh City and information gave on the global Vietnamese market. The information targeted from professionals are detailed in the sub-questions.

In addition, it is important to know who the Vietnamese consumers are who drink wine and are been interviewed in bars, restaurants, wine workshops, or wine bars in Ho Chi Minh City. It should be interesting to undertake in Hanoi because it is the capital. However, the organization of a trip like this demands difficult management. The poll was done on paper. In this way, it was easy to have the survey on hand during the workday and to do interviews at the same time.

The number of people to interview was defined through a Sample Size Calculator (surveysystem, 2019). As explained in the introduction, the Vietnamese population love to drink alcohol. According to the population number -more than 8 million inhabitants- (worldpopulationreview , 2019), 38 000 people should be interviewed. However, due to the excessive number of people and the time limitation, the confidence interval chosen is 8. The selected confidence level is 95%. It was too strict to choose another confidence level, such as 99%. Finally, the targeted number of surveys is 150 people.

This primary research executed from the 15th of October to the 23th of November. One hundred and fifty surveys will offer an overview of the different profiles presented in town and extended to the big cities. These results added to data collected with literature and detailed in the next sub-questions paragraph.

To analyse this data, the chi-square test chose. It defines if there is any relation between two categorical variables. In other words, to define if there is a relationship between the profile of the consumer (gender, age, social situation) and his / her wine consumption, 150 different profiles should present from the survey.

1. Who are the Vietnamese customers?

This sub-question determines who are the wine consumers in Vietnam and more precisely, in HCMC. Certainly, this survey is divided into mini-questions to get to know them: sex, average age, and social class through their job. The nationality does not appear in this report because it was focused only on Vietnamese people.

A lot of foreigners live in HCMC. Consequently, these persons have the western culture of drinking wine. If these people were in this study, it would give a false image and would not match with the market reality.

To obtain a result in this sub-question, the literature was used and this data studied. The data provided from some market studies and wine market studies. This part completed through a survey (Appendix 2 and Appendix 3) and carried out in different bars and restaurants around noon and in the evening. Questions 1 to 3 are in accordance with this sub-question. Question 4 was here because it was possible to find clients who did not drink wine. To have no result was already a result of this report. In contrast, to determine who drinks wine, it was important to know who did not drink wine.

Appendix 3 is for professionals of the wine sector (suppliers, restaurant managers, or owners). It is important to cross data from both sides to validate a result, a theory. What's more, in Vietnamese culture, people prefer to lie than to say a hard truth. In this way, for the survey, it was possible to obtain the wrong results...

This survey had multiple-choice questions to obtain fine results. To analyse these results, it created a tab. Every result added and updated, and this account showed the principal groups of answers. Question 3 was an open question. Classifying people directly could create some ethical issues.

In this way, all answers classified by general families like health, education, etc. It was possible to correlate the different results. Besides, the information coming from desk research (statistics or studies) completed, validated, or invalidated the results. The goal was to define a typical profile of Vietnamese consumers.

2. When and where is the consumption of wine in the country?

Following the establishment of the first set of characteristics of Vietnamese wine consumers, this sub-question defined the habits of consumption. According to (Simonnet-Toussaint, Lecigne, & Keller, 2005), this work divided in two parts: an explorer phase, with interviews in the form of open questions, and a systematic phase with a survey. First, this studied desk research such as the previous sub-question. All data and reports provided from statistic agencies, and reports specialising in wine consumption.

As the wine market in Vietnam is developing, it was important to define the keywords to find research and other sources. There was wine business, wine consumption, the wine market, wine consumer profiles, the Vietnamese wine market and wine.

Articles such as “Alcohol consumption in Vietnam: Truths and Trends” (Vietcetera, 2018) explain all the consumption detailed in Vietnam. Reports such as “Prowein business report 2018” presented by Prof. Dr. Simone Loose, Evelyn Pabst M. Sc from Geisenheim University, Institute of Wine and Beverage Business Research, studied.

Then, as the next step, the primary research is used. The survey had questions about the habits of consumption, where the consumption took place, the right time for this activity. As for the first sub-question, the questionnaire was done on paper in restaurants and bars during the day and the evening. More, it focused on Vietnamese people only, in this way, there was any influence in this survey. This survey is in Appendix 2, where questions 5 to 7 are about this second sub-question.

Finally, it's possible to get to know these customers and their consumption habits. The analysis linked with the other questions to complete and established the full profile of these people. First, answers to 5, 6, and 7 studied in the graph to determine where were the most popular places to drink wine, when were the best moments to enjoy wine and the number of wines. A database created to correlate all the different variables. After this sub-question, the customer profile of these clients in Vietnam established and defined.

3. What's the motive to drink wine in the country?

The principal idea of this question was to know why Vietnamese people drink wines and not other alcohol like beers or cocktails. This determined by secondary research and research on the literature conducted to gather information from the latest research on this subject. The alcohol culture in Vietnam is developing, and a lot of research has been done on the consumption of alcohols. The research about wines was difficult, there was not too much search about wine in Vietnam. In this way, other researches about wines -from other countries- used such as (Simonnet-Toussaint, Etude des représentations véhiculées par le vin chez des jeunes, 2005). This report had in annex the survey used during this research, so it was possible to compare this survey and the survey presented in this research proposal.

In this way, it was possible to find Vietnamese consumer's answers, and tried to define the main motivation for drinking wines. Moreover, the Vietnamese government is worried about the increasing consumption, and all the health problems related to this addiction (Nguyen K. , 2015). To find elements, the keywords were wine, drinking, alcohol, consumption, social aspects, health. Reports such as “Alcohol and Drinking Cultures in Vietnam” (Lincoln, 2016) and “Wine and Society” (Charters, 2006) used too.

Additionally, a part of the survey based on this section: that is question 8. This open question collected customer's impressions, but be attentive to the veracity of the answers. In this way, it combined this information with desk research. The results of these answers classified by the identical main group of topics.

So, this consisted in analysing what were the different factors and motives presented in different documents and through studies which was the most recurrent for the different profiles which had been defined in both previous sub-questions.

The strategy divided into two steps. Firstly, desk research and literature obtained and collected information from previous research on this topic. Certainly, the wine market and wine consumption had undergone development and research had been done on wine consumption, alcohol consumption and most of the time, linked with the Vietnamese population.

This aimed to gather information about the deciding factors in choosing a wine in restaurants or bars. For this section, the keywords were wine, decision factors, wine, drinking, sommelier, restaurant, wine bar, consumption study, consumer research, wine image, experience, customer satisfaction, Vietnam.

In this part, articles such as “Patterns and trends: Vietnamese alcohol survey” (Happell, Gruenert, & Polimeni, 2008) and “Alcohol Consumption Behaviours and Attitudes in Vietnam: An Exploratory Analysis” studied (Parker, 2010).

The second step was to contact the managers from different establishments (restaurants, bars, wine bars), wine suppliers, and wine consultants. These people are the actors of this wine industry so provided important elements about the sale of wine and by extension the consumption of wines. Professional gave some advice for collecting the most truthful information as possible from the Vietnamese. The selected restaurants were Lubu, La Villa, Stoker, and Shri. These restaurants had been chosen because there had a complete and diverse wine list. In this way, customers have the choice from a large range and the results of this survey should be precise. The selection of bars is the following: the Racha room and Layla. Furthermore, interviews conducted in wine bars too, such as The Tevere and Wine and Bistro Chura. Other professionals contacted, such as Ashley (a wine consultant), and Dr. Parker who wrote the research “Alcohol Consumption Behaviours and Attitudes in Vietnam: An Exploratory Analysis”. Also, if more professionals are found following the different contacts, there contacted as well.

All people mentioned in this previous section met during this study, through this internship. In this way, it was easy to contact them and discussed my research subject. To contact them, it was possible to use their own personal contact details and not to call the establishment such as the restaurant’s phone number.

In total, at least 10 people should respond to the interview. In appendix 3 it is possible to find the questions which asked during these meetings in restaurants. More, Appendix 4 presents the list of contact details of these restaurants, bars, wine bars, suppliers, and other professionals.

The main idea was to have short interviews with different topics added and adapted following the knowledge, competences and answers of each participant. The different subjects were the sales and by extension the consumption of wines, which types of wine are drunk by Vietnamese people in places such as restaurants and bars, and the future development of this market in Vietnam.

The analysis of these interviews defined different categories and classify similar answers to these several categories. This final solution should define how wine is perceived by Vietnamese people.

Chapter 3: Results

In this research, the survey has been used to answer the following sub-questions and the main-question. In order to obtain the most precise answers, and to get a practical view of the wine market in Vietnam, the author of this report visited all the interviewees in person. The chapters will supply the answers to these sub-questions obtained from the survey which is ordered by sub-questions. Furthermore, the interviews done by the author with Vietnamese people are synthesized in a table to simplify the reading.

1. Who are the Vietnamese customers?

This question is built on three sub-questions which include the gender of the population, the age and the professional status, located in HCMC.

The result of the first sub-question about gender is presented in the following table.

Table 5: The gender proportion

MALE		FEMALE	
Consume wine	Don't consume wine	Consume wine	Don't consume wine
56	12	72	10

The Vietnamese population that drinks wine is dominated by women, according to the 150 answers. More than half of the people asked were women and most of them consume wine, according to the survey. 87% of women consume wine against 82% of men. This result is validated by the professional interviewees (Cawood, 2019) (Nichols, 2019).

In addition, an age category was defined to create a typical profile. To make easy reading, the next table is synthesized by age range according to the survey.

Table 6: The age proportion

AGE RANGE	FREQUENCY		VALID PERCENT
	MALE	FEMALE	
18 to 25 years old	23	28	35,3
26 to 35 years old	28	34	42,7
36 to 45 years old	14	18	13,3
46 to 55 years old	3	2	8,7
56 to 65 years old	0	0	0
65 years old and more	0	0	0
TOTAL	150		100

The age range was classified and detailed with the gender frequency to get a better overview of the situation. According to the table, females who drink wine are between 18 and 45 years old. Males are also presented in these ranges but it is a smaller proportion. The range 46 to 55

years old must be studied carefully. Due to the small sample, it is possible to get a wrong view of the situation. In addition, professionals observed an increase in the part of the younger generation interested in wine, especially young woman (Nichols, 2019). According to (Vy, 2019), men are interested on wine too.

Finally, professional status (job) was studied. It is categorized in different ranges labelled: unemployed, student, employee, manager, and director. There are no specifications for “employee” in order to avoid all judgment or discrimination by job and sector. As previously, the next table is divided by professional status and gender.

Table 7: Job proportion

JOB RANGE	FREQUENCY		VALID PERCENT
	MALE	FEMALE	
Unemployed	0	4	2.7
Student	3	13	10.7
Employee	38	37	50
Manager	21	22	28.6
Director	6	6	8
TOTAL	150		100

The largest parts are “employee” and “manager” for both genders, in the same proportion, respectively 50% and 28.6%. The range for “director” presents a nearly perfect equality between female (6) and male (6). This means, it is possible to find an interesting result for this specific category. For the other categories such as “student” and “unemployed”, there are differences. There are 2.7% of unemployed persons and 10.7% of students. Females seem to study more than males. However, this survey cannot provide an exact result with only 150 answers for these categories.

2. When and where is the consumption of wine in the country?

This sub-question is composed of two different and complementary questions: the time period and the location. In other words, if a customer decides to consume wine in a bar, most certainly, it will not be at lunch because most of the time they are closed. To make it easier, this section will be divided into two parts.

In addition, due to the determinant of non-drinkers, the following results will be represented by the answers of 128 participants who consume wine. More, to analyze these results, the Chi-square test was used with a selected confidence level is 95%. To obtain a strong relation between factors, p must inferior at 0.05.

$$\chi^2 = \sum \frac{(o-e)^2}{e}$$

Figure 1: Chi square formula/ Source: study.com

2.1 When is the consumption of wine in the country?

To determine the consumption moment, the author chose to divide the day into 3 parts: lunch, dinner, and evening. This moment is possibly influenced by gender, age, or job

2.1.1 The lunch

To determine the consumption time period, the author chose to divide the day into 3 parts: lunch, dinner, and evening. This period is possibly influenced by gender, age, or job. What is more, to analyse these results, the Chi-square test was used with a selected confidence level of 95%. To obtain a strong relation between factors, p must be inferior to 0.05.

Table 8: The gender influence on wine consumption during the lunch

		Wine consumption for lunch		
		NO	YES	Total
GENDER	MALE	45	11	56
	FEMALE	67	5	72
Total		112	16	128

This is important to know details about these 16 people (11 men and 5 women) who consume wine during lunch. At first glance, it seems that men consume more wine than women. However, the Chi-square result is ($p = 0.031$). There is a relation between gender and the lunchtime period.

Age is one of these indicators determining the consumption influence in a day. Table 9 presents the results.

Table 9: The age influence on wine consumption during the lunch

		Wine consumption for lunch		
		NO	YES	Total
AGE	18 to 25 years old	45	4	49
	26 to 35 years old	47	7	54
	36 to 45 years old	18	4	22
	46 to 55 years old	2	1	3
Total		112	16	128

The largest consumption by age category is between 26 and 35 years old, 7 persons consume wine. Four adults drink wine in the range 36 to 45 years old and same proportion in the range 18 to 25 years old. Only one person in the range 46 – 55 years old consumes wine. The four young people (18 to 25 years old) are both men and women. The second range is also composed of both genders. However, the third and last ranges are exclusively masculine. However, according to the Chi square result, there is no relation between both criteria ($p = 0.564$).

The last criterion is the job sector. Wine consumption may depend on profession and social position. Table 6 presents the different professional activities and the influence on wine consumption during lunch.

Table 10: The job influence on wine consumption during the lunch

		Wine consumption for lunch		
		NO	YES	Total
JOB	Unemployed	8	3	11
	Student	57	6	63
	Employee	30	7	37
	Manager	13	0	13
	Director	4	0	4
Total		112	16	128

The unemployed range is 100% composed of women according to the first results. The other ranges are composed of both genders globally. However, people who have a job with functions and responsibilities do not consume wine at lunch (0 for directors and managers). The unemployed range is concerned with the youngest ranges: 18 to 35 years old. The students are also on the same ranges as the unemployed. Employees are between 26 and 55 years old. However, there is no relation between gender and professional position ($p = 0.163$).

In a nutshell, gender has an influence on consuming wine during lunch. Other criteria do not have an influence on wine consumption such as the age and job influence.

2.1.2 The dinner

Furthermore, this second part is focused on dinnertime in HCMC. As previously, it is focused on the same criteria and tries to define links between these ranges. This other section will have the same structure as the previous one.

The table presents the obtained results with a cross-tab between dinnertime and gender.

Table 11: The gender influence on wine consumption during the dinner

		Wine consumption for dinner		
		NO	YES	Total
GENDER	MALE	24	32	56
	FEMALE	35	37	72
Total		59	69	128

This result has equitable proportions. On average, there are as many people who consume wine and who do not consume wine. There 69 persons who consume wine for dinner against 59 who do not consume. Moreover, around half of both genders (51% of women and 57% of men) consume wine but there is no influence on wine consumption ($p = 0.517$).

The next table explains this proportion linked with age.

Table 12: The age influence on wine consumption during the dinner

		Wine consumption for dinner		
		NO	YES	Total
AGE	18 to 25 years old	31	18	49
	26 to 35 years old	19	35	54
	36 to 45 years old	8	14	22
	46 to 55 years old	1	2	3
Total		59	69	128

The largest consumption by age category is between 26 and 35 years old too and is composed of women and men. This range represents 42% of persons who consume wine. Young adults (around 2/3 of this category) do not consume wine at dinner. Females are present as the largest part in this range (56%), the 36 to 45 years old range. A small proportion of the last category also consumes wine and is dominated by men (2 persons). Nevertheless, age has no influence on wine consumption at dinnertime ($p = 0.145$).

Finally, the next criterion is the job sector. Table 13 presents the different professional activities and the influence on wine consumption at dinnertime.

Table 13: The job influence on wine consumption during the dinner

		Wine consumption for dinner		
		NO	YES	Total
JOB	Unemployed	2	2	4
	Student	9	4	13
	Employee	24	39	63
	Manager	20	17	37
	Director	4	7	11
Total		59	69	128

50% of women who are unemployed consume wine. For the other categories, the proportion of men and women is about half and half. The student category is composed of 80% women but that proportion does not consume much wine. Only 30% of students consume wine. However, when the professional position is higher (employee, manager, and director), people consume wine more often and gender equality is respected. Respectively, this is 62%, 46%, and 63% of these professions who drink wine. It is important to note that the proportion of managers who drink wine is the lowest. As previously, the categories of “employee” and “manager” are composed of 26 to 55 years old. Despite these results, the Chi square result highlights no relation between the professional position and wine consumption ($p = 0.214$).

To recap, there is no relationship between the criteria and wine consumption at dinnertime for all factors such as the gender, age, and job influence.

2.1.3 The evening

The last section defined for the day is the evening. This part is written with the same structure used previously.

The table below presents the possible influence of gender on wine consumption during the evening. According to the table 14, both genders consume wine during the evening. However, there is a large difference between both genders. The proportion of men who consume wine is 59%. For women, this is 78%. The Chi square result confirms this relationship ($p = 0.022$).

Table 14: The gender influence on wine consumption during the evening

		Wine consumption for the evening		
		NO	YES	Total
GENDER	MALE	23	33	56
	FEMALE	16	56	72
Total		39	89	128

In total, 69% of people consume wine during the evening. This is the largest proportion obtained for this cross-tab between gender and the time period. However, it is helpful to know more about the profile of these consumers.

The next table presents another criterion for better understanding this largest section. This table is focused on the influence of age on consumption.

Table 15: The age influence on wine consumption during the evening

		Wine consumption for the evening		
		NO	YES	Total
AGE	18 to 25 years old	10	39	49
	26 to 35 years old	23	31	54
	36 to 45 years old	5	17	22
	46 to 55 years old	1	2	3
Total		39	89	128

All the age ranges consume wine, 69% of person drink wine at this moment. The youngest category composed almost entirely of women represents 79% of people who consume alcohol. It is the highest level noted for this age range. Furthermore, this result is visible for all other ranges. For example, this is 57% for the 26 to 35 years old and 77% for the third range. The range of 46 to 55 years old has 2 persons who consume wine. Additionally, according to the Chi square result, there is no link between age and the consumption of wine in the evening ($p = 0.236$).

Finally, the following tab highlights the possible influence job position has on wine consumption.

Table 16: The job influence on wine consumption during the evening

		Wine consumption for the evening		
		NO	YES	Total
JOB	Unemployed	0	4	4
	Student	1	12	13
	Employee	25	38	63
	Manager	10	27	37
	Director	3	8	11
Total		39	89	128

Women from the unemployed category consume wine during the evening (4 persons). The other categories composed of both genders also consume this alcohol. 92% of the students consume wine. Furthermore, this is 60% of employees who drink wine compared to 72% of managers. The directors are also good customers of wine with 72% of them drinking this beverage in the evening. But the Chi square notes the lack of relationship between both criteria ($p = 0.102$).

In Vietnam, gender is the only criterion which has an influence on wine consumption in the evening. Women are good customer of wine in the evening.

2.2 *Where is the consumption of wine in the country?*

The following section is focused on the location where wine is consumed in HCMC. In this way, the author decided to classify the location in different places. There are classic locations such as restaurants and bars. There is also the possibility of consumption at home or in some wine bars in town. Finally, the last sections were added following the interviews. In fact, some Vietnamese people go to wine dinners or wine tasting organized in HCMC. In addition, another location became apparent during this research: wine consumption in nightclubs.

This last section will be structured identically: gender, age and profession for every location to define what the favourite locations are for Vietnamese consumers.

2.2.1 *In a restaurant*

The first part is exclusively focused on restaurants and their possible influence on the occasion of wine consumption for Vietnamese people. The following table presents the results obtained by the cross-tabs of Vietnamese indications by the restaurants.

In table 17, the proportion of consumers in the restaurants is divided correctly. The men proportion represents 51% against 47% of women. 51% of persons do not consume wine in this location. However, the Chi square test does not show a relationship between gender and a restaurant location ($p = 0.608$).

Table 17: The gender influence on wine consumption in restaurants

		Wine consumption in a restaurant		
		NO	YES	Total
GENDER	MALE	27	29	56
	FEMALE	38	34	72
Total		65	63	128

49% of Vietnamese people consume wine in restaurants, men, and women taken together. The table below presents the age range for the Vietnamese sample questioned.

Table 18: The age influence on wine consumption in restaurants

		Wine consumption in a restaurant		
		NO	YES	Total
AGE	18 to 25 years old	40	9	49
	26 to 35 years old	14	40	54
	36 to 45 years old	10	12	22
	46 to 55 years old	1	2	3
Total		65	63	128

The majority of the youngest age range do not consume wine in restaurants, only 18%. However, when age increases, so does wine consumption. For example, 70% of 26 to 35 years old order wine with their dishes. The other age ranges consume wine too, respectively, 54% for 36 to 45 years old and 66% for 46 to 55 years old. The Chi square test validates this result ($p = 0.006$).

The last criterion looks at professional status. It is possible that people who have the highest professional positions, choose wine when the consumption is in a restaurant. The following table shows these results.

Table 19: The job influence on wine consumption in restaurants

		Wine consumption in the restaurant		
		NO	YES	Total
JOB	Unemployed	2	2	4
	Student	11	2	13
	Employee	31	32	63
	Manager	18	19	37
	Director	3	8	11
Total		65	63	128

The higher the professional position, the more people consume wine. For example, 72% of directors order wine, compared to a lesser number of managers and employees. 51% of both categories consume wine. For an unemployed person and student people, this is different. 2 persons who are unemployed consume wine and 2 students too (15%). To them, restaurants are not the favoured location, as highlighted by the test ($p = 0.074$).

Wine consumption in restaurants is identical for both genders and does not show a strong

relation. However, men and women aged 26 – 35 years old are the primary wine customers in this location and do not hesitate to order wine as mentioned (Cawood, 2019).

The age has an influence on wine consumption for Vietnamese consumers. All other factors do not have influence such as the age and job position.

2.2.2 In a bar

The next location is the bar. As previously, it is focused on the same criteria and tries to define links between these age ranges. This section will have the same structure as the previous one.

The tab 20 presents the gender proportion that comes to bars.

Table 20: The gender influence on wine consumption in bars

		Wine consumption in the bar		
		NO	YES	Total
GENDER	MALE	29	27	56
	FEMALE	36	36	72
Total		65	63	128

This location welcomes men as much as women. There is almost the same proportion than in restaurants. 48% of men and 50% of women go to bars and consume wine so there is no influence ($p = 0.608$). However, age could have an influence on this location. It is possible that the youngest people prefer bars to other places. The next table has the results.

Table 21: The age influence on wine consumption in bars

		Wine consumption in the bar		
		NO	YES	Total
AGE	18 to 25 years old	27	22	49
	26 to 35 years old	29	25	54
	36 to 45 years old	8	14	22
	46 to 55 years old	1	2	3
Total		65	63	128

The youngest generation (18 – 35 years old) does not consume much wine when they go to bars. However, the older the age, higher is the wine consumption for the other age ranges. For example, 63% of 36 to 45 years old prefer to choose wine over other alcohols. The range of 26 to 35 years old do not consume as much wine in bars, only 46%. The Chi square test does not highlight a relationship between age and wine consumption in bars ($p = 0.612$).

Finally, the last criterion is the job sector. The following table presents the different professional activities and their influence on wine consumption in bars.

Table 22: The job influence on wine consumption in bars

		Wine consumption in the bar		
		NO	YES	Total
JOB	Unemployed	3	1	4
	Student	11	2	13
	Employee	32	31	63
	Manager	16	21	37
	Director	3	8	11
Total		65	63	128

As previously, employees, managers, and directors consume wine in these places. Women who are unemployed and students are not the major type of clients, at least with regards to wine. Directors are the primary clients with 72%, followed by 56% for managers, and 49% of employees consume wine. Professional status has an influence on wine consumption according to the Chi square test ($p = 0.038$).

In bars, men and women have the same proportion for wine consumption. However, professional position influences this choice. Most of the time, men and women who order wine have a job with responsibilities such as manager or director.

2.2.3 In a wine bar

Wine bars are focused exclusively on wine sales by the glass or by the bottle. This location is for people who are already comfortable with wine or want to learn. However, this choice could highlight Vietnamese people who know wine or who want to understand this alcohol. First of all, the following step is to define the customer profile by gender. The tab 23 highlights the first criterion.

Table 23: The gender influence on wine consumption in wine bars

		Wine consumption in a wine bar		
		NO	YES	Total
GENDER	MALE	53	3	56
	FEMALE	64	8	72
Total		117	11	128

In total, only 11 people go to wine bars and, of course, order wine. These 11 people represent just 8.5% of the global sample. 3 men and 8 women consume wine in this location. However, the Chi square result show no relations ($p = 0.376$).

Furthermore, the majority is completed by women. This is important to define this group. The following table allows us to know their age range.

Table 24: The age influence on wine consumption in wine bars

		Wine consumption in a wine bar		
		NO	YES	Total
AGE	18 to 25 years old	45	4	49
	26 to 35 years old	49	5	54
	36 to 45 years old	21	1	22
	46 to 55 years old	2	1	3
Total		117	11	128

The Vietnamese customers who go to wine bars are young and are between 18 and 35 years old. Four young persons consume wine in this location. One person in each category is given in this type of location, but the proportion is very small. According to the test, there is no relation ($p = 0.899$).

After age, the last point is professional position showed in table 25.

Table 25: The job influence on wine consumption in wine bars

		Wine consumption in the wine bar		
		NO	YES	Total
JOB	Unemployed	4	0	4
	Student	13	0	13
	Employee	57	6	63
	Manager	33	4	37
	Director	10	1	11
Total		117	11	128

The people who come to wine bars already have a job. They are employees (54%), managers (37%), and directors (9%). Despite these results, there are no links between the job position and the wine bar location ($p = 0.787$).

In a nutshell, wine consumption is not linked to gender, age or job position in wine bars.

2.2.4 At home

In wine-producing countries, wine consumption at home is normal and can be daily. However, it is interesting to note if it is the same in Vietnam. Furthermore, if there is wine consumption, who are these customers?

The following table gives the influence of gender on wine consumption.

Table 26: The gender influence on wine consumption at home

		Wine consumption at home		
		NO	YES	Total
GENDER	MALE	50	6	56
	FEMALE	66	6	72
Total		116	12	128

Consumption at home is really unusual in Vietnam as the result showed. Only 12 people consume wine in their home: 6 men and 6 women. In other words, that means 9% of the sample are concerned. Gender equality is exact, however there is no relation between both criteria ($p = 0.431$).

In addition, it is essential to know the age. The following table explains the age range.

Table 27: The age influence on wine consumption at home

		Wine consumption at home		
		NO	YES	Total
AGE	18 to 25 years old	41	8	49
	26 to 35 years old	51	3	54
	36 to 45 years old	21	1	22
	46 to 55 years old	3	0	3
Total		116	12	128

Both genders are presented in several age ranges: between 18 to 45 years old. However, the majority is focused in the youngest category: 18 to 25 years old (67%). The second range is represented by 3 persons (25%). Only one person who is between 36 and 45 years old consumes wine at home. But no relations exist between both criteria ($p = 0.985$).

Finally, the last point is the influence of profession on wine consumption. Table 28 shows the rate of this influence.

Table 28: The job influence on wine consumption at home

		Wine consumption at home		
		NO	YES	Total
JOB	Unemployed	4	0	4
	Student	12	1	13
	Employee	55	8	63
	Manager	34	3	37
	Director	11	0	11
Total		116	12	128

The age range between 18 and 45 years old is presented in different professional positions: student, manager and the largest part (64%): employee. Furthermore, directors and unemployed people do not consume wine at home. According to the test, professional position does not influence wine consumption at home ($p = 0.750$).

Home consumption is not developed as much in Vietnam, as it is in other countries. There is no relation between gender, age and professional position, and consumption in private.

2.2.5 In an event

This section is focused on participation at wine events, consequently, linked to wine consumption at these occasions. These events could be a wine dinner, a public or private wine tasting, training and master class.

As before, the structure will be identical. The first criterion is gender, focused on wine consumption at these events explained in the next table.

Table 29: The gender influence on wine consumption in an event

		Wine consumption in an event		
		NO	YES	Total
GENDER	MALE	45	11	56
	FEMALE	63	9	72
Total		108	20	128

16% of the Vietnamese asked, participate in wine events. This small proportion is represented half by men (55%) and women 45%). On the other hand, 84% of Vietnamese people are not familiar with these types of events. According to the Chi square, there are no strong relations ($p = 0.737$).

In addition, this 16% who participate are between 18 and 45 years old as shown in table 26. The largest percentages are divided between the youngest age ranges: 18 to 25 years old (40%) and 26 to 35 years old (45%). Both genders are represented in these ranges. Furthermore, there are only 3 people who are between 36 and 45 years old. Despite these results, there are no links between both criteria ($p = 0.254$).

Table 30: The age influence on wine consumption in an event

		Wine consumption in an event		
		NO	YES	Total
AGE	18 to 25 years old	41	8	49
	26 to 35 years old	45	9	54
	36 to 45 years old	19	3	22
	46 to 55 years old	3	0	3
Total		108	20	128

The last and possible influence is professional status demonstrated in the table below.

Table 31: The job influence on wine consumption in an event

		Wine consumption in an event		
		NO	YES	Total
JOB	Unemployed	4	0	4
	Student	13	0	13
	Employee	52	11	63
	Manager	28	9	37
	Director	11	0	11
Total		108	20	128

Vietnamese people present at wine events are exclusively employees (55%) and managers (45%). However, no other job position is represented during these events. In fact, there is no influence from professional position on participation and wine consumption at these places ($p = 0.214$).

Wine consumption during events is not linked with gender, age and professional position.

2.2.6 In a nightclub

This last section was not included when the author designed the survey. When the author asked about the location for wine consumption, the answers were not completed because this was «other». The author took the initiative of asking directly and discovered that Vietnamese people consume wine and Champagne in nightclubs.

People who consume wine in nightclubs are women, according to table 28. Women are 72% of customers ordering wine or sparkling wine versus 37% of men. However, the proportion of people who consume this alcohol in this location is low, it is only 17%. In this way, according to the test, no relation exists between both criteria ($p = 0.072$).

Table 32: The gender influence on wine consumption in a nightclub

		Wine consumption in a nightclub		
		NO	YES	Total
GENDER	MALE	50	6	56
	FEMALE	56	16	72
Total		106	22	128

The table 32 exposed this age range.

Table 33: The age influence on wine consumption in a nightclub

		Wine consumption in a nightclub		
		NO	YES	Total
AGE	18 to 25 years old	34	15	49
	26 to 35 years old	49	5	54
	36 to 45 years old	21	1	22
	46 to 55 years old	3	0	3
Total		106	22	128

The majority of clients going to nightclubs are young, between 18 and 25 years old (68%). Furthermore, customers presented are also between 26 and 35 years old (23%). There is only one person who is between 36 and 45 years old, who consumes wine in these types of places. However, the Chi square test does not highlight strong relations ($p = 0.468$).

Finally, the last part is focused on the professional status of these young people. The following table describes this influence on wine consumption in nightclubs.

Table 34: The job influence on wine consumption in a nightclub

		Wine consumption in a nightclub		
		NO	YES	Total
JOB	Unemployed	1	3	4
	Student	3	10	13
	Employee	57	6	63
	Manager	34	3	37
	Director	11	0	11
Total		106	22	128

The result is not surprising in view of the age of this sample. The majority of nightclub clients are students (46%), employees (28%), and managers (13%). However, the proportion of unemployed people is not as expected. There are 13% of unemployed people who consume wine in these places. Professional position has a real influence on wine consumption in nightclubs according to Chi square test ($p = 0.000$).

The wine customer profile in nightclubs is not represented by age or gender. Professional position is the only criterion which has an influence on wine consumption in these places.

3. *What's the motive to drink wine in the country?*

This last sub-question permits the understanding of the reasons why Vietnamese people consume wine. This open question gave the opportunity to explain and develop their motivation. However, it is important to keep in mind the local culture. Vietnamese people do not like to feel insecure, as when the topic is not perfectly understood by them. Thus, it is possible to obtain a result which does not match reality.

Owing to the open-question, the author organised and treated all answers by identical topic. In this way, there is:

- no wine consumption
- to appear 'cool' (fashionable status) while consuming wine
- to copy others
- to consume wine with guests
- wine consumption is fun
- to learn about wine
- to appreciate the taste of wine
- to take photos

Furthermore, this question is cross-referenced with criteria that defines the Vietnamese profile: gender, age, and professional status. The goal is to try to make a link between the Vietnamese profiles and the motivation for consuming wine.

The first table presents gender influence on the motive to drink wine in Vietnam.

Table 35: The gender influence on the motive to consume wine

GENDER	REASONS TO CONSUME WINE								Total
	No wine	Cool	Follow	Guests	Fun	Learn	Taste	Photo	
MALE	12	6	7	1	7	8	25	2	68
FEMALE	10	6	12	1	10	16	16	11	82
Total	22	12	19	2	17	24	41	13	150

Men as much as women consider it 'cool' to consume wine. More women and men drink wine with guests, when a business dinner with clients is organised. In addition, women seem to have more of a relationship with wine, than men do. This can be sickle behaviour. The primary motivation is to copy other people (63% of women), to take photos for social media such as Instagram (84% of female). And also, the fact that drinking is fun (70% of women) and makes these people feel important. However, women pay particular attention to this alcohol. 20% of women like to learn about wine and want to increase their wine skills against 10% for men. What's more, the wine's taste permits this to be developed, because they appreciate it (60% of men). In parallel, men are more discreet and are not influenced much. Men do not consume wine to be like other people or because it is fun (30%). Men seem to be serious in their motivation to consume wine. 36% of them consume wine because the taste is appreciated. Despite these results, there are no links according to the test ($p = 0.111$).

Subsequently to define the Vietnamese motivation by gender, table 36 highlights the influence of age on this consumption.

Table 36: The age influence on the motive to consume wine

AGE RANGE	REASONS TO CONSUME WINE								Total
	No wine	Cool	Follow	Guests	Fun	Learn	Taste	Photo	
18 to 25	4	7	11	1	6	6	10	8	49
26 to 35	10	4	7	0	5	14	22	2	54
36 to 45	6	0	1	1	5	3	9	3	22
46 to 55	2	1	0	0	1	1	0	0	3
Total	22	12	19	2	17	24	41	13	150

The youngest age range has an unpredictable interest in wine. Wine consumption is considered as something fun and gives the feeling of appearing 'cool' to others (16%). Furthermore, this generation is influenced by others (25%) and wants to influence others through photos (18%). However, there is a part that shows interest in this alcohol. Ten people like the taste of wine (28%) and 6 want to learn about wine (13%). When the age increases, the motivation for consuming wine to give an impression decrease. The proportion of feeling 'cool' decreases by almost half (9%). This generation (26 to 35 years old) does not copy its friends in consuming wine (8%) and nor is it to have fun (10%). However, interest in wine increases. 26% of people wish to learn about wine. This is 13% more than the youngest generation. The taste of wine is largely appreciated too (41%). The age range of 36 to 45 years old is quite similar to

the previous one. Interest in wine (19%) is still present and appreciation of the taste too (56%). Finally, the oldest generation is also distinct. Wine consumers have the feeling of being 'cool' during wine consumption (33%) and they drink to have fun (33%). Only one person is interested in wine and wants to learn. However, age does not influence the motive for consuming wine ($p = 0.053$).

The last table explains the influence of professional position on the reason for consuming wine in Vietnam.

Firstly, unemployed people consider wine consumption as 'cool' and most of them take photos with a glass of wine (75%). In addition, students seem to have the same mentality. The wine is a means of appearing 'cool' and having fun (38%). Just as for the unemployed, photos of wine consumption are also taken (38%). Likewise, employees are subject to the influence of other people (19%) and it is considered 'cool' and fun to consume wine. However, this generation signals a change. A wish to learn has appeared (22%) and people appreciate the taste (36%). There is the presence of people who take pictures but this is a minority (3%). Concerning managers, the result seems identical to the previous for professional position. This profile is divided into two parts: fun aspects and serious aspects of wine. Managers can be influenced by other people, consume wine (13%) and have the feeling of being 'cool'. However, this type of customer is interested in wine because 62% confess to appreciating the taste and 19% want to learn about wine. Lastly, the director position is dominated by the feeling of appearing 'cool' when there is wine consumption (64%). One director consumes wine because there are clients who consume wine. This professional position also shows an interest in wine to learn about it (27%), or by the appreciation of its taste (45%). Professional position has a strong relationship with the motive for drinking wine ($p = 0.000$).

Table 37: The job influence on the motive to consume wine

JOB POSITION	REASONS TO CONSUME WINE								Total
	No wine	Cool	Follow	Guests	Fun	Learn	Taste	Photo	
Unemployed	0	0	0	0	1	0	0	3	4
Student	3	1	2	0	5	0	0	5	16
Employee	12	5	12	1	6	14	23	2	75
Manager	6	5	5	0	4	7	13	3	43
Director	1	7	0	1	1	3	5	0	12
Total	22	12	19	2	17	24	41	13	150

In a nutshell, gender and age seem to have no influence on the motivation for consuming wine. Both genders consider wine seriously or take wine lightly. However, the perception of wine changes with job position. The higher the professional position, the more people show interest in wine.

Chapter 4: Discussion of results

As information about the wine consumer's profile and the motivation to consume in Vietnam is missing in this sector for professionals, the objective of this study was to fill in this knowledge gap to contribute to the sharing of information. This information is for actual and future professionals to get a precise overview of the Vietnamese wine market. The chapter **Results** supplies the answers to all the sub-questions, while in contrast the chapter **Discussion of Results** is concentrated on giving extra information about these answers. Furthermore, this is to criticise the reflections on the results by using literature, expectations, and norms. Furthermore, a thought on the research methodology is also provided at the end of this chapter.

To start the chapter **Discussion of Results** a few findings will be discussed to obtain a better understanding of the global findings in this chapter. As explained in the chapter **Introduction**, the wine market is developing in Vietnam and Vietnamese people are more and more interested in it. As the research showed, many factors influence the chosen moment of consumption, the location, and the motive to consume wine. Despite this increase, professionals from the wine sector cannot quantify it. As Vietnam has a developing economy, consequently there is a boom in all other sectors. However, wine is still a luxury product in this country and professionals try to do their best to develop wine sales in the specialized establishments (Cawood, 2019) (Nichols, 2019). The consequences of this issue are noticeable due to the client type in the establishments where it is possible to consume wine. Most of the time, Vietnamese clients consume wine following their desires and do not consider external advice from wine waiters, for example. Furthermore, the staff in retail shops are not allowed to provide consistent advice to customers (Nichols, 2019). Also, considering the product origin, wine sales offer a large range – sometimes too large – for Vietnamese consumers, who can feel lost (Cawood, 2019).

1. Who are the Vietnamese customers?

Most of the wine consumers in Vietnam are limited by having no knowledge about the wine that Vietnamese people consume. Wine purchasing is based on the name (brands) and price rather than on wine characteristics (Vy, 2019). In the first results of the survey, we see that women consume more wine than men. A proportion of people asked do not consume wine despite their presence in specialized establishments. The results for wine consumption by the female group is also validated by the professional interviewees (Cawood, 2019) (Nichols, 2019). Women study more than men. Sometimes, women participate in exchange studies and go abroad, such as to Australasia, Europe or the USA. Through this experience, wine culture becomes familiar in their life. When young women come back to their native country, they bring this culture and share it with their circle of friends. What's more, their studies allow them to gain a better salary, and consequently, to have a higher budget for extra expenses like buying a bottle of wine at a restaurant, or in a shop. In addition, Vietnamese women who consume wine consider themselves in a modern social class (Parker, 2010). If a woman goes by herself to a wine shop, this is considered as a sign of distinction and culture (Do, Patris, & Valentin, 2009).

For the age category, both genders consume wine with an identical age average. The young generation demonstrated a real interest in wine, in contrast to the oldest generation. In Vietnam, there has been a change in consumption during the last 10 years, approximately (Le, Nguyen, & Nguyen, 2013). Historically, men consume spirits because this demonstrates strength (Nichols, 2019). As proof, the taste is stronger than other alcohols. In their minds, spirits are masculine alcohols; women don't have a strong palate with which to consume. In this way, there exists a sort of segregation in alcohol: beers and spirits are for men and women can consume cocktails, wine and soft drinks. The number of young women who consume wine is increasing. The principal influence factor comes from TV shows and social media. In Vietnamese movies, it is usual to watch actors with a glass of red wine or Champagne (Cawood, 2019). This is sophisticated and shows a high social position. There is a virtual separation between 'normal Vietnamese people' and people who can buy and consume wine.

The proportion of unemployed people is low in this sample. However, the unemployed rate in Vietnam is around 2.2%, so this given proportion is correct (cia.gov, 2017). In addition, professional status highlights an interesting link: higher is the job position, higher is the proportion of wine consumers. Wine is a tool to demonstrate social position in society. Due to the sale price, not just anyone can easily buy a glass of wine or even more, a bottle (Do, Patris, & Valentin, 2009). Other people will prefer to consume a beer or a basic cocktail to avoid too much expense.

Despite these results, the survey could be more precise, especially, with age precision. For example, this could be interesting to divide the age range in smaller ranges. Professionals noticed that young women consume wine. However, there is no great precision in this report. The choice to reduce the age range in smaller range could give a better overview and provide a precise answer. In addition, to avoid this lack of precision, a larger sample would be better and give a better overview. The sample size could have been around 250 people and the confidence level could have been 8. More, this would have been interesting to detail the job position in large sectors such as medicine, agriculture, service, etc. In this way, the Vietnamese profile would have been precise. However, this is important to respect the private life and people would have been uncomfortable, especially, if they do not have a job which they are satisfied with. Finally, the last lack is focused on Vietnamese people and the culture. Vietnamese persons are not easy to understand because the culture and social skills are the opposite than in Europe. In Europe, to consume alcohol could be perceived as a shame. In Vietnam, this does not exist, this is normal to consume a lot of beers or rice alcohol. So, Vietnamese people can communicate high alcohol consumption for two reasons. The first one could represent real consumption. The second one is to impress the author. In Vietnam, there is a segregation between Vietnamese people and foreigners. This is common that Vietnamese to lie to impress foreigners and feel superior. Usually, men practice this method. Women are more openminded but the obtained results could be influenced by this culture and provide a false image of reality.

2. When and where is the consumption of wine in the country?

According to the experience of the author and several professionals, Vietnamese people consume wine depending on the time of day. People do not consume much alcohol at lunch. In their culture, they have several meals in one day and alcohol consumption is not an obligation. However, there exists a small proportion of people who consume wine at lunch. Gender has an influence on wine consumption at lunch. Men order wine to share with clients or friends and they plan to stay some time at the place. Despite this proportion, most Vietnamese are still influenced by their culture and do not want to commit an infringement by consuming alcohol at lunch (Do, Patris, & Valentin, 2009). In addition, the Vietnamese climate does not permit a large alcohol consumption at lunch. In other cases, this is also possible to suffer the effects of alcohol. But it is usual to see women drinking a glass of wine, especially for friends meeting in sophisticated places, which reinforces this social identity, (Health, 2018) (Nichols, 2019). This consumption is still occasional and special. People with other professional positions consume wine, but the motive is personal. The statistic test does not provide this information.

Furthermore, wine consumption at dinner is not influenced by gender, age and professional position, according to the survey. However, the wine professional highlights wine consumption in establishments for dinner. That means the survey is not representative of this period of consumption. According to professionals (Cawood, 2019) (Nichols, 2019), women consume one or two glasses for dinner. Most of the time, women firstly consume a cocktail, then a glass of wine to drink with the meal. The female group does not consume much alcohol because to be inebriated is not elegant and provides a bad image of them (Do, Patris, & Valentin, 2009). Wine is appropriate for women instead of spirits, which are for men. The male group consumes beers or spirits because for them, this creates the feeling of being themselves and having no limits.

Job status does not influence wine consumption, however, there is an influence according to (Nichols, 2019). Vietnamese people who consume want to be accepted and create a sign of distinction to other people. Now, whatever the professional status, people who have money can pretend to have this distinction (Parker, 2010).

The evening is the moment of festivities, joy, and frivolity. Alcohol consumption is usual and most of the time, the free-flow of alcohol is accepted. People who consume wine is dependent on gender. Women are the largest consumers in the evening. As explained, men prefer to order spirits to highlight their masculinity (Do, Patris, & Valentin, 2009). The evening is the best moment to express social status. Men or women who consume wine do not have a defined age or job position. Both genders use wine as a sign of modernity and westernization (Le, Nguyen, & Nguyen, 2013) (Cawood, 2019).

Moreover, the location for consuming wine also provides an influence on the perception of wine. Primarily, wine consumption is not influenced by gender. In other words, men and women are free to consume wine following their wishes (Vy, 2019), with no dependence on the location. Nightclubs and bars are the only places where gender has a real influence on wine consumption. Women do not hesitate to order wine to look sophisticated to other people.

The western restaurant is associated with pleasure, luxury and good moments with family or friends. To consume wine in these places means people have money and do not hesitate to enjoy life's pleasures (Nichols, 2019) (Lincoln, 2016). Linked with the financial aspect, age has an influence. People who are older generally have a better salary than students or young adults. In this way, it is easy to understand why and how people consume wine in restaurants. These people can afford to buy a bottle of wine at a minimum of 20 USD to pair with meals. According to age, professional status is linked with this result. People who have a good job position, want to show off their success (Parker, 2010). Wine is considered a western good and this consumption is synonymous with material wealth and the freedom to choose (Cawood, 2019). These western products are associated with a modern vision and the promise of progress and freedom (Do, Patris, & Valentin, 2009).

The motivation for Vietnamese participants could be interpreted as an acceptance of cultural change and in some way, as an individuality of spirit, influenced by the urbanization and the modernization of society (Nguyen M. N., 2012). The results show that wine is a product that creates a distinction. Those who consume wine seem to have social position, to have success, especially, in urban life like HCMC. The Vietnamese person who consumes wine has an advantage in their social life and this is an external sign of richness. This consumption provides the gaining of social acceptance and approval. This previous point is really important in Vietnamese culture (Parker, 2010). The approval of the family and secondly of friends is an important tradition and value. In this country, the person's social status is defined by the hierarchy of age (young people must show respect to seniors), of gender (men have a better position than women), and the status of the family (Nichols, 2019). In combining all of this information, it is surprising for wine to take the role of social indicator in Vietnam (Do, Patris, & Valentin, 2009).

Furthermore, this consumption process allows access to westernization and to social progress. Bars also have the same role. Gender and age have no influence on wine consumption. However, professional position is one reason to consume this alcohol. This location also permits the showing to everyone of who can afford an expensive bottle and who cannot. Furthermore, it is possible to see this practice in nightclubs. Professional position has a really strong influence on alcohol consumption. Businessmen or women bring their clients to these places to enjoy HCMC's nightlife. During these parties, showing-off is the first attraction. Nightclubs compete to have a better clientele, with their expensive wine bottles. This surprising result could be explained by the cultural profile of this consumer. A person who has knowledge of wine is considered to be cultured and this is a sign of maturity (Simonnet-Toussaint, Lecigne, & Keller, *Les représentations sociales du vin chez de jeunes adultes : du consensus aux spécificités de groupes*, 2005).

Despite this individual development in different locations, the Vietnamese wine profile is still immature. Consumption at home is not developed compared to other mature wine cultures because wine consumption takes place in a social context and less in private circles, such as the family group. At home, they prefer to conserve their traditions and consume local and tradition alcohol such as rice alcohol (Do, Patris, & Valentin, 2009). According to this information, wine

consumption is oriented out with the circle of family life (Parker, 2010). In addition, specialized events or locations such as wine bars are not very accessible to Vietnamese people. Most of the population consider this to be for professionals and an elite. The lack of comfort is notable in this population, especially with wine (Nichols, 2019). In addition, Vietnamese people who know wine do not want to share knowledge and keep the impression of privilege within this elitism. It is possible to participate in wine events, but this is not without fees. For example, to participate in wine tasting or Masterclass, people can participate if they are subscribed. This practice is usual everywhere but the information about wine events is not shared with the larger population. To access these events in HCMC, people must take part in the Saigon Sommelier Association. This is the only access, if people do not have contacts. The access to this group is strict so not just any Vietnamese person can join the group. The wine dinners are shared by hotels so this touches a large spectrum of interested people. However, these wine dinners are really expensive: from 115 USD to 200 USD or more. These prices are not at all accessible for the majority of people. These events conserve this elitism and do not permit access to people who are interested, without them also having a big budget (Happell, Gruenert, & Polimeni, 2008).

Furthermore, the place to consume wine also provides an influence on the perception of wine. Firstly, wine consumption is not influenced by gender. In other words, men and women are free to consume wine following their wishes (Vy, 2019) with no dependence on the location. Nightclubs are the only place where gender has a real influence on wine consumption. Women do not hesitate to order wine to look sophisticated to other people (Cawood, 2019).

Despite this individual development in different locations, the Vietnamese wine profile is still immature. Consumption at home is not developed compared to other mature wine cultures because wine consumption takes place in a social context and less in private circles such as the family group. At home, they prefer to conserve their traditions and consume local and traditional alcohol such as rice alcohol (Do, Patris, & Valentin, 2009). According to this information, wine consumption is oriented out with the circle of family life. In addition, specialized events or locations such as wine bars are not very accessible to Vietnamese people. Most of the population consider this is as for professionals and an elite. The lack of comfort is notable in this population, especially, with wine (Parker, 2010). In addition, Vietnamese people who know wine do not want to share knowledge and keep the impression of privilege within this elitism. It is possible to participate in wine events, but this is not without fees. For example, to participate in wine tasting or Masterclass, people can participate if they are subscribed. This practice is usual everywhere but the information about wine events is not shared with the larger population. To access these events in HCMC, people must take part in the Saigon Sommelier Association. This is the only access if people do not have contacts. The access to this group is strict so not just any Vietnamese can join the group. The wine dinners are shared by hotels so this touches a large spectrum of interested people. However, these wine dinners are really expensive: from 115 USD to 200 USD or more. These prices are not at all accessible for the majority of people (World Bank, 2018). These events conserve this elitism and do not permit access to people who are interested, without them also having a big budget.

3. What is the motive to drink wine in the country?

Young Vietnamese people consume wine to be emancipated to their parents and the old generation and want to have a better life and live properly (Parise, 2019). The fact to consume wine provides to Vietnamese to catch up with modernity, especially people who are young and have an interesting job position. Moreover, a profile who consumes wines is proved as someone who have an advantage in social life (Happell, Gruenert, & Polimeni, 2008). That means to gain social acceptance and to be socially valorized by other ones. This provides a status such a perception or self-perception (Le, Nguyen, & Nguyen, 2013). In addition, wine provides different emotions and acts to consumers: freedom of speech, invincibility, pleasure, and relaxation. On the other hand, social value is socially the perception of utility from another association with one or a few groups. The action to drink wine is guided by the social value: People consume wine in order to be created a group and to be together (Happell, Gruenert, & Polimeni, 2008). In Vietnam, the major part of people consumes wine with other people in a group. However, the population is collectivist, so the motive to socialize with wine consumption is not the principal reason. The social value is combined with the accomplishment of internal need such as the relaxation, the pleasure, the fun, or to learn about wine (Parker, 2010).

On the other hand, wine consumption is associated with external needs. Young generations want to enjoy their evening, meet people, and feel free. These feelings permit to grow up and to escape the familial scheme (Parise, 2019). Such as other young generation of everywhere, the objective is to have fun and enjoy the moment. Wine is just a tool to obtain it. More this provides the inebriation which is something researched by this population (Health, 2018). The fact to be inebriated permits to forget, to have the feeling to be another one or cut them loose. The wine is not a drink consumed by older generations so this provides to be free themselves from the parents. For other generations, previous wishes are not the principal need. This is to leave the childhood and the adolescence. Now, the principal goal is to have a better position in the societal hierarchy and to be considered as someone who has a culture (Nichols, 2019). This can be obtained by following courses as Wine & Spirit Education Trust (WSET) or Franck Thomas institute, consume wine in restaurant, bar or other places, or participate in events. The principal thing is to be associated with wine and to be seen in these places.

Furthermore, the motivation for Vietnamese participants could be interpreted as an acceptance of cultural change and in some manner as an individual spirit, influenced by the urbanization and the modernization of society (Nguyen M. N., 2012). The results notice that wine is a product that creates a distinction. To consume wine seems to have a social position, to have success, especially, in urban life like HCMC. Vietnamese profile who consume wine have an advantage in social life and this is an extern sign of richness (Nichols, 2019). This population can highlight this richness by different means such as buying the most expensive bottle in the restaurant, using the total budget to impress the guests or ordering a glass of wine in a bar even though other persons consume beers or cocktails. All these actions are done to obtain the attention to everyone and to gain respect. In Vietnam, the wine consumption is executed for two major reasons: to gain respect by others persons, and to provide the impression to be modern and international (Parker, 2010).

4. Process and methodology

On reflecting on the results, it was defined that Vietnam does not have much information on the wine industry and market. Therefore, this study opened a new opportunity and the following information can be included. The author decided to interview two professionals to support the answers and to obtain as true and unbiased data as possible.

At the beginning, the author had a list of professionals who could answer the survey. However, these actors had knowledge but it was not enough for this report. It was not easy to find these types of people because not many people were matched with this research. The fact that competent people were willing to give their information on this research made the findings successful.

The data collection was finished according to schedule. Through good organization and clear communication, the author of the research was able to organise a meeting with all the scheduled interviewees. As most of the interviews were done in the evening, people gave their free time in the evening, so the time was limited. The data collection revealed to be above expected, given the available time to do this research. Initially, one week was set up to collect the data. This time was not sufficient to obtain all the results, due to a lack of clients in the establishments. However, more days were planned for the remaining interviews which went according to plan.

Difficulties were faced in assessing the data, including in some cases Vietnamese people providing an answer which was not correlated with reality. This can be explained by the fact that the Vietnamese population and the culture do not allow sharing of the truth, especially, if they think it would be annoying for the interlocutor. In addition, Vietnamese people can lie to make themselves seem important and to impress their interlocutors. It is important to notice, there is segregation against foreigners in Vietnam. In this way, it is possible to see that some people wanted to impress and had disdain for the author. The data provided was focused on the Vietnamese people who have little contact with foreigners to limit the impact on the results. Furthermore, only this data can be used to satisfy this research. The problem was overcome by taking the average of all answers. It is not acceptable to have an average for a topic such as the consumption of wine. People who do not consume decrease the average consumption. In this way, people who drink wine are above the average rate. Another challenge was that the survey was designed prior to the interviews. Consequently, a few questions were designed which eventually, when people were asked, they did not know the answer to the question. This did not have a negative impact on the study as a lot of people were asked the same question.

Concerning future research to improve and increase efficiency, the survey must be done in advance and be adaptable to every interview. Because of the developing market where hardly any information is available, the volume streams on the market were a noticeable factor.

Chapter 5: Conclusion and recommendations

This study has shown that the Vietnamese wine market was missing information and access for Vietnamese customers and needs to create a more comfortable wine environment. In addition, this study aimed to define the Vietnamese people who consume wine in this country, to provide information for professionals from the wine sector. The results provided an overview of the wine market by highlighting the Vietnamese perception of wine and its consumption. Furthermore, the Vietnamese profile, the occasion, the location, and the motive for consuming this alcohol were discussed in the sub-questions.

The Vietnamese consumer profile is focused on three factors: gender, age, and professional status. With these factors, it is possible to gain a precise definition. The research identified different consumer profiles, for example:

- the Vietnamese young person who wishes to take part in a group and be considered an adult.
- the person who consumes this alcohol in order to provide a positive image to others.
- the people who wish to 'grow up socially' through wine, and the person who drinks wine to copy his or her guests or friends.

These different profiles have common points. Both genders consume wine, but women are the greater consumers with 87% of participants consuming this alcohol. Age is also an important factor. The generation aged between 26 and 35 years old is the primary consumer. Both genders within this age range consume wine: 47% for women and 41% for men. This generation is more open-minded than the older ones, who prefer to consume other alcohols than wine. Professional status provides an influence too. The higher the job position, the higher the probability the Vietnamese person consumes wine. Men and women who are employees, managers, or directors consume more wine than students and unemployed people. To illustrate this point, 50% of employees in this study versus 2.7% of unemployed people consume wine.

The time period for consuming wine in Vietnam, by Vietnamese consumers, is defined by the age of these people. In this section, men definitely prefer to consume wine at lunchtime. However, in practice, the Vietnamese do not consume much alcohol at lunch; they prefer soft drinks. Men can consume wine at this time for a business lunch. In the evening, women are the primary consumers of wine with 78%. Most interviews recognized this situation due to the status of this product for Vietnamese women. Consuming wine is considered fashionable, it provides the image of being educated and having a comfortable financial situation. Most of the time, women consume only one or two glasses of wine, so not too much, or one glass of wine and one cocktail. This tendency comes from Vietnamese culture. In the past, women were forbidden to smoke or to consume alcohol in public. Despite development, some principles are upheld, such as the limit to alcohol consumption in public and women do not want to be compared to men, who drink too much.

As in Europe, wine consumption takes place in different locations. In Vietnam, the choice of location is influenced by different factors such as age and professional status. As explained previously, both genders consume wine. In restaurants, age has an influence on the wine orders.

A large part of these customers, men and women, who are between 26 and 45 years old, consume wine in these places. Most of them drink wine in foreign restaurants with friends or family. The number of Vietnamese restaurants that offer wine is increasing too. Other profiles are defined in this study. Age is not the only factor in consuming wine. In bars and nightclubs, professional status influences wine consumption. In the first location, the higher the job position, the higher the influence is on ordering wine. These clients have jobs with responsibilities; such as director or manager. 72% of directors consume wine, followed by 56% of managers, and 49% of employees. Wine is synonymous with sophistication in bars and provides the image of having a comfortable financial situation to other clients, for both genders. Furthermore, in these locations, the young generation is not represented in a large proportion, they prefer drinking this product in nightclubs. Unemployed people or students are the primary customers in these places. Almost 46% of students and 13% of unemployed people consume wine during these evenings. Employed people were not represented and do not consume wine in these places. They consume wine because it is considered fun and it provides a quicker way to feel inebriated than other alcohols. What's more, these people want to give the impression, to other participants, of having money and be fashionable on social media.

The motive to consume wine is still personal but global trends have been defined with this research. Professional status is the first factor which influences wine consumption. Interest in wine is developed when people are employed, such as managers and directors. These people want to learn about wine and they like the taste. They want to be associated with educated people, have the knowledge to impress and be considered as international people. The perception by a third person is really important in this culture. In the same way, students and unemployed people consider this alcohol as a tool to have fun, to be fashionable, and to obtain topics for social media. Wine is a means for leaving childhood and becoming an adult.

The future of the wine market in Vietnam will increase according to the professionals in this sector. The increase includes retail, the globalization of this market, and the increasing part of competitors. Wine will be more and more affordable for the population, through economic increases. In 10-15 years, this immature market will be a mature market, like in Europe. The internationalization of products will allow the decrease of prices and a larger choice of origin for the type of products and the producers. Prices are likely to drop in the retail and professional business sectors, as the supply will match with the demand. Another development will be the standardization of consumption. It will be more common to find organic or biodynamic wine on the shelves or on the wine menu. Vietnamese restaurants will offer wine on the menu and it will be common to consume wine everywhere. The perception of wine will change too. Wine consumption will no longer be elitist, because a larger population will be able to consume it. In this way, other groups will emerge and be in contact with wine. For example, this could be the consumption of wine without sulphite, vegan wine, or biodynamic wine. In parallel, Vietnamese people will be more educated on this topic and will gain an intermediate knowledge, compared to mature consumers for this alcohol. This population will be curious to discover new wines and get off the beaten track. They will start to consume other types of wines such as white wines or rosé wines. Concerning sweet wines, pairing will be difficult with Vietnamese food and the market will not develop much there. Finally, the staff of professional establishments such as

bars and restaurants will be more comfortable with wine and will have more knowledge. These people will be able to advise the clients and better provide the best experience possible to consumers.

To help professionals of this industry to democratize this product, it's possible to apply a few recommendations. Firstly, the employees of restaurants, bars, and retail shops are directly in contact with Vietnamese customers. With good knowledge, these people will be able to advise clients properly. In this way, the latter will not be overwhelmed and uncomfortable. This knowledge could be provided by wine suppliers through wine training, but most of the time, they do workshops on their wines. Along the same lines, another way is to participate in wine courses with WSET or other institutes. A course for beginners could be a good start for the staff. In the long term, professionals and the entire wine industry could promote wine through special events with the public. For example, it is possible to advertise a popular event like Beaujolais Nouveau. For the moment, this event concerns professionals or informed people, not the general population. In this way, there will be current clients and future clients and the benefits will be for every sector. However, people who are in this industry want to maintain this elitism and exclusivity, so a change of mindset must happen, to make wine democratic.

In Vietnam, wine provides two aspects of the social dimension. On one hand, it provides a social status in this society, synonymous with being educated, having a comfortable financial life and taking part in an elite group. On the other hand, it permits young generations to free themselves from their teenage years and to become adults. For these people, wine consumption is considered as constructive drinking in many ways. This could be considered as social behaviour and reflects the social significance of this alcohol.

Despite its development and modernisation, Vietnam keeps its traditions. Young generations are the future and this group of people could be attractive for the wine industry, with help, especially from wine professionals. For the development of the wine industry, respect for these customs is essential and an understanding of the Vietnamese culture and its limits.

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Appendix 1: Vietnam map



Figure 2: Vietnam map / Source: actualitix.com

Appendix 2: The survey for Vietnamese client

1. What's the gender?
 - a. Men
 - b. Women
2. What's your age?
 - a. 18 – 25
 - b. 26 – 35
 - c. 36 – 45
 - d. 46 – 55
 - e. 56 – 65
 - f. + 65
3. What's your job?
4. Do you drink wine?
 - a. Yes
 - b. No
5. When do you drink wine?
 - a. Lunch
 - b. Dinner
 - c. Evening
 - d. Others....
6. Where do you drink wine?
 - a. Wine bar
 - b. Restaurant
 - c. Bar
 - d. Home
 - e. Others...
7. How many often do you drink wine per week?
 - a. Less than 1 glass
 - b. 1-2 glasses
 - c. 3-4 glasses
 - d. 5-6 glasses
 - e. More than 6 glasses
8. Why do you drink wine?

Appendix 3: The survey for professional restaurateur

1. Who drink the most wines?
 - a. Man
 - b. Woman
2. What's the age?
 - a. 18 – 25
 - b. 26 – 35
 - c. 36 – 45
 - d. 46 – 55
 - e. 56 – 65
 - f. + 65
3. How do they choose the wine?
 - a. Price
 - b. Color
 - c. Advices
 - d. Region of production
4. What's the future for the wine market in Vietnam?

Appendix 4: The list of all professional contacts to interview

Name restaurant	Person	Status	Contact
Restaurant			
Lubu	Jim Cawood	Owner	+84862818371
La Villa	Thierry Mounon	Owner/chef	+84919693773
Stoker	Andy O'Brien	Owner	+8485936613
Shri	Thomas Gillgren	General manager	+84967103520
Bar			
The Racha room	Ms. Thin Nguyen	Restaurant manager	thingyenuker@gmail.com
Layla	Jay Moir	Owner	0931420375
Wine Bar			
Wine and Bistro Chura	Bui Nguyen An Nhien	Bar manager	annhien11297@gmail.com
Other professionals			
	Ashley Nichols	Consultant	+84912486361
	Lukas Parker	Searcher	lukas.parker@rmit.edu.vn

Appendix 5: Interview Jim Cawood (November 19th, 2019)

1. Who drinks the most wine?

For me, it's 50-50. The number of women has increased because they study more than men. Consequently, they are getting better jobs and are being better paid than previously. Furthermore, through watching TV shows and movies, women have an image of sophistication associated with a glass of wine. Finally, they study abroad, especially in Europe, Australia or the USA. These countries have a wine culture and they are introduced to drinking wine there. "For us (*Jim is Australian*), it's normal to drink a glass of wine before dinner or when we eat." This type of student brings back this habit and repeats it in Vietnam.

20 years ago women never drank in public (at weddings or in restaurants). Now, there is a massive change in society. Women do not hesitate to drink outside with friends. For example, it is possible to draw a parallel with cigarettes. Smoking was prohibited but now it is acceptable for women. However, it is rare to see women smoke in public or see them smoke at all.

2. At what age?

People start to drink wine around 25 years old. They start to have a good position in the company so they want to increase their social status.

3. How do they choose wine?

At the beginning, French wines from Bordeaux were very popular. Now, the wine market is divided in sectors as follows: Chile, France Australia, Italy, and the rest of the wine-producing countries. The first factor in choosing wine is style. Vietnamese people like fruity wine that is easy to drink, full-bodied, with the presence of tannins¹. It is possible to draw a parallel with coffee. Furthermore, they can eat sour food but do not like sour drinks. They qualify the high acidity (like German wines) as sour. There is an issue with qualification and wine terms, so it is important to be careful when we talk about wine with them.

In addition, the Vietnamese are loyal to brands they know. For example, Allan Scott – a producer from New Zealand- is famous and these products are available everywhere in Vietnam. It has the biggest sales for this country. People buy it because they know the name.

4. What is the future for the wine market in Vietnam?

The wine market will increase. Vietnamese restaurants will have knowledge of wine, not just western restaurants. It will be possible to find several bottles of wine in some restaurants. They will have a good wine list. More and more people will drink wine, in this way, wine will stop being considered 'sophisticated' and will be popularized. It was the same in Australia, 30 years ago. There will be a large selection of wines: varieties, small or larger wineries, with labels or without. The foreigner clients sector will increase, as will the Vietnamese sector. What's more, the staff will increase sales because they will be more comfortable with the product. There will be a familiarization with wine vocabulary. For the moment, they do not know how to describe

¹ It is a component of wine. This takes part in the structure of the wine. It is possible to feel it on the teeth after drinking a glass of Italian wine (a typical example for identifying tannins).

wine and do not have the same references as us. The majority of people have not tasted cherries, strawberries and all red / black fruits, owing to the high prices. Moreover, these fruits do not have the same taste as in Europe, so it is difficult to find a similar point of reference. It is important to create a new one for them, according to their knowledge.

There will be more and more competitors. It is possible that taxes will increase or other things. Consequently, the price will be the first factor in choosing wine.

The retail sector will increase too. For the moment, only big suppliers have a shop such as Celliers d'Asie, Warehouse, or Tan Khoa. Other retailers, such as Nicholas in France, will appear on the retail market. Vietnam is a good market compared to Indonesia (quotation per year per supplier), Malaysia, Cambodia or the Philippines. In fact, this is focused on increasing. Their culture is similar to Chinese culture.

Appendix 6: Interview with Ashley Nichols (November 21st, 2019)

1. Who drinks the most wine?

To me, women drink more wine than men. For them, it is a sophisticated market and creates the impression of being high in social class. They drink often but not too much: around 2-3 glasses of wine. Businesswomen do not hesitate to buy wines in wine shops. Wine is considered a 'social' drink: women drink 2 glasses of wine or a cocktail and a glass of wine, and men drink only one glass. It is their culture, it is acceptable. Moreover, women do not want to be as drunk as men because they want to be different and sophisticated. Globally, men drink strong alcohols such as whiskey, vodka, or cognac. For them, that is sophisticated and gives the image of being mature.

2. At what age?

People who drink wine are between 25 – 35 years old. The younger generation drinks wine and young men consume wine too, because it is easy for them to find and to buy it. On the other hand, the older generation prefers to consume strong alcohol.

60% of the population is under 30 years old, as in every developing country. This offers a huge opportunity for the wine sector. In addition, there is a rural exodus, young people are moving to town to find a better job and a better salary. In this way, young people become more independent. This is westernization: they study, get a job and have a social life excluding the family. However, they keep the custom of sending money to their family, but it is never more than half their wages, compared with the past. Before, their entire pay was sent to the family.

3. How do they choose wine?

Vietnamese people choose wine by the price and the colour. They prefer red wine. The price is really important in Vietnamese culture: people can buy cheap wine or very expensive wine. When they choose an expensive product, most of the time, it is to show off. They buy a bottle of expensive wine for the label. This is not the case for spirits, they buy cheap² products. It is common to see this showing off in night clubs. Clients buy expensive wine or champagne to demonstrate to others that they have money.

Furthermore, Vietnamese people make a false equation: (they believe that) the higher the price, the better the quality of this product. This reflection is present in every developing country. They do not trust their own taste, so they try to find something which could give them an indication. Businessmen / women go to restaurants with their clients, where they will pay the highest price for a bottle of wine, according to their budget of 100 USD for example.

In addition, they are very loyal to the tastes that they already know. If the taste is different, they don't like it. For example, Opus wine (*an American wine*) is very expensive and they like it. On the other hand, they don't like Angelus (*an expensive Bordeaux wine*). They are conditioned. Some brands of spirits are increasing a lot because they know the name so they buy it directly. This is the case for example for Hennessy or Martel.

²The notion of cheap is relative. For wine, Vietnamese people can buy a bottle of wine at 1000 USD and a bottle of spirit at around 250 - 400 USD.

Moreover, Vietnamese movies show actors with a glass of Champagne or red wine. In this way, Vietnamese women (most of the time), order these types of products. They will never order wine with high acidity (*like a Riesling*) because they consider the acidity as something that is too sour. Some educated Vietnamese people will order red wine with meat and white wine with seafood, but the majority do not know about this pairing.

4. What's the future for the wine market in Vietnam?

The wine market will increase for the Vietnamese population. In contrast, the foreign population will not buy more wine. In fact, it's already a mature market in a developing market (*Vietnam*). Foreigners buy what they drink usually, so the wine market will not be increased by them. Only the Vietnamese population can widen this market because they will be more curious and do not already consume a favourite and specific wine.

Wines from Burgundy and Bordeaux are changing slowly. Vietnamese people like Bordeaux because these wines have similar tannins found in tea. Valley wines are developing through the Syrah. What's more, wines from Hermitage were once the wines consumed by the king of France, so that is another interesting aspect of it. Wines from the New World (NW) are noticeably present in the market and will increase again. These wines have a high alcohol level. That is why Vietnamese people consume these kinds of products: Malbec from Argentina, Cabernet Sauvignon from South Africa or from Argentina. In addition, winemakers from the NW hold the attention of the population. For example, there was a specific showcase of Chilean wine and 50 producers came because they are focused on Vietnam, so to show their interest. In addition, there is a trade treaty with a Chilean brand in Vietnam. In this way, it is not surprising that Chilean wines are becoming more and more popular.

There will be an increase in sales, but this will not be exponential. The average price will increase from 20 USD to 60 USD. It will be possible to find premium wines in night clubs, following the Vietnamese practice of showing off.

Vietnamese people will have more and more money, so they will go to prestigious restaurants in town such as Landmark or Quince. They will consume wine (more). The Vietnamese restaurants will have the largest wine lists. In addition, different styles of wine will become easier to handle. For example, it will become easier to appreciate the difference between a Bordeaux, a Burgundy or an American wine. With some indications, it is easy to perceive the difference. It is immediate.

In the near future, the culture is going to change. Dining habits are changing. Vietnamese people eat around 4 times per week in Vietnamese restaurants. The rest of the time, they go to dinner in other restaurants where wine consumption is common. They spend more and more money in restaurants. This market is starting to be more sophisticated and given a high social status.

Appendix 7: Interview with Lê Tâm Vy (December 2nd 2019)

1. Who drinks the most wine?

Both sexes drink wine according to their personal interests. They can drink wine when they meet clients or when they relax after a long day at work. In my opinion, women drink more wine than men.

2. At what age?

The average age is around 24.

3. How do they choose wine?

They choose wine based on the price, the brands they know and the taste they prefer. The wine chosen is fruity with tannins so it is a full-bodied wine. The higher the alcohol level, the more they like it. In this way, it is not surprising to find wines with a high alcohol level: between 14 and 16 degrees.

4. What's the future for the wine market in Vietnam?

These days, I can see many new foreign brands of wine in Vietnam and many people are drinking wine as a means of entertainment. Many people use wine as a gift for their