Experience of Consumer and Interactive Labelling of the Wine  
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The horizontal project Géowine consists in setting up a system of "géotraceability". He integrates a marketing part on the development of an interactive labeling of the wine, which allows the consumer to complete the information supplied by the labels of wine.

A survey with 500 consumers allowed to measure if Géowine was accepted by the consumers then to identify the judgments and representations of the consumer and at last to encircle the nature of the information wished after the purchase.

The used theoretical frame is the one of the expériential consumption. The experience of the consumer is all the phenomena lived by this one in its relation in products. The consumer is not only a consumer, he is in search of sense and hedonist profits, given by the experience of consumption. The expériential marketing is supposed to answer the existential desires of the consumer by giving experiences which associate sensations, feelings and imagination. So, the real motivation of the consumer is not any more only the purchase but the experience of consumption which answers its search for identity and provoke him feelings.

The article presents at first the purchase and information process of the consumer of wine, then the concept of the experience of the consumer and finally the outcomes of the survey and their application in Géowine.