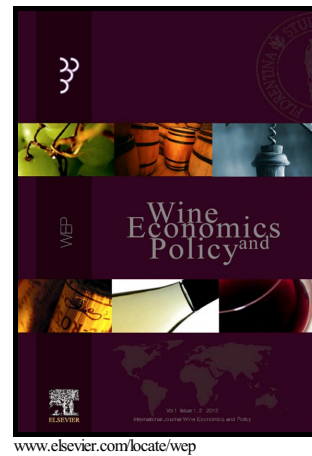


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COGNAC Consumption: A comparative study on
American and Chinese consumers

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COGNAC CONSUMPTION:**A comparative study on American and Chinese consumers****Lingfang Song, ESSCA School of Management, France**

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Department of Marketing & Real Estate, University of West Georgia
Carrollton, State of Georgia, USA**Abstract**

Being a French traditional prestigious spirit, cognac has a strong export orientation, with a majority of the product being consumed internationally. The United States is the largest market in volume and China the largest in value. This paper aims to study consumer behaviors of the two countries in terms of their preferences, motivations, and consumption patterns towards cognac. By studying 248 valid responses from the United States and 256 valid responses from China, our

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