Wine Region Brand Equity: A Case for Consumer Values and Location

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Historically the wine industry has considered the quality of their products as the means to increasing competitiveness and quality wines are the rule. The result is consumers may be willing to substitute wines that communicate only quality, irrespective of other differences that exist between wines creating intense price competition. To differentiate wines, little has been done to ascertain the value consumers place on various wine locations, particularly sub-regions or appellations of countries of origin. Current research does suggest the value consumers place on specific origins go further than quality and may be established in other dimensions such as emotional or social associations.

This study examines dimensions of wine region equity, measured in terms of benefits sought by wine consumers. A survey was conducted in United States to identify drivers of preferences and to determine relationships that may exist between origin preferences and consumer lifestyles. The findings suggest that wine region equity originates in five consumer motivational factors and these factors are strong predictors of consumer preferences. Linking those dimensions of region equity to consumer lifestyle, demographic and behavioral variables allows for tailoring marketing communications strategies closely to markets.

Keywords Brand equity, Lifestyles, Consumer behavior, Quality, Wines appellations