Building Wine Reputation: an explorative study in Umbria  
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Companies perceive reputation as an intangible resource that could have a strong impact on their performance (Aaker, 1989; Hall, 1993; Grey & Balmer, 1998): reputation can be considered as a leverage for achieving a competitive advantage. Company’s reputation, as well as its product’s reputation, depends on company’s past actions and future prospects (Fombrun & Shanley, 1996), but it can also be affected by external environment: media play a key role in reputation dynamics. The wine business is an excellent field of study for examining the issue of reputation: background researches have focused on consumers’ willingness to pay for a wine according to its perceived reputation (Landon & Smith, 1997; Lecocq & Visser, 2006), whilst other have explored many facets of reputation, such as collective reputation.

The aim of this work is to provide an explorative exercise to verify the impact of some variables responsible for wine reputation on the scores released by some of the most important national wine guides.

A database of wines including wineries’ characteristics and labels’ evaluations by major Italian guides have been built. Starting from the collection of information about administrative and fiscal unit of planted vineyards in Umbria, for each wine there is availability of data related to winery’s characteristics such as: average age of vineyards, coverage of vineyards on total available land, index of pedoclimatic quality, numerousity of wineries in the area, DOC / no DOC area, ownership, age of the owner, funds from European Union trough Rural Development Program, participation to Movement of Tourism organization. Moreover the specific information about the wine concerns: vintage, sensory characteristics, color, grape, price range together with the evaluation provided by major national wine guides.