An Explorative Study of Wine Marketing from 2000 TO 2010: 
the Status of the Research by Themes treated 
and Countries Involved

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The field of research on wine marketing has grown exponentially in the last 20 years. It is now constituted of a vast literature going as far back as the debut of the International Journal of Wine Marketing in 1989, which has just been re-launched under the International Journal of Wine Business Research in 2007. Even though the wine industry has now been covered from pretty much all angles, this mass of information has yet been organized to facilitate its classification or its understanding for new or actual practitioners and academicians alike. In fact, this observation has first been brought by Lockshin and Hall (2003: 1) who asked: “What do we know empirically about wine marketing?”

Therefore, a meta-study is required to assess qualitatively the actual state of the wine marketing field, since this method of analysis is usually used to remap the cognitive status of a changing field of research (Zhao, 1991). In addition, indicators of scientific activity are also needed in order to describe quantitatively the evolution of the wine marketing subfields of research and their related theories (King, 1987).

Based on 530 wine marketing articles going from 2000 to 2010 exclusively, the first purpose of this exploratory paper is to attempt to give an actualized overview of all the main themes treated in the wine marketing discipline in the form of a meta-theory. It is done by using a grounded theory approach to categorize the main and secondary wine marketing fields, subfields and their concepts. It has lead us to the construction of a “wine marketing mix”, which is used as a taxonomic tool to map all the themes present in the discipline as well as to expose the gaps left to investigate. 8 P’s (Product, Price, Place, Promotion, Packaging, People, Planning, Positioning) and 1 C (Channel of distribution) are found at first to be internal factors to the mix, with Product, Price and Planning being the most important ones. What is interesting is the discovery of three external factors (Wine tourism, Clusters and Wine 2.0) which respectively represent 5%, 3% and 5%, of all the articles used in the research. Therefore, they have been added to the internal mix.

Secondly, the main point of the present working paper consists of a bibliometric approach used to identify the dimensions and tendencies of the wine marketing publications, by making an inventory of the dates, the countries where the studies are originating from and the countries on which the studies are done. In the results, the Top 3 countries which are the most involved in the research (the most research coming from and the most research done on) are USA (147; 131), Australia (149; 131) and France (82; 74). The evolution of the discipline has known a steady rise from 16 papers in 2000 to 46 in 2005, to finally end up in 2010 with 56 papers for the year.

Lastly, this study provides evidences of the wine marketing discipline structure and utility for practitioners and researchers alike. It also attempts to improve the maturity and coherence of this field of research to reinforce its recognition as a formal area within marketing or business.