



Tentative Schedule of Events

(Tuesday June 11)

Riesling Experience Day 1 (optional; register at www.rieslingexperience.com)

Wednesday June 12

Riesling Experience Day 2 (optional)

6pm – Shuttle departs to return attendees to Brock

6-8pm **AWBR Opening Night Registration and Social Event**, Brock University

Tour of wine facilities and tasting of local wines, led by student volunteers at Inniskillin Hall,

[Cool Climate Oenology and Viticulture Institute \(CCOVI\) Lobby](#)

Thursday June 13

8:00 Registration – [South Block \(AS\) Hallway](#)

9:00 Welcoming Remarks (AS 203)

Don Cyr, Dean, Goodman School of Business, Brock University, Canada

Larry Lockshin, (University of South Australia Business School), President, Academy of Wine Business Research

9:30-10:30 Plenary Session I, Keynote Address (AS 203)

Speaker: *Paul Bosc Jr.*, President, Château des Charmes Winery, Niagara-on-the-Lake, Ontario

The Canadian Wine Industry

10:30-11:00 Coffee Break – [South Block \(AS\) Hallway](#)

11:00-12:15 Concurrent Sessions A

- i. Partnering with Consumers {Papers 1-4} (AS 216)
- ii. Consumer Perception I {Papers 5-8} (AS 217)

12:15-1:45 Lunch – [Lowenberger Residence Dining Hall](#)

Lunch Speaker: *Ed Madronich*, President, Flatrock Cellars, Jordan, Ontario

1:45-3:00 Concurrent Sessions B

- i. Connecting with Consumers Online: Using Social Media and other Tools {Papers 9-12} (AS 216)
- ii. Branding and Consumer Engagement with Brands: Telling Good Stories {Papers 13-16} (AS 217)

3:00-3:15 Coffee Break – [South Block \(AS\) Hallway](#)

3:15-5:00 – Plenary Session II, Social Media Roundtable (AS 203)

The Growing Impact of Social Media on the Wine Industry

Panelists

Michèle Bosc, Director of Marketing, Château des Charmes Winery, Niagara-on-the-Lake, Ontario

Suresh Doss, Media Editor, Writer, Publisher, Spotlight Toronto, Toronto, Ontario

Dr. Damien Wilson, Professor of Marketing; Program Director, Burgundy School of Business, Dijon, France

6pm Bus Leaves for Château des Charmes Winery, Dinner (Optional Add-on)

* pick-up locations at Earp Residence and Sheraton Four Points hotel*

6:40pm Second Bus departs (7pm arrival at Chateau)

Friday June 14

8:30am Registration – [South Block \(AS\) Hallway](#)

9:30-10:30am Plenary Session III, Keynote Address (AS 203)

Speaker: *Linda Bramble*, Wine Writer and Educator, CCOVI Affiliate, St. Catharines, Ontario

The Ontario Wine Industry: A Tale of Sublime Madness and Radical Transformation

10:30-11:00 Coffee Break – [South Block \(AS\) Hallway](#)

11:00–12:15 Concurrent Sessions C

- i. Marketing Strategy and Innovation I {Papers 17-20} (AS 216)
- ii. Tourism I: Regional Factors and Strategies {Papers 21-24} (AS 217)

12:15-1:45 Lunch – [Lowenberger Residence Dining Hall](#)

Lunch Speaker: *Paul Speck*, President, Henry of Pelham Family Estate Winery

1:45-3pm Concurrent Sessions D + Wine Education Session Part 1

- i. Consumer Behaviour {Papers 25-28} (AS 215)
- ii. Packaging {Papers 29-32} (AS 216)
- iii. Marketing Strategy and Innovation II {Papers 33-35} (AS 217)

3:00-3:30 Coffee Break – [South Block \(AS\) Hallway](#)

3:30-4:45pm Concurrent Sessions E + Wine Education Session Part 2

- i. Consumer Perception II {Papers 36-39} (AS 215)
- ii. Tourism II: Consumers' Regional Brand Perceptions {Papers 40-43} (AS 216)
- iii. Distribution and Sustainability in the Wine Industry {Papers 44-47} (AS 217)

6:00 Bus Leaves for Dinner, Awards Ceremony, and Traditional Wine Exchange

at Vineland Research and Innovation Centre (Included in Registration)

* pick-up locations at Earp Residence and Sheraton Four Points hotel*

6:40 Second Bus departs (7pm arrival at Vineland)

Saturday June 15

Field Trip Day (ADD-ON) Choose Beamsville OR Niagara-on-the-Lake

Includes lunch, and winery tours and tastings

*pick-up locations at Earp Residence (Brock University) and Sheraton Four Points

OPTION 1 – Beamsville/Jordan

10am departure*

10:30 [Hernder Estate Wines](#) (lunch)

1:00 [Angel's Gate Winery](#)

3:00 [Creekside Estate Winery](#)

4:00 – Free time in [Jordan Village](#)

5pm – Depart for Evening Events **OR** return to Residence/Hotel if not attending

OPTION 2 – Niagara-on-the-Lake

10am departure*

10:30 [Southbrook Vineyards](#) (lunch)

1:00 [Pondview Estate Winery](#)

3:00 [Riverview Cellars Winery](#)

4pm – Free time in [Old Town](#)

5pm – Depart for Evening Events **OR** return to Residence/Hotel if not attending

EVENING Self-guided [Old Town, Niagara-on-the-Lake](#)

(Option 1 bus arrives from Jordan Village at 5:30)

- Various dinner options
- Walk along Queen Street shops and waterfront
 - Theatre Performance available

(www.shawfest.com to book 8pm show of your choice; contact agreco@brocku.ca for discount code)

10pm – Shuttle returns to bring attendees back to campus/hotel (included in day fee)

SESSIONS

A

Thursday June 13th

11:00am – 12:15pm

i. Partnering with Consumers

11:00-11:15

1. **A Shared History for a Shared Project: Using Storytelling and Collaborative Relationships to Launch a New Product.** ANTONELLA GAROFANO and ANGELO RIVIEZZO, *University of Sannio, Italy* – This paper aims at investigating the role of collaborative relationships and the dynamics underlying value co-creation in the Italian wine industry. Furthermore, it explores a particular approach to storytelling, aimed at creating an emotional bond with customers through a shared history, that is inspired by the history of the wineries' country of origin. We adopted a qualitative research approach, based on the deep analysis of the project carried out by three Italian wineries, involved together in the production of the first sparkling wine made with Aleatico grape. Semi-structured interviews with wineries' owners/managers and the oenologist who coordinated the project were conducted to gather in-depth information. The paper underlines how three wineries, each located in a different region and with a specific tradition, can engage in collaborative relationships and use the same emotional framework in order to achieve a shared objective.

11:20-11:35

2. **Customer involvement management – Status quo of added-value strategies in the German wine industry on the basis of empirical observations.** MARC DRESSLER, *University Ludwigshafen, Germany* – Today, winning business models build on stronger integration of clients in the world of production, enriching clients and increasing producers performance. The paper exploits three studies in the search of empirical evidence for increased activity of wine consumers in business approaches of the German wineries. Examples of extended integration of consumers for all steps of the value-chain were identified. Increased involvement can create buzz, awareness, loyalty and economic reward, possibly counterbalancing diminishing client loyalty. However, not all consumers value more intensive integration. Creative, extended involvement of consumers in the wine business is currently predominantly used to draw attention providing an opportunity for according storytelling, less though to create new business models, for cost reduction or as strategic vehicles. Wineries can profit from “first

mover positioning” via extended involvement. A framework to guide entrepreneurial offers is delivered. Future research might exploit the explorative findings where activity and involvement impact enrichment, a fashionable topic in business.

11:40-11:55

3. **Yes they can: when consumers co-create a wine.** KAREN GARCIA-GRANATA, PHILIPPE AURIER, and ANGÉLIQUE RODHAIN, *University of Montpellier, France* – Beyond tasting wine or buying wine at the cellar, consumers can now engage in renting a part of a vineyard, financing a small winery or co-creating a wine. These innovative experiences have been few studied from a consumer perspective (Hoyer and al. 2010; Fisher and Smith, 2011). To fill this gap we studied a unique case of a collaborative wine that took place in France between a small producer and twenty-five participants from 2009 until 2012. Findings highlight the role of perceived expertise in the way participants live and perceive their experience. The study reveals the bloggers role as central in the experience from both participants and winemaker points of view. However while consumers are looking for co-creating value it does not mean giving the whole decision power to them. Winemakers have to sustain customers living their experiences because an innovative experience is not enough to create relationship with customers.

12:00-12:15

4. **Co-creating Experiential Stories – Differentiating a Winery in the Global Wine Industry.** SUSAN GOLICIC, *Colorado State University, USA*, and DANIEL J. FLINT, *University of Tennessee, USA* – Creating a point of difference is extremely important for marketing in a highly competitive industry. This research empirically explores how managers achieve such differentiation through a multi-year, qualitative study of 122 wineries from nine regions around the world. Two different approaches to storytelling as a means to distinguish the brand emerged from the data – a winery creating and “telling their story” versus “co-creating” unique personal experiences for customers, which subsequently turned into stories told by the customers themselves. Our findings suggest that either approach can be effective if it is authentically implemented and well-matched with the winery and its resources.

ii. Consumer Perception I

11:00-11:15

5. **The Effects of Perceived Product-Association Incongruity on Consumption Experiences.** SARAH CLEMENTE, ERIC DOLANSKY, ANTONIA MANTONAKIS, *Brock University, Canada*, KATHERINE WHITE, *University of British Columbia, Canada* – The level of congruity is determined by the degree of match or mismatch between an object and its associated attribute. Product

evaluations are positively influenced when there is moderate incongruity between a product and its association; this finding is termed the moderate schema incongruity effect (Mandler 1982). The purpose of the current study was to investigate the influence of incongruity between a product and one of its extrinsic cues on consumers' product evaluations. Furthermore, we examined the moderating role of consumers' level of product knowledge. Incongruity was created by partnering a product with a sponsor. We found that consumers who were highly knowledgeable of the product gave the highest taste evaluations to the moderately incongruent product-sponsor pairing, whereas low knowledge consumers' taste evaluations did not differ across product-sponsor pairings. The results of our study have important practical implications for marketers, namely that product-sponsor fit can enhance consumers' consumption experiences.

11:20-11:35

6. **The Effect of Tasting Sheet Sensory Descriptors on Tasting Room Sales.** LAUREN THOMAS, MIGUEL I. GÓMEZ, and ANNA KATHARINE MANSFIELD, *Cornell University, USA* – Previous studies investigating the impact of descriptors on food and wine products have suggested that these descriptors increase product sales and consumer appeal. However, these studies have all taken place in a grocery store or restaurant setting that offers many different product brands and varieties. This study investigates the impact that tasting sheet sensory descriptors have on wine sales in tasting rooms that rely on direct-to-consumer sales. We found that tasting sheets without sensory descriptors increased both bottle and dollar sales, with dollar sales being statistically significant at the ten percent level. Other variables that impacted wine sales included the specific tasting room, the day of the weekend, and festivals occurring in the area. Many wineries, particularly in New York, rely on the tasting room for the majority of wine sales. Determining factors that affect sales can help tasting room managers/owners optimize the tasting room experience for maximized profits.

11:40-11:55

7. **The Impact of General Public Wine Education Courses on Consumer Perception.** RICHARD SAGALA, *Bordeaux Management School, France*; *École In Vino Veritas, Canada*, PAOLO LOPEZ, *Bordeaux Management School, France* – Are wine education courses a value driver for the wine category? Can education create, restore or unlock value and engage the wine consumer in a socially responsible manner? Our findings show that the perceptions, behavior and commitment towards the category change after taking a wine course. Economic value was created for the proponent of the courses (the retailer) as the majority of surveyed students declared spending more afterwards. Value was also created for the students as they declared

an increase in involvement, a sense of empowerment, an increase in frequency of usage of the product but not in the intensity.

12:00-12:15

8. **Types of authenticity in champagne: The consumer's view.** STEPHANIE MURAZ and STEPHEN CHARTERS, *Reims Management School, France* – The consumer engagement with product authenticity is currently a crucial concern for the wine industry. In the light of this we consider how authenticity is structured in champagne brands in the view of those who consume it. Four focus groups were run, with high and low-involvement consumers both from France and with non-French; stimuli were used in the focus groups to elicit specific responses in relation to authenticity. The findings suggest that the consumers consider authenticity lies in both the product attributes (appellation, savoir faire, a unique style, quality and consistency, and honesty and transparency) and the brand image (heritage and myth, including the founder, restraint and brand promotional integrity), and that different brands may focus on one or the other of these. Low-involvement consumers were more likely to engage with brand authenticity and medium and high involvement consumers with product authenticity. Synthesising these approaches is important for brand managers, who need to take account of whether they are primarily marketing brand authenticity or product authenticity.

B

Thursday June 13th

1:45 - 3:00pm

i. **Connecting with Consumers Online: Using Social Media and other Tools**

1:45-2:00

9. **South Australian Wine Brands on Facebook: An Exploration of Communication Orientations.** REBECCA DOLAN, STEVE GOODMAN, and CULLEN HABEL, and CULLEN HABEL, *University of Adelaide Business School* – This paper introduces the method of 'netnography' in online research and presents the preliminary findings from a qualitative study which involved analysis of 14 South Australian wine brands on Facebook. We conceptualise a framework of "brand communication orientations", depicting that brands may have a one, two or multi-dimensional orientation, setting a framework for brands operating within social media. Analysis included identifying 14 wine brands' approaches to marketing communication on Facebook over a four week period. The analysis shows that South Australian wine brands engage in social media sites with three primary orientations; increasing visitation through

promotion of events, communicating sales and promotion of products and thirdly, relationship and community building amongst consumers. This research provides a guideline for managers in determining their approach to online communication. Further, we aim to provide a methodological contribution through the use of netnography to understand and explore online brand communities.

2:05-2:20

10. Online, face-to-face, and telephone surveys – Comparing different sampling methods in wine consumer research. GERGELEY SZOLNOKI and DIETER HOFFMANN, *Geisenheim University, Germany* – Using identical questions administered through face-to-face, telephone and online interviews, this is the first study to investigate the effects of survey mode in wine consumer research. Face-to-face surveys still deliver the most representative results. Telephone surveys may provide a good alternative, but we would advise use of a larger sample. The online quota survey needs much more correction or maybe some behavioural variables, while in the case of snowball sampling, one should relinquish the idea of representativeness.

2:25-2:40

11. The Moderating Role of Attitude Functions upon Consumer Decisions to Purchase Wine Online. MARK A. BONN, *Florida State University, USA*, and SORA KANG, *Hoseo University, South Korea* – This study focuses upon Korean wine purchasers as an online buying segment to explore the construct ‘trust’ based on consumer value to determine the roles of attitude functions as moderating variables to explain the buying behaviors of consumers who purchase wine products online. The results of this study indicate that quality, emotional values and social values had significant effects on website trust; price value had no significant effect on trust. Second, trust in the online wine site had a significant influence upon online purchasing intention. Third, social value had a significant effect on online purchasing intention. Finally, it was found that in terms of the moderating effect between two attitude functions, value expressive attitudes reinforced the relationship between quality value and purchasing intention, whereas social adjustive attitudes strengthened the relationship between social value and purchasing intention. This study provides helpful information to better understand consumer online wine-buying behaviors.

2:45-3:00

12. Using Social Media in the Wine Business? An Exploratory Study from Germany. GERGELEY SZOLNOKI, DIMITRI TAITIS, MORTIZ NAGEL, *Geisenheim University, Germany*, ALESSIO FORTUNATO, *University Montpellier, France* – We conducted two studies in which we investigated the use of social media tools by wineries in Germany and assessed the impact of

Facebook membership on customers by comparing them with customers who were not members. It was determined that 60% of German wineries did communicate with their customers using social media. Facebook was the most important social media channel, followed by Twitter and YouTube. The consumer study proved that Facebook fans had a higher turnover compared to the non-Facebook fans of the winery studied. This finding emphasises the loyalty of Facebook fans.

B

Thursday June 13th

1:45 - 3:00pm

ii. Branding and Consumer Engagement with Brands: Telling Good Stories

1:45-2:00

13. When Place Defines the Brand: A Review of Origin-Bounded Brands. NATHALIE SPIELMANN, *Reims Management School, France* – This article builds upon this classic brand equity framework and proposes a new theoretical approach specific to brands that are bounded to their origin. When brands that are bounded to their origins have brand equity, they satisfy distinct values for consumers such as instrumental and expressive values. At a corporate level, firms with OBBs limit the probability of counterfeit products, have enduring unique selling propositions and benefit from value pricing. The proposed conceptual framework looks at transvection as it applies to unique origin resources that are respected during the design, production and assembly of the product and translated into the marketing of the resulting brands, leading to Origin Bounded Brands (OBBs). The issues related to building brand equity for OBBs and how to manage these specific types of brands are discussed, as well as managerial implications and future research directions.

2:05-2:20

14. Branded marketing events: Facilitating customer brand engagement. TEAGAN ALTSHWAGER, JODIE CONDUIT, and STEVE GOODMAN, *University of Adelaide, Australia* – Many wineries host branded marketing events to initiate memorable experiences for their consumers. This method of experiential consumption provides benefits to wineries including event revenue, strong positive associations with the event, and its impact on enhancing consumer's perceptions of the wine brand. However, little is known about which aspects of the experience build engagement with the event and ultimately with the brand. Drawing on academic literature in service dominant logic, engagement, consumer experience, and event marketing,

a conceptual framework is introduced that explicates the relationship between branded marketing events and customer brand engagement through the customer's engagement with the event. This paper outlines how the sensorial, emotional, cognitive, pragmatic, lifestyle and relational components of a branded marketing event facilitate customer engagement with the event and the brand. With greater knowledge of the process of facilitating engagement, wineries will be able to design these events to more effectively engage their customers.

2:25—2:40

15. What's in a Brand Story? A Qualitative and Quantitative Analysis of Story Elements. REGINE

HEIMERS and ULRICH ORTH, *University of Kiel, Germany* – The study builds a preliminary step for investigations on consumer's involvement in certain story elements and therefore presents a start to directed storytelling. It was aimed to establish a pool of story elements and to analyze to which degree of intensity these are present in wine brand stories. Based on literature and brand narratives from New World and Old World winery websites, elements were identified. Judges evaluated the element variables according to each element's degree of intensity in presence. The object of evaluation was a selection of brand narratives from the initial winery websites. Results show that main elements of a story are Conflict, Central Message, Plot and Characters. These do also reoccur to a higher degree in the investigated wine brand stories. A trend can be recognized that the element variables are more pronounced in brand stories from New World wineries compared to the ones from the Old World.

2:45-3:00

16. Consumer Perceptions of Wine Brand Names. SHARON FORBES and DAVID DEAN, *Lincoln*

University, New Zealand – Successful companies are often associated with strong brand names that convey meaning and imagery to consumers. There is a considerable body of evidence that brand names are associated to consumer perceptions of quality and their purchase intentions, and the brand name attribute is has been found to be important to wine consumers during the purchase decision making process. This paper seeks to examine the influence of actual wine brand names on consumer perceptions of quality and price, in the absence of any other product information or prior brand experience. This study firstly categorised New Zealand wine brand names and then provided examples from these seven categories to respondents via an online questionnaire. This study provides evidence that a brand name, in the absence of other product information, influences consumer perceptions of quality and price, and their purchase intentions, and that some categories of brand names perform better than others.

C

Friday June 14th

11:00–12:15

i. Marketing Strategy and Innovation I

11:00-11:15

17. Coordinating for Quality: How Cooperatives can beat Private Wineries on Quality and

Reputation. GUENTER SCHAMEL, *Free University of Bozen-Bolzano* – We address whether cooperatives can compete with private wineries regarding product quality and reputation. Cooperative reputation for quality is subject to individual growers supplying varying grape qualities and their ability to make and market high-quality wine. The data differentiates private and cooperative wineries in Alto Adige with relevant evaluations for wine quality and producer reputation as well as IGT and DOC designations. We hypothesize that private producers receive a reputation premium and a price premium relative to cooperatively produced wines. However, we do not find that private producers receive a reputation premium relative to cooperatives. We estimate a significant cooperative reputation premium and a significant quality premium. Our results indicate that cooperatives are able to successfully coordinate to improve grape quality and to receive quality and reputation premiums in the market. The strategic use of denomination rules allows private wineries and cooperatives to capture premium prices in different market segments.

11:20-11:35

18. Vive La Difference! An Empirical Investigation into Status, Innovation, and Financial

Performance in the Wine Industry. ARMAND GILINSKY JR., DOUGLAS JORDAN, and SANDRA K. NEWTON, *Sonoma State University, USA* – This investigation empirically demonstrates the connection between innovation and profitability / growth for SME wineries using actual winery financial data that have never before been available to researchers. Using a two-by-two differentiation model, this study examines the impact of competitive strategies on profitability and growth of SME wineries. Financial and operational data from a proprietary database of 67 wineries, encompassing five continuous years (2006 – 2010), provide longitudinal robustness. Management decisions regarding resources and capabilities enable clustering the sample firms into the two-by-two model based on quality/status and innovation. These quadrants are identified as Stragglers, Traditionalists, Status-seekers, and Pace-setters. Pace-setter wineries are found to be more profitable and faster-growing than Stragglers and Traditionalists. Direct-to-consumer distribution positively impacts Gross Profit Margin and growth rates.

11:40-11:55

19. Family transmission versus Chinese investments in Bordeaux wine sector: the analysis of innovations and traditions within the ownership change. ARMAND BAJARD, TATIANA BOUZDINE-CHAMEEVA, and WENXIAO ZHANG, *BEM-Bordeaux Management School, France* – The wine sector is known for strong family traditions, and the ownership changes might strongly affect the development of a company. This article focuses on comparing innovation strategies of the two kinds of ownership changes in Bordeaux wine region: business transmission within a family and company acquisition by a foreign investor. Our research is grounded on the "3P" innovation conceptual model (Product innovation, Process innovation, Position innovation). Employing case study approach supported by mapping technique we analyse the innovation policies implemented in the companies. We observe that the two kinds of ownership diverge in organization innovation and investments strategies. Position innovation remains the cornerstone of the company's development. Investments and a straightforward access to a new market become the two bifurcation points of the family transmission and the Chinese acquisition strategies.

12:00-12:15

20. Storytelling and wine experience as a marketing strategy: the case of Château Lynch-Bages in Bordeaux. AMIE SEXTON, *The University of Melbourne, Australia* – This paper focuses on Château Lynch-Bages, a family-owned grand cru producer in Bordeaux's Médoc region. The case study explores how the highly personal marketing strategy of Jean-Michel Cazes has contributed to the global reputation and success of Lynch-Bages. The paper is based on interviews and observations conducted at the château in April and May 2012 and other information gleaned from the media. An ethnographical methodology was employed in order to delve deeper into the questions and unearth stories of the château rather than to rely on the official website or press release version. Lynch-Bages under the Cazes family ownership has always been at the forefront of new wine markets and is an excellent example of how personal connection, stories and experience create brand authenticity thus heightening brand status and success.

C

Friday June 14th

11:00–12:15

ii. **Tourism I: Regional Factors and Strategies**

11:00-11:15

21. Wine Tourism Preferences: Developing the Wine Tourism Offer in the Loire Valley. JUSTIN COHEN, *University of South Australia, Australia*, ELI COHEN, *Ben-Gurion University of the Negev, Israel*; *University of South Australia, Australia*, JOHANN BRUWER, *University of South Australia, Australia* – This research investigates preferences for wine tourism visitation packages in a well-known wine-producing region of France in order to guide strategic decision-making and planning. 189 questionnaires were collected using a Choice-Based Conjoint (CBC) methodology with additional demographic and behavioral data recorded. Potential wine tourists display a preference for short travel times and multiple winery visits for the purpose of recreation and the inclusion of a meal in a restaurant. These tourists also have a significant negative reaction to the purpose of the visit being to buy wine as well as eating a casual meal. These findings can assist wineries, local communities and regional tourism authorities by providing a better understanding of the drivers of wine tourism visitation.

11:20-11:35

22. Assessing the Potential for a Wine Route in Wales to Support Rural Tourism. CAROLINE RITCHIE, *Cardiff Metropolitan University, United Kingdom*, CERI WEBBER, *Unaffiliated* – The economic status of rural areas in many Western European countries is a key concern of their governments. Various strategies have been proposed to address this issue including proactive development of wine tourism. For example, between the 1950s and 1980s rural areas of Spain experienced mass depopulation. To halt / reverse the situation internal rural and international wine tourism in Spain was strongly/ successfully supported helping sustain rural population levels their landscape, heritage and environment. The authors believe the current interest in wine in the UK could support the development of localised, regional wine tourism as part of rural tourism. This study investigated the potential for the development of wine tourism via a wine route in Monmouthshire, Wales. It identifies key supporting factors such as Areas of Outstanding Natural Beauty and high quality local food provision.

11:40-11:55

23. Wine tourism: future sales and cultural context of consumption. DAVID MENIVAL and HUAI YUAN HAN, *Reims Management School* – Initially, this paper assumed that part of the future sales of high reputation wines will be made thanks to wine tourism services offered to future consumers. On this basis, our study focuses on the champagne industry and its Chinese market. We made a quantitative study of 360 Chinese consumers and a qualitative study of 24 other Chinese consumers. Our results show that there is genuine interest in improving wine tourism, even for wines that are perceived to be of the highest quality, such as champagne. Wine tourism can be considered as a powerful and relatively inexpensive marketing tool to

improve the education of new wine consumers. However, this improvement has no impact on future sales due to the difficulty of making foreign wine culture part of the new consumers' cultural context.

12:00-12:15

24. The Impact of Tourism Strategies and Regional Factors on Wine Tourism Performance: Bordeaux vs. Mendoza, Mainz, Florence, Porto and Cape Town. CHRISTOPHE FAUGÈRE, TATIANA BOUZDINE-CHAMEEVA, FRANÇOIS DURREU, and JACQUES-OLIVIER PESME, *KEDGE/BEM – Bordeaux Management School, France* – Wineries face an increasing need to add value to wine tourism experiences. The goal of this study is to measure the performance of wine tourism business in six wine regions of the world and explain how performance correlates with winery characteristics and the regional environment. We isolate four dimensions of performance: 1) investments in tourism, 2) products/services offered, 3) marketing strategies, as well as 4) external factors (e.g. regional capital). Based on an international survey launched by the Great Wine Capitals Global Network, we collected 186 surveys from Bordeaux, Mendoza, Mainz, Florence, Porto and Cape Town. Our analysis provides some preliminary answers for explaining wine tourism performance. While the Bordeaux region puts a greater emphasis on the cultural /educational aspect of the wine experience, other regions gain their profitability more from a holistic approach, encompassing wine tasting, hospitality and building a long-term relationship with the visitor.

D

Friday June 14th

1:45 - 3:00pm

i. **Consumer Behaviour**

1:45-2:00

25. Generation Y, Wine and Alcohol: a Semantic Differential Approach to Consumption Analysis in Tuscany. NICOLA MARINELLI, SARA FABBRIZZI, VERONICA ALAMPI SOTTINI, SANDRO SACHELLI, IACOPO BERNETTI, and SILVIO MENGhini, *University of Florence, Italy* – The aim of the study is the elicitation of the semantic perception of different alcoholic beverages by young consumers to provide information for the definition of communication strategies for both the private sector (specifically the wine industry) and the public decision maker in the context of a potential social marketing construct aimed at the promotion of responsible drinking. The study uses a Semantic Differential approach and a Multiple Factor Analysis

(MFA) based on 430 interviews among consumers between 18 and 35 years old. The results highlight the main differences in the perception of wine, beer and spirits that determine different purchase behaviors; moreover, a Hierarchical Clustering on Principal Components (HCPC) identifies three homogeneous groups of individuals with different approaches to alcohol drinking. The results also direct to the focus on a language that is close to consumer typologies and can be efficiently used in specific private and public communication strategies.

2:05-2:20

26. Drinkers and tasters: A New Zealand perspective of wine-related leisure lifestyles. SARAH BECKER, *University of Otago, New Zealand* – Are you a *drinker* or a *taster*? While the trend in consumer-oriented wine research centres on cellar door experiences and purchasing behaviours, this study aimed to broaden the understanding of wine-involved individuals using a leisure lifestyle perspective set in the emerging wine culture of New Zealand. Drawing on concepts from the serious leisure perspective (Stebbins, 2012), consumer behaviour, and tourism, this study investigated wine as a core leisure interest while addressing the associated values, preferences, and benefits sought that comprise a wine lifestyle. Two lifestyle segments were identified: 1) *drinkers*' values center on self-gratification, conviviality, and novelty, and 2) *tasters* seek knowledge, achievement, and social esteem. The findings may be identical for wine regions that boast any range of international visitor profiles and destination reputation levels, and implications are discussed for both smaller operations targeting one lifestyle segment and larger-scale tour operators and marketing organisations appealing to a broader market.

2:25-2:40

27. Constraints Segmentation and Wine Tourism: Selecting Target Markets Based upon Consumers' Attitudes and Behavioral Similarities. MARK A. BONN and MEEHEE CHO, *Florida State University, USA* – This study was conducted to (1) determine if travel constraints specific to wine tourism could be identified and (2) categorized into cluster factors in order to (3) assess their potential as wine tourism market segments for development by wine destination marketing organizations. Using a Factor-Cluster solution, five specific constraints clusters representing obstacles for visiting wine regions were identified and were named "Highly constrained", "Insufficient money and time", "Family togetherness", "Minimally constrained", and "Lack of emotional motivation". Core constraints were 'Lack of time, money and interest' and "Lack of emotional motivation." The "Insufficient money and time" and "Lack of emotional motivation" groups demonstrated similar attitudinal preferences and intention to visit wine regions. The "Minimally constrained" cluster was the most viable for wine tourism development. The "Family togetherness" group should be considered an attractive market

segment and presents an opportunity for wine regions to develop family oriented outdoor products and services.

2:45-3:00

28. Consumer Preferences of rosé wine: an analysis through the Best-Worst method. PAOLA CORSINOVI, *University of Verona, Italy*; KU Leuven, *Belgium*, DAVIDE GAETA, *University of Verona, Italy*, ARMANDO MARIA CORSI, *University of South Australia* – Most of the studies on consumer behaviour towards wine focused on red or white wine consumption. Recent market trends are showing a growing interest towards rosé wine. This works aims at filling this gap, by offering a managerial oriented, yet useful overview of the elements driving the choice in the retail and the on-premise channels. A Best-Worst questionnaire has been used to collect data from a convenience sample of 317 respondents located in North-Eastern Italy, an area where the production and consumption of rosé wine is historically stronger. The research evidences the informational and promotional gap rosé wines have compared to red and white wines. Rosé is mostly chosen where is produced and known. Consumers do not choose to buy a wine because they have read about it. They want to try something different, match it with food when they are at restaurants and they tend to read information on shelves in a retail setting.

D

Friday June 14th

1:45 - 3:00pm

ii. Packaging

1:45-2:00

29. Struggling to be liked: Package perceptions in retail contexts. ULRICH ORTH, *University of Kiel, Germany*, ROBERTA VEALE, *University of Adelaide, Australia* – Visual attractiveness is an important consideration in the design of wine packages as attractiveness guides behavioral intention. The visual complexity of a context in which a retailer presents a package may enhance or degrade its attractiveness. Employing consumer samples, and stimuli ranging from the abstract to the realistic, three studies provide evidence that viewers process a package more fluently, thus increasing its attractiveness, when it is presented in a low rather than high complexity context. This effect is stronger with inherently appealing packages and with more field-dependent individuals. Further, the studies offer evidence of a moderating role of individual shopping situation (field dependence-independence and hedonic versus utilitarian shopping goal).

2:05-2:20

30. Look for the Signature: Personal Signatures as a Cue for Quality. KERI KETTLE , *University of Miami, USA*, and ANTONIA MANTONAKIS, *Brock University, Canada* – Marketers often infuse personal signatures into marketing stimuli with little understanding of the potential impact on consumption. In five studies, conducted in both field and controlled environments, the authors demonstrate that a personal signature acts as a cue for both quality and identity. This implies that the mere presence of a personal signature enhances perceived product quality, but that a personal signature also makes salient the identity of the signor. Thus, the effect of a personal signature on consumption is moderated by consumer perceptions of the signor, and the interplay between the identities of the consumer and the signor. Theoretical and practical implications are discussed.

2:25-2:40

31. How packaging features enhance storytelling. KAREN BLUMEL, *Toronto, Canada* – Packaging is marketing. Marketing is storytelling. When it comes to wine bottle packaging, the printed labels are the lead storytellers. Using market examples of award winning wines, Karen shares how manufacturers of printing presses and their printer partners are impacting the first moment of truth with highly innovative print technologies that deliver both visual and tactile print effects. In North America these print effects or “finishing touches” are being embraced by the design community and are helping to get brands into the hands of domestic and international consumers. she also touches on examples of how light weight glass and alternative closures are enhancing the wine drinking experience for consumers. A wine packaging professional and enthusiast, Karen draws on 25 years of sales and marketing experience leading brands to people at global companies such as Coca-Cola and most recently technical packaging development roles in the label and packaging industry.

2:45-3:00

32. Decoding wine label design: A study of Bordeaux Grand Crus visual codes. FRANCK CELHAY, *Montpellier Business School, France*, PAULINE FOLCHER, *Montpellier Business School, France*, and JUSTIN COHEN, *Ehrenberg-Bass Institute for Marketing Science, Australia* – This paper aims to identify and analyze the visual codes of the Bordeaux Grands Crus. A content analysis was used to identify the most frequent visual characteristics in matters of wine labelling among the Bordeaux Grand Crus population. 117 wine labels were analyzed. The most frequent visual characteristics were then analyzed through a semiotic approach. The content analysis indicates that the Bordeaux Grands Crus visual codes include specific kinds of colors, typefaces, illustrations and layouts. The semiotic analysis indicates that the meanings of those

visual codes are highly relevant with the product category. However, the fact that most of the labels conform to the visual codes of the category produces a lack of differentiation. This paper proposes a methodology, which could be used by winemakers to identify the visual codes of their product category. Therefore, it produces some guidelines to manipulate a brand's perceived typicality or design newness.

D

Friday June 14th

1:45 - 3:00pm

iii. **Marketing Strategy and Innovation II**

1:45-2:00

33. An Exploratory Analysis of Marketing Innovations in the New Zealand Wine Industry. SHARON FORBES, *Lincoln University, New Zealand*, LINDA KING, *Sherwood Estate Wines, New Zealand* – There is strong evidence that innovation is of key importance to ongoing business performance and success, but little previous research has examined innovation in terms of the wine industry. This exploratory study examined the innovative product, promotion, pricing and distribution strategies that have been adopted by New Zealand wine companies over the past decade. The innovation literature is firstly explored in this paper and then an examination of the innovative marketing strategies that have been implemented by New Zealand wine companies are identified through the use of secondary data. This research provides evidence that some New Zealand wine companies are implementing various marketing innovations and postulates the possible reasons for their behaviour based upon the innovation literature.

2:05-2:20

34. The multiplication of coepetitive strategies in the south of France wine industry. JULIEN GRANATA, *GSCM - Montpellier Business School, France* – Coepetition strategies, in which firms simultaneously cooperate and compete (Nalebuff and Brandenburger, 1996), adopt more complex relations among several partners (Dagnino and Padula, 2002). The limit of coepetition strategies among numerous partners isn't specifically yet studied by the coepetition literature while the complexity of this relation leads to overcome many limits. Our research focuses on the Pic Saint-Loup union case study in the wine sector. The contribution of our research is threefold. First, after identifying all the drivers of risks, the loss of action freedom created by the barriers to entry appears as the main coepetitive strategy limit. Second, the case reveals that coepetitors do not content themselves with merely a single

collective unit but rather they multiply their cooperative strategies to overcome limits. Third, this exploratory study highlights the multiplication of cooperation phenomenon in the wine sector, perhaps necessary for performance.

1:45-2:00

35. Romanian Wine Styles: A Study of the Romanian Wine Industry Through the Lens of Cultural Capital and Acculturation Theories. CHERYL NAKATA and ERIN J. P. ANTALIS, *University of Illinois at Chicago, United States* – To understand why certain wine styles are being produced in Romania, depth interviews were conducted with thirteen winemakers and five wine experts in Romania. The data were analyzed through the lens of cultural capital and acculturation theories. Romania was found making a range of wine styles expressive of a cultural tension: between adhering to the hegemonic French wine culture versus promoting the Romanian culture. Each style represents a form of acculturation or cultural resistance, from assimilating French standards by making noble grape wines to separating from those standards by creating wines using Romanian varietals and methods. Theoretical and managerial implications follow.

E

Friday June 14th

3:30 - 4:45pm

i. **Consumer Perceptions II**

3:30-3:45

36. The value of non monetary-based retail promotions: Comparing an in-store experiment to simulated purchasing. ARMANDO MARIA CORSI, SIMONE MUELLER LOOSE, and LARRY LOCKSHIN, *Ehrenberg-Bass Institute of Marketing Science* – Price discounts in the retail sector are the norm rather than an exception. However, price promotions have several negative impacts on brands. Less attention has been devoted to non-monetary promotions (e.g. shelf talkers, in-store displays). Through an in-store experiment with an Australian wine retailer across 62 stores, and an on-line discrete choice experiment, this work shows the effects of non-monetary promotions in store and how consumers react to an analogous set of non-monetary promotions on-line. The in-store analysis confirmed that the closer an advertising message is to a product, the higher is the impact on consumers' choices. The online choice experiment had strong external validity in predicting the effects of the in-store promotions.

3:50-4:05

37. Meat is male; Champagne is female; Cheese is unisex: An examination of perceived gender images of wine. NATALIA VELIKOVA, TIM H. DODD, and JAMES B. WILCOX, *Texas Tech University, USA* – The study explores consumer perceived gender images associated with different types of wine. Data were collected through telephone interviews of U.S. wine consumers. Results clearly indicate that certain types of wine have gender associations attached to them. For whites, rosé, sparkling, champagne, and sherry, there is a strong feminine association. For red and port, on the other hand, there is a strong perceived image of masculinity. Findings also suggest that consumer preferences for a certain type of wine (red, white, rosé) and consumer's gender seem to bias (to a degree) their perception of the gender of the wine. For example, a male that prefers white wine tends to see white wine as more masculine. This is especially notable for women that prefer reds – these females perceive red wine more feminine. Thus, there is a tendency to view preferred wine as being closer to consumer's own gender.

4:10-4:25

38. Trust During Retail Encounters: A Touchy Proposition. ULRICH R. ORTH, *University of Kiel, Germany*, TATIANA BOUZDINE-CHAMEEVA, *Kedge – Bordeaux Management School, France*, KATRIN BRAND, *University of Kiel, Germany* – Adopting an interpersonal communication perspective on customer-sales employee encounters we test the proposition that a salesperson's touch leads consumers to evaluate wines more favourably by increasing trust. We have performed a series of in-depth interviews followed by a 2 (touch/ no-touch condition) x 2 (consumers in France / Germany). Our findings indicate that touch does not uniformly instil trust in customers. Instead a salesperson's touch relates to greater trust only when consumers have an inherent need for touch or when they are from a culture where personal touching behaviour is less prevalent. Trust relates positively to evaluations of product attractiveness, quality, and to purchase intention. The effects of interpersonal touch vary between individuals according to their need-for touch and personal touching behaviour. Establishing what individuals and cultures respond more favourably to interpersonal touch should assist managers in more successfully using this means of nonverbal communication in wine retailing encounters.

4:30-4:45

39. My first glass of wine: A comparison of Gen Y early wine experiences and socialization in New and Old Worlds Markets. NATALIA VELIKOVA, *Texas Tech University, USA*, JOANNA FOUNTAIN, *Lincoln University, New Zealand*, TIZIANA DE MAGISTRIS, *Centro de Investigacion y Tecnologia Aroalimentaria de Aragon (CITA), Spain*, ANTONIO SECCIA, *University of Bari, Italy*, DAMIEN

WILSON, *Burgundy School of Business, France* – Cross cultural comparison was conducted across five countries, comprising France, Italy, Spain, the USA, and New Zealand to examine Generation Y consumers' early alcohol socialisation, with a specific focus on wine. Data were collected via an online survey. Respondents in both the New and the Old World started drinking wine later than they started drinking alcohol in general. Significantly more Old World consumers had wine as their first drink. Early experiences with wine involved more red wine for Old World consumers and white wine for New World Gen Y's. Both Old and New World consumers first tried wine primarily in the presence of friends or family, but more New World consumers first tried wine in the presence of their parents and siblings. More Old World consumers first tried wine in an everyday context, as accompanying regular meal, while New World participants first tried wine mostly at a special occasion.

E

Friday June 14th

3:30 - 4:45pm

ii. **Tourism II: Consumers' Regional Brand Perceptions**

3:30-3:45

40. Regional Brand Perception by Wine Tourists within a USA Winescape Framework. JOHAN BRUWER, *School of Marketing, University of South Australia, Australia*, ISABELLE LESSCHAEVE, *Vineland Research and Innovation Centre, Canada*, VERONICA ALAMPI SOTTINI, *University of Florence, UniCeSV, Italy*, DEBORAH GRAY, *Bluestone Wine Solutions, USA* – The research outlines the conceptualisation of a wine region's destination image in the form of a winescape framework as perceived by visitors using a free-form instead of an attribute-based approach. The winescape construct is identified within a framework of eight dimensions for a well-known USA wine region. The nature of the wine tourism product and experience require a research approach that differs from the generic attribute-based approaches used in mainstream TDI studies. An a priori approach was used to integrate tourism destination choice, servicescape and place-based marketing theories, bridging the 'gap' between wine regional brand image and the winescape construct which is embedded within the (wine) tourism theory base. Increasing distance from the tourist destination region is pivotal in the perception of different winescape dimensions. To attract repeat visitors the focus of marketing efforts should be strongly wine-related, while for first-time visitors, elements of the natural environment should be emphasized and the hedonic nature thereof stressed.

3:50-4:05

41. Buying into a regional brand: The naming of Central Otago Wineries. JOANNA FOUNTAIN and DAISY DAWSON, *Lincoln University, New Zealand* – The purpose of this paper is to analyse the meanings and sources of winery names in the Central Otago wine region, New Zealand. In particular, two questions are addressed: To what extent are the elements of the Central Otago regional wine story apparent in the winery names of the region? Are there discernible differences in the elements emphasised in the more established wineries and those that have been launched more recently? To answer these questions, content analysis of 105 wine brands based in Central Otago was completed in order to identify the origins and brand stories behind the winery names. Findings reveal that many of the elements fundamental to the Central Otago regional brand feature prominently in the naming of the wineries in the region, particularly landscape features based on the mountains and rocky terrain. Personal experience and personal heritage and regional heritage also feature very strongly in the explanation of winery names. The emphasis and source of winery names of long-established versus more recent wineries differ, with the former having names much more likely to be derived from landscape features. By comparison, the newer wineries are more likely to refer to personal heritage and experience in name origin, while attempting also to ‘place themselves’ in the region in their naming patterns. Implications and suggestions for future research are outlined.

4:10-4:25

42. The Oregon Wine Story: A Mixed-Method Study of Regional Reputation. SHARON WAGNER, *Linfield College, USA*, SYLVIA FLATT, *San Francisco State University, USA*, KATHERINE BYERS, *Linfield College, USA*, JULIA PROW, *Linfield College, USA* – The reputation of a wine region can be a powerful signal to consumers, but do perceptions of that reputation among those who own the wineries and make the wine match the perceptions of consumers and trade professionals? Our focus was the regional reputation associated with the Oregon wine industry. The initial phase of the research is reported in this session. We identified key components of regional reputation as perceived by Oregon wine industry professionals via a series of interviews, laying the groundwork for the second phase of the research: consumer and trade questionnaires. Analysis of the interviews yielded a set of themes reflective of values commonly associated with Oregon wineries such as stewardship, sustainability, and community. This research provides one model for assessing factors that comprise a wine region's reputation, along with similarities and differences between insider and customer/trade perceptions about a region's reputation.

4:30-4:45

43. Tourism experiences and wine experiences: a new approach to the analysis of the visitor perceptions for a destination. The case of Verona. ROBERTA CAPITELLO, DIEGO BEGALLI, and LARA AGNOLI, *University of Verona, Italy* – The study discusses a new approach to analyse visitor perceptions for a tourism destination. It aims to propose the application of the discrete choice models in the perspective of visitor experience, and to analyse the contribution of wine and food. The study structures the tourism experiences into their components, to estimate the utility perceived by visitors. The city of Verona has been analysed as case study. The exploratory survey identified seven main relevant themes for visitors, including wine and food. The characteristics of a tourist destination have been outlined to apply the discrete choice models and a survey questionnaire has been proposed. For the first time, discrete choice models have been applied to study the tourism experience. They contribute to provide a new marketing perspective for the destination, the tourism businesses and the other local stakeholders.

E

Friday June 14th

3:30 - 4:45pm

iii. **Distribution and Sustainability in the Wine Industry**

3:30-3:45

44. Wine Distribution channel systems in mature and newly growing markets: Germany versus China. WENXIAO ZHANG and TATIANA BOUZDINE-CHAMEEVA, *BEM-Bordeaux Management School, France* – Choosing a distribution channel system which fits well to a particular market remains a challenge for wine producers and wine exporters. In this study, we aim to shed some light on the hitherto unexplored area of distribution channels in mature and newly growing markets, compare and explain the differences between them. We have chosen two countries for our study – Germany and China – the countries both producing and exporting wine, in particular French wines. Our research is based mainly on the literature review, though we have carried out more than ten interviews with Chinese wine producers in Bordeaux region. Our findings show a marked difference between the channel choices on these wine markets, while Chinese market is more likely to choose on-trade channels while German market has

laid great focus on hard discount. The presented model of distribution channel evolution will allow practitioners to better adjust their strategies.

3:30-3:45

45. Pathways to Wine Export Innovation: A Study of Romanian Winemakers. CHERYL NAKATA and ERIN J. P. ANTALIS, *University of Illinois at Chicago, United States*– Romania is among the top fifteen wine producing countries in the world, but sells mostly domestically. Romanian winemakers are seeking ways to innovate for export markets to gain international sales. Depth interviews were conducted in Romania with thirteen winemakers and five industry experts to identify drivers and barriers to export innovation. Drivers include intensified domestic competition, influx of foreign vinification experts, and a long winemaking heritage, while barriers are low production economies, negative country image, and self-referencing. Recommendations are made to strengthen export innovation, such as use of innovation protocols and creation of new wine products with native grapes.

3:30-3:45

46. Sustainability: Implementation programs and communication in the leading wine producing countries. BASTIAN KLOHR and RUTH FLEUCHAUS, *Heilbronn University, Germany*, LUDWIG THEUVSEN, *Georg-August-University Goettingen, Germany* – Sustainability has become a major objective of the discussion in the global wine business. It may even be recognized as a key success factor. However, business success is linked to a credible consumer communication. To gain recognition in consumer's perception a sectorial understanding, implementation, and communication of sustainability is necessary. In our research we analysed the similarities and discrepancies among existing sustainability programs which are being implemented at a regional scale in the global wine business. A stringent understanding of the concept of sustainability is hindered by various and uncoordinated approaches.

3:30-3:45

47. Evaluating the Role of Tourism in Advancing Sustainability for the Wine Industry. MAUREEN ANN LEDDY and PETER WILLIAMS, *Simon Fraser University, Canada* – In previous studies on the motivations for pursuing sustainability in the wine industry, tourism had not been examined as a potential driver of improved environmental performance by wineries. The importance of environmental attractiveness to wine tourism coupled with evidence of consumer demand for sustainably produced wines suggest that tourism could be influencing proactive environmental management practices at wineries. In this exploratory study we discovered that while tourism was not a stated driver in the decision to engage in proactive environmental management, respondents indicated that communicating their environmental

sustainability to visitors enhanced the visitor experience and helped to build brand equity. In this session we will explore the ways in which environmental sustainability and wine tourism can be mutually beneficial.