

How can you improve the reputation of a territorial brand?

David Menival

School of Wine and Spirits Business, Univ. Bourgogne Franche-Comté, Burgundy School of Business – SWSB
dmenival@free.fr

Steve Charters

School of Wine and Spirits Business, Univ. Bourgogne Franche-Comté, Burgundy School of Business – SWSB

Steve.charters@BSB-education.fr

◦Purpose: The aim of this paper is to explore the measure of a territorial brand, in this case, Champagne, in the perception of French residents. In particular, we are interested in the components of this perception to detect those aspects which could positively influence reputation.

Methodology: We conducted an online survey of 946 domestic French wine consumers, examining their perceptions and wine consumption behaviour, and particularly those relating to Champagne. For this paper, we focus on the reputation of the territorial brand Champagne through the willingness to pay for standard bottle of Champagne and consumers' perceptions of it. Then we analyse the varying weight of the components of consumers' perception to detect those which could improve the reputation of Champagne.

◦Findings: There are correlations between the willingness to pay for a standard bottle and the brand perception of the territorial brand of champagne. This is especially confirmed with two subcomponents of functional need: uniqueness and awareness. However our models have weak fit and require the development of a more advanced model which includes perception of private brands who share the collective reputation.

◦Practical implications: Even though the fit of our final model is low, our results suggest that focusing on two components of the perception of champagne in the domestic market could counterbalance the current decrease of the champagne sales. One is to maintain a high level of awareness of the product. The other is to improve the perceived uniqueness of the territorial brand champagne.

Key words: Territorial Brand, Brand perception, French consumers
