

Wine store brands & consumer perceptions

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Abstract

Purpose: The purpose of this research is to understand the role and the presence of wine store brands on the French market. This article pursues two major objectives: (1) to determine the major strategies and stakes of wine store brands for the large scale grocers and (2) to understand and assess the consumer's perception of wine store brands.

Design/methodology/approach: Two studies are implemented: a qualitative study through interviews with marketing managers and observation in stores and a quantitative one, focused on consumer's perceptions, through an experiment.

Practical implications: this research determines the major strategic elements on which each large scale grocer builds and develops their wine store brands as well as highlights differences and similarities between these competitors but also regarding national brands. Based on these results, "wine SBs consumers" profiles are developed which can help large scale grocers to have a better targeting of their consumers and to win the prices war with national brands.

Keywords: store brands; wine ; consumer perception