

From Regional Brand to Regional Wine Brand: The Case of Foreign Regional Wine Branding in the US Market

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Abstract:

Purpose: The aims of this study are twofold: to investigate the direct relationships between Wine Consumer Expertise (WCE), Regional Brand Attitude (RBA), Regional Wine Brand Image (RWBI), and Regional Wine Brand Equity (RWBE), and to examine the indirect relationships between these variables through a serial mediation.

Design / methodology / approach: A quantitative study of 187 U.S. consumers is conducted to test, across 12 wine regions, a model of direct and indirect effects between the variables listed above.

Findings: Results show that WCE has direct positive effects on both RBA and RWBI. RBA has a direct positive effect on both RWBI and RWBE. RWBI has a direct positive effect on RWBE. RBA and RWBI both mediate the relationship between WCE and RWBE, indicating a significant serial mediation from WCE to RWBE.

Practical implications: Stakeholders of both regional branding and regional wine branding should coordinate and develop marketing strategies (targeting, positioning, packaged offers) customized to the level of expertise of wine consumers.

Key words: Wine consumer expertise, Regional brand attitude, Regional wine brand image, Regional wine brand equity, Wine branding.
