

## An Exploratory Study on Intrinsic Cue-Based Quality Perception and Brand Strategies: Evidence from 1988-2018 Wine Ranking Data

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### *Abstract*

◦*Purpose* – This paper attempts to conduct an empirical examination on how intrinsic cue-based perceived quality is related to marketing strategies (e.g., scarcity, age, price) with evidence from 1988-2018 wine ranking data.

◦*Design/methodology/approach* – The regression analyses revealed that robustness of relationships with scarcity and perceived quality along with brand strategies (e.g., Price, age, country-of-origin). The research context of this paper is relevant to refine and advance the scholarship of quality perception because actual multi-year quality ratings by wine experts' blind tastings give opportunities for empirical generalizations beyond controlled lab experiments.

◦*Findings* – Results revealed that scarcity, along with age and price, is positively related to perceived quality. Country-of-origin effects moderate the scarcity effects. Particularly, Italy demonstrated a statistically significant negative effect of scarcity on perceived quality (Std. coefficient = -2.240\*\*). This can be explained by disconfirming Italy's country-of-origin effect. High production quantity (low scarcity) may not be align with historical heritage-driven Italy's country-of-origin effect especially in the domain of wine.

◦*Practical implications* – It is important to understanding scarcity effects and their interactions with brand strategies. Designing types of scarcity and measuring their effects on consumer judgments can open a new avenue for sustainable business and greater well-being.

Key words: Marketing Strategy, Brand Management, Hospitality and Food

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