

The Importance of Brand Heritage Identity: An International Study of Family-Owned Wineries

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Abstract

◦Purpose – The brand heritage identity (BHI) of a firm can be nourished by product features, historical events but also family heritage. However, the impact of family in defining BHI has yet to be empirically tested. This study examines how BHI is positively driven by family dynamics and specifically by increased involvement in a firm by family members. The objective being to highlight if BHI can be a critical marketing argument.

◦Design/methodology/approach – A quantitative study of almost 250 wineries in France and Italy was conducted.

◦Findings – The results demonstrate that family firms with more family involvement put more emphasis on their BHIs and this positively influences brand performance. Age of the firm is an important factor through which BHI influences brand performance of family-owned firms.

◦Practical implications – This comparative cross-cultural study highlights the importance of family in the creation, development, and continuity of BHI of firms and the marketing strategies they adopt.

Key words: Brand Heritage Identity; Wine; Family Business; Origin; Communication
