



Consumer-Brand Relationships with Wine

Academie Internationale du Vin

Athens, Greece

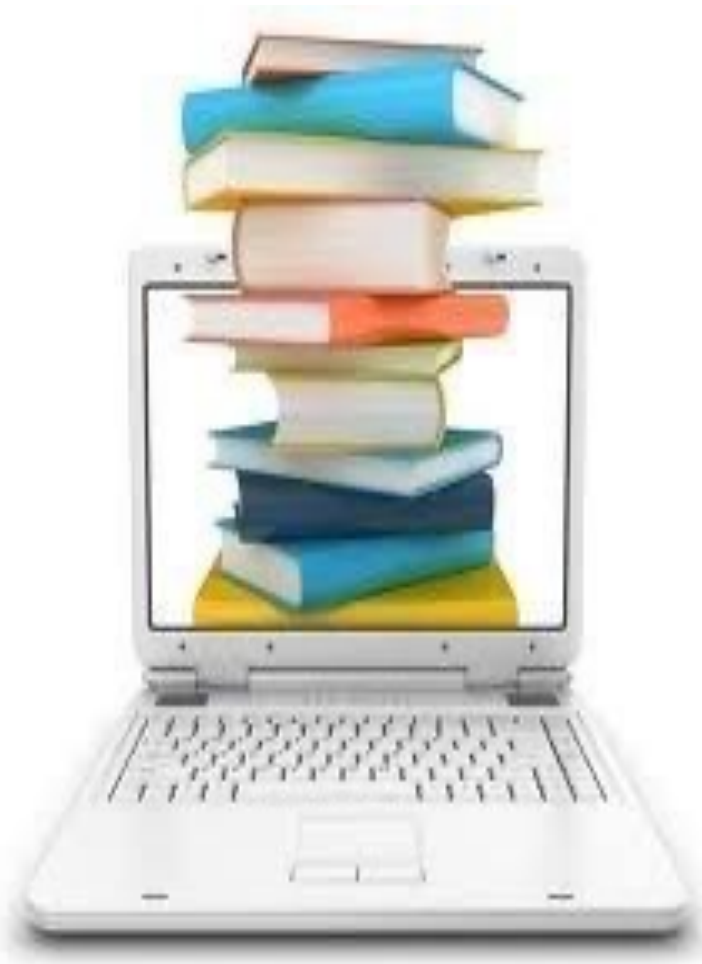
2 December, 2022

Overview

1. Research scope and design
2. Consumer brand relationship levels and forms
3. Socio-cultural dimension
4. Conclusion



1. Research scope and design



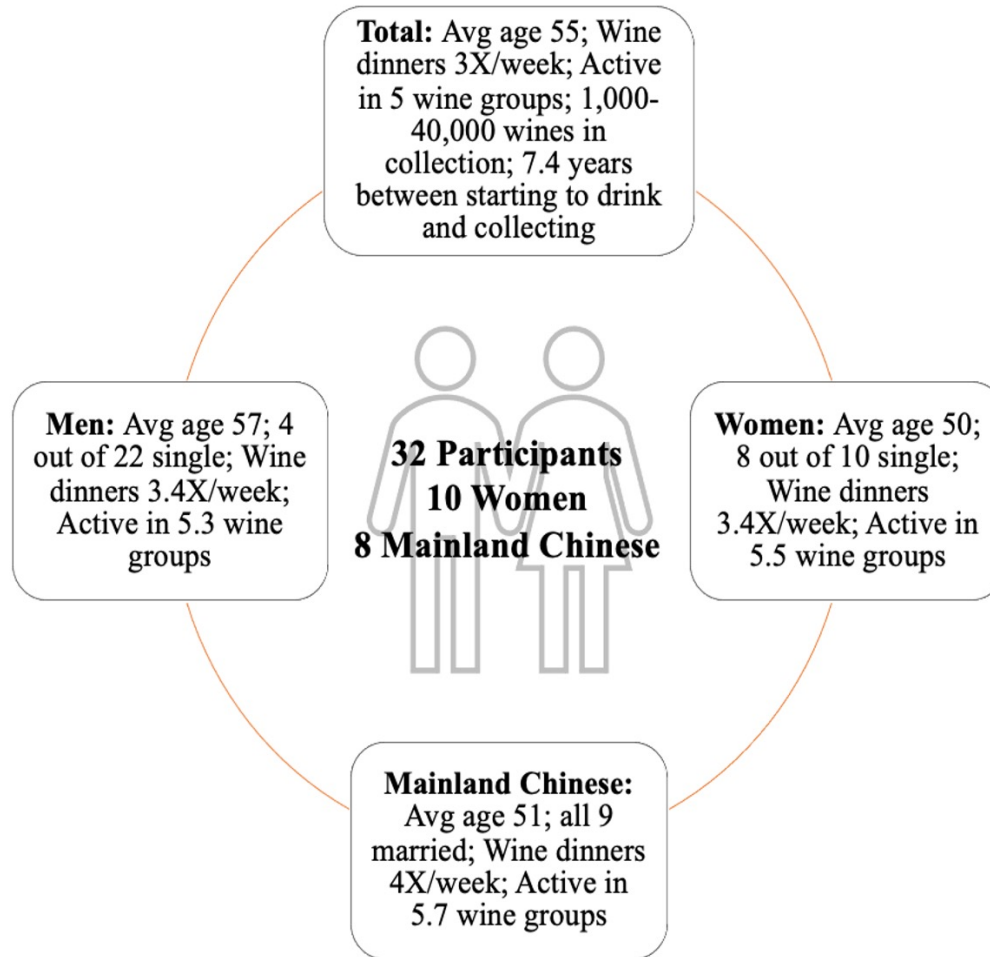
Qualitative research using constructivist grounded theory approach (to generate new theory)

Intensive, in-depth interviews with 32 Chinese fine wine collectors based in mainland China and Hong Kong with a minimum 1,000 bottle collection

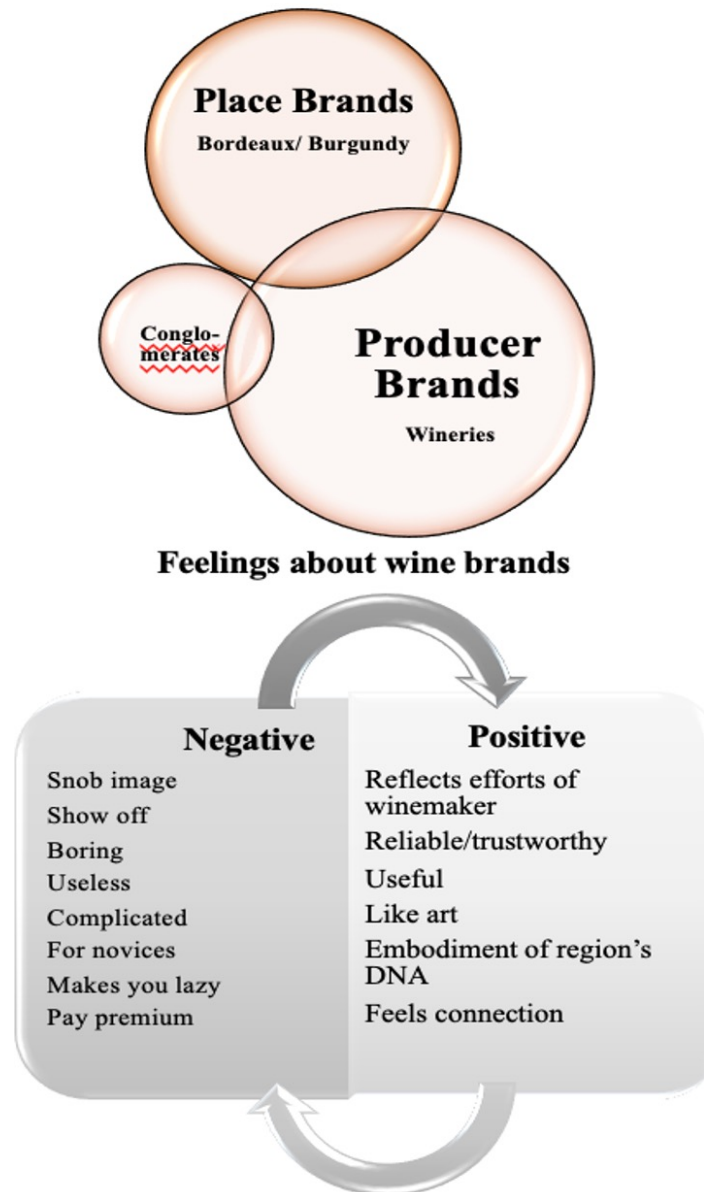
Total interview duration: 2,880 minutes, 48 hours of audio and 800 pages of transcription

Coded into Nvivo Pro software resulting 443 codes (themes and meanings that are categorized then analyzed) with 2,472 unique references and quotes

1. Research Scope and Design



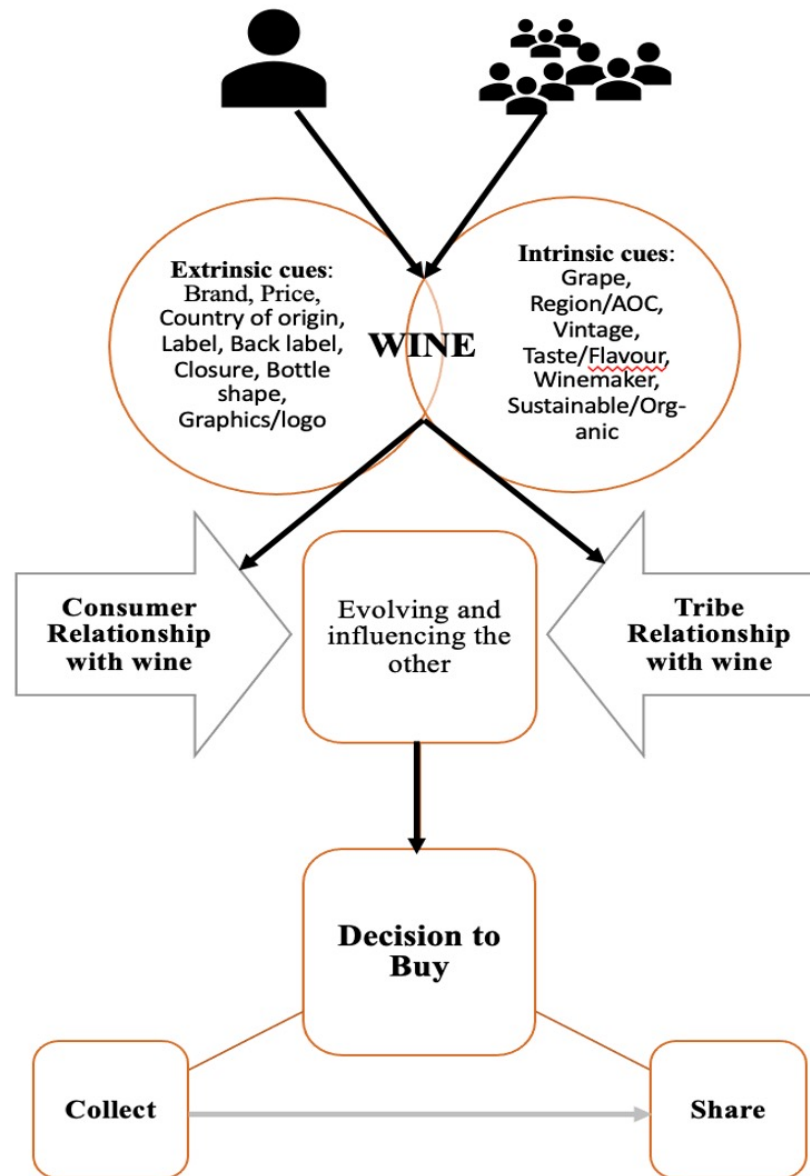
2. Consumer-Brand Relationships: Feelings about Wine Brands



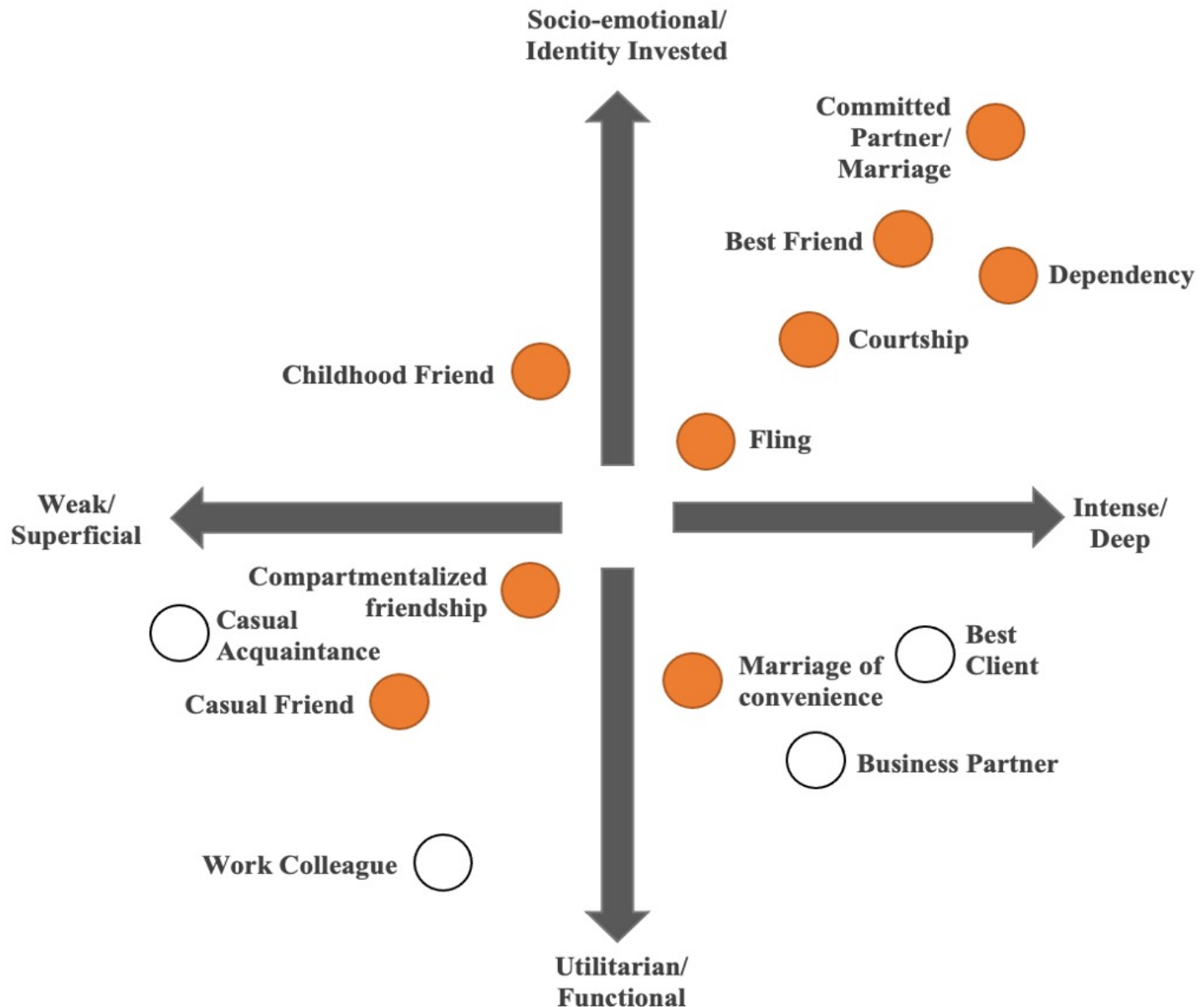
2. Consumer-Brand Relationships: Dimensions of a Wine Brand

	Literature	Participants
Dimensions of a wine brand	Highly fragmented product in the beverage industry (Veseth and Veseth, 2011)	All of the participants mentioned only famous, fine wines and their regions as wine brands
Producer brand	Viot and Passebois-Ducros' (2010) study in France found experts and highly engaged wine consumers had a narrower definition of a wine brand with most mentioning producer brands, while wine novices mentioned AOCs	28 different wine producer brands were mentioned as their favourite brands among 31 participants; Domaine de la Romanee-Conti (DRC) was mentioned 142 times, Chateau Lafite 131 times, Chateau Latour 48, Petrus 31 times; all the brands mentioned were French producer brands
Place brand (origin, AOC)	Viot and Passebois-Ducros (2010), Giacomarra et al. (2020) and Agostino and Trivieri (2016) looked at appellations of origin (AOC) as an important brand cue; Spielmann's (2015) research showed that expert consumers often use region as a cue for their summary construct for a wine	Place brands were mentioned overall more often than producer brands by the participants; Burgundy was mentioned 447 times, Bordeaux 330 times, Champagne 77, Napa 59 times
Cluster of distinctive attributes and associations	Chernatony & Dall'Olmo Riley (1998) says the value [of the brand] is the sum of all the associations that the consumer has built up over time; Lockshin et al. (2000, p.3) noted that a brand was a "short cut device for the consumer"	Majority of this group believed a brand could be extremely useful because it provides a short cut impression without having to learn or spend much time understanding the wine's intrinsic qualities; It was most useful in social and business settings.

2. Consumer-Brand Relationships: Purchasing Considerations

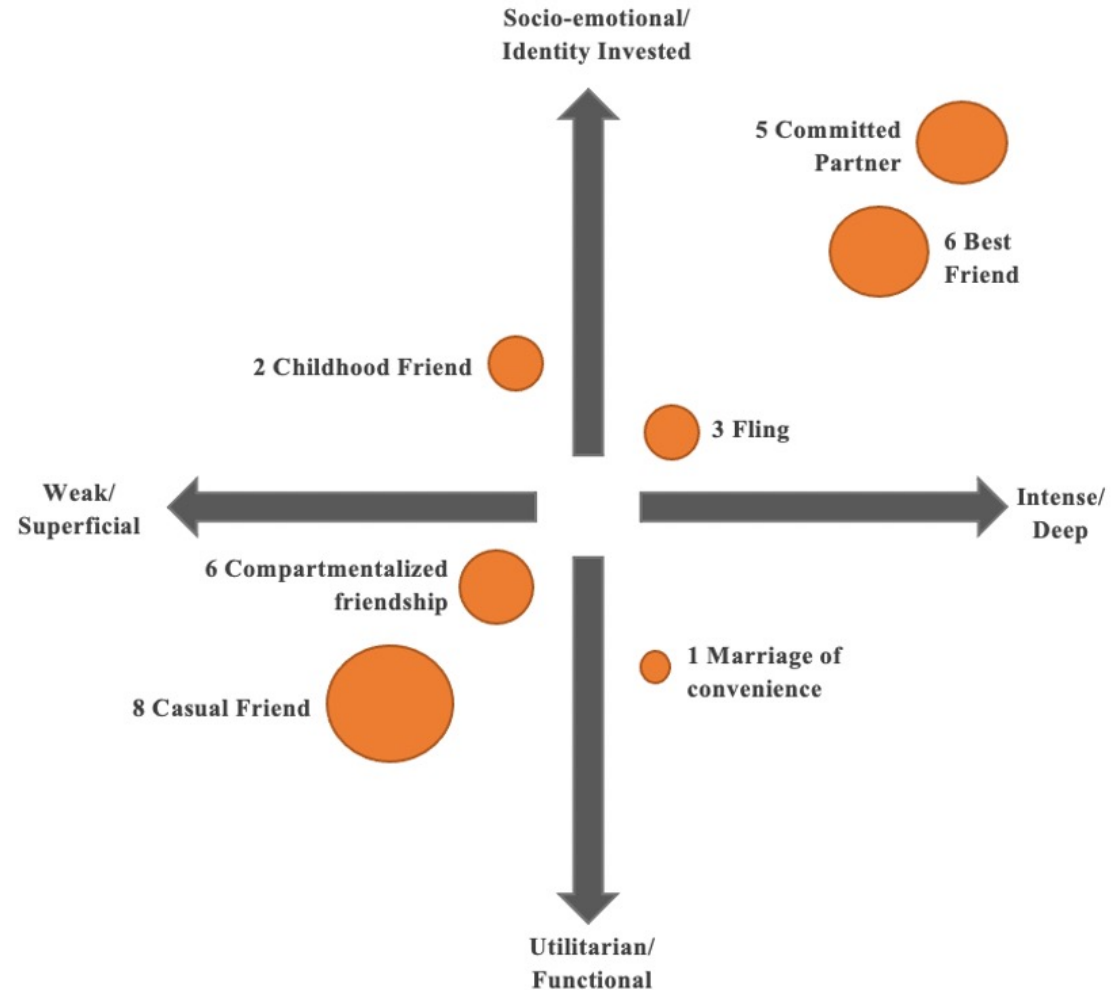


2. Consumer-Brand Relationships: Relationship Types



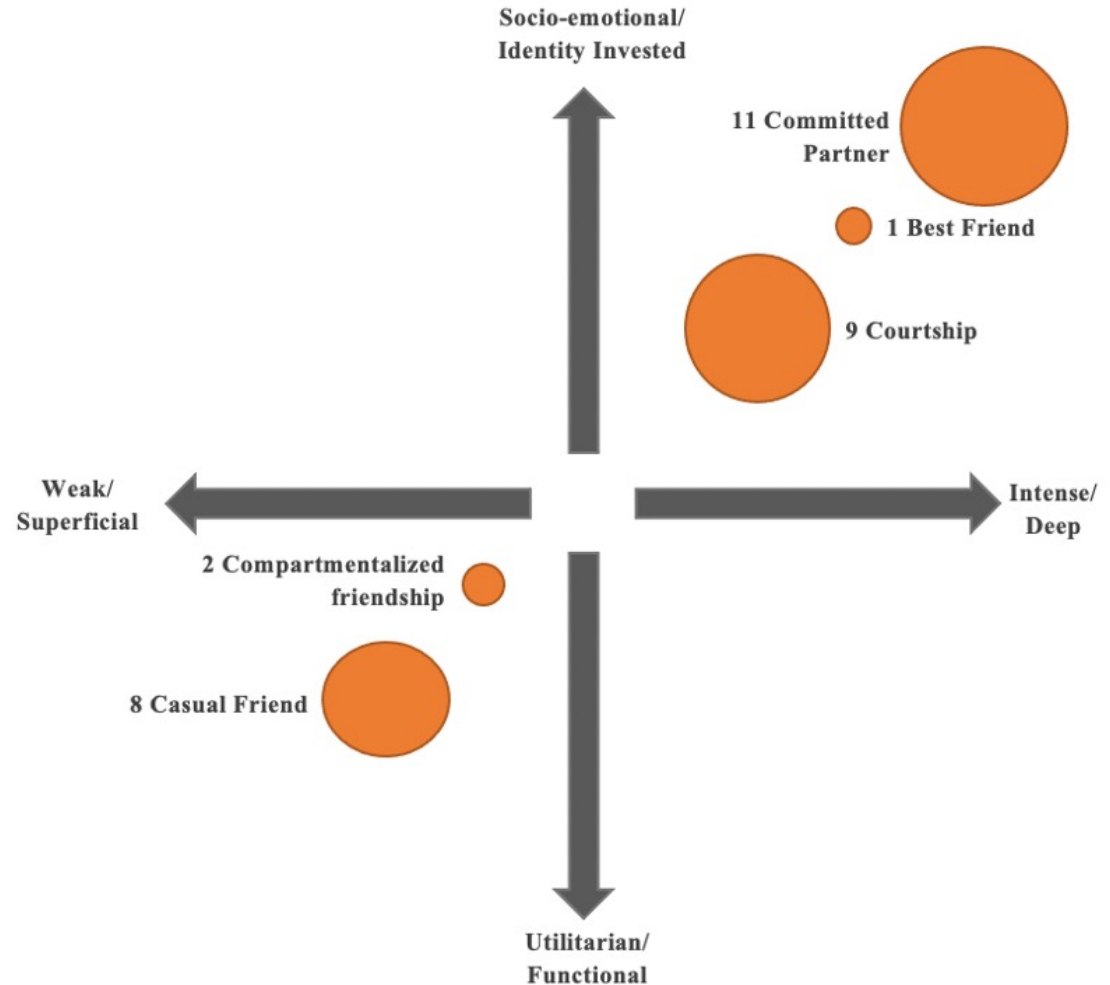
2. Consumer-Brand Relationships: Relationship with Bordeaux

- Consumer-brand relationship with Chateau Bordeaux among 32 Chinese fine wine collectors
- The relationship with Bordeaux spanned the spectrum of both utilitarian/ functional as well as intense socio-emotional



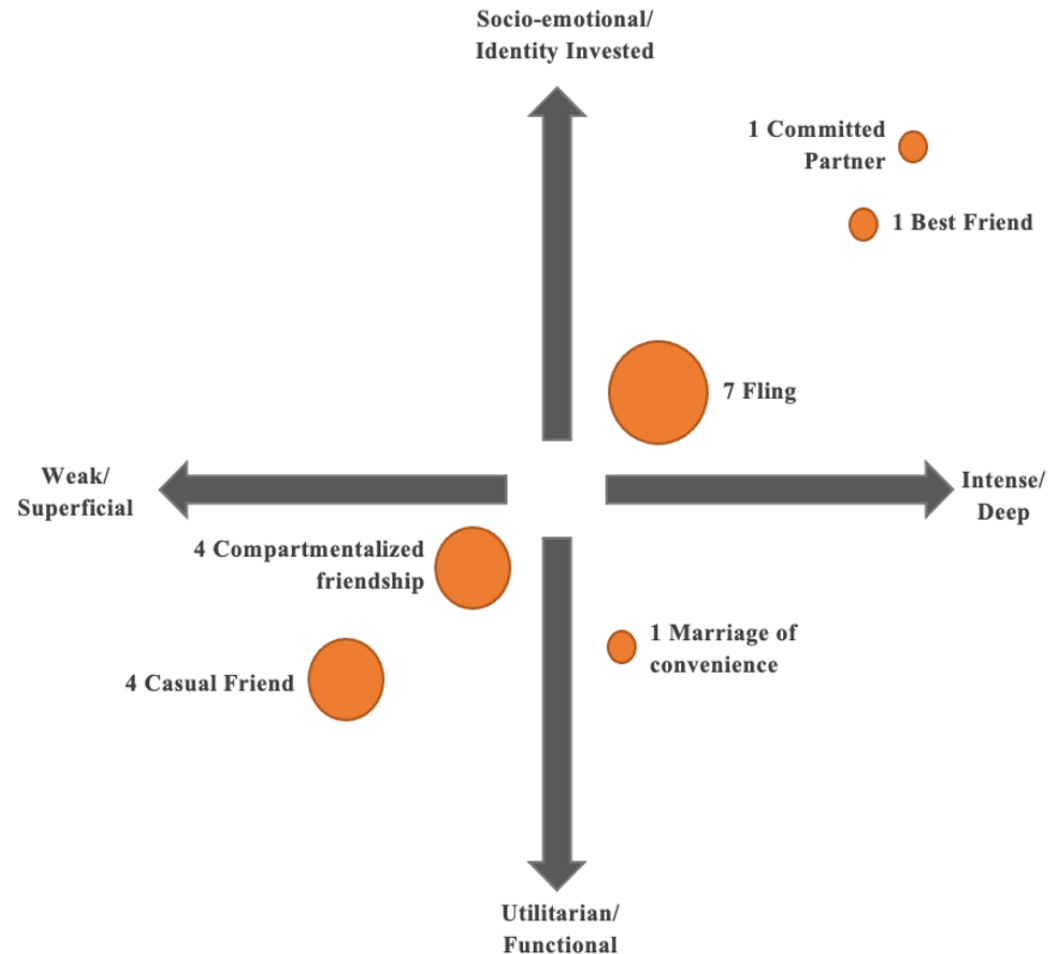
2. Consumer-Brand Relationships: Relationship with Burgundy

- Consumer-brand relationship with Burgundy
- Most defined their relationship with Burgundy as socio-emotional, intense and identity invested



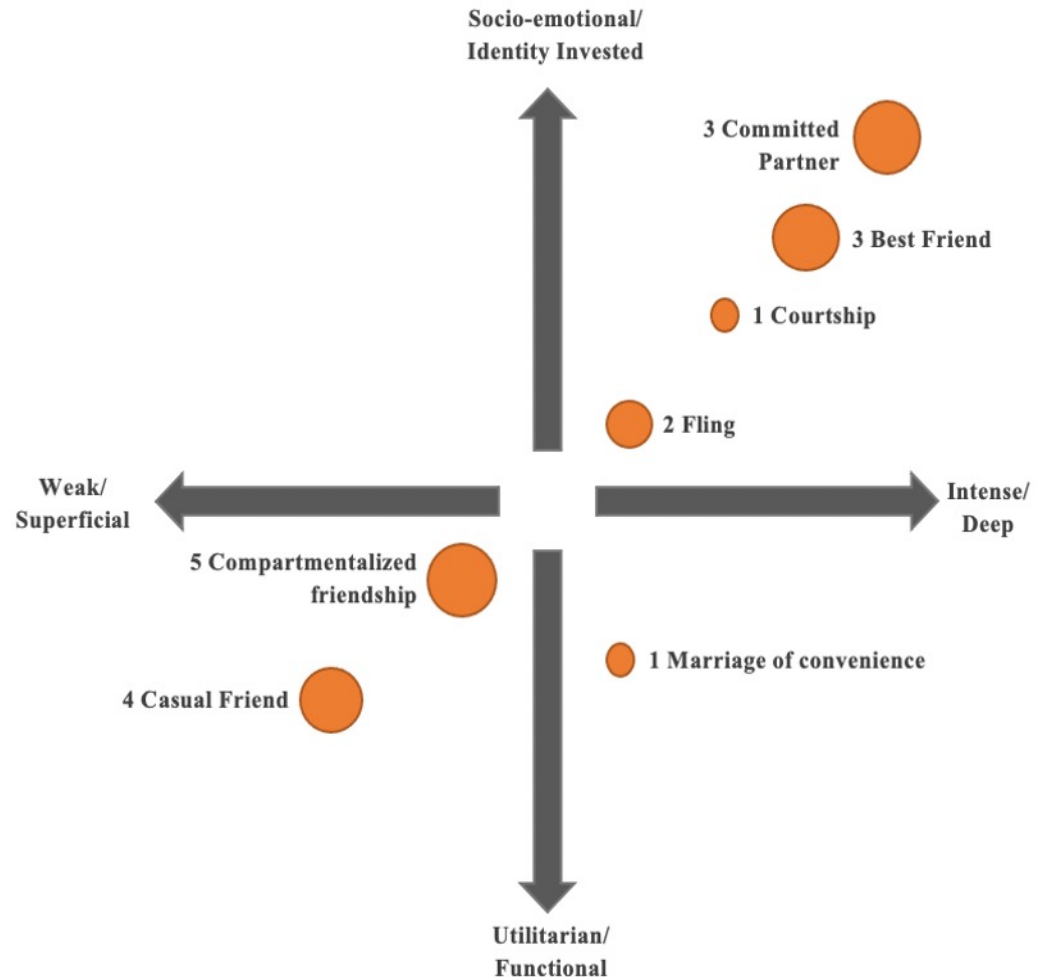
2. Consumer-Brand Relationships: Relationship with Lafite

- Consumer-brand relationship with Chateau Lafite among 32 Chinese fine wine collectors
- Most defined their relationship with Lafite as utilitarian and/or functional

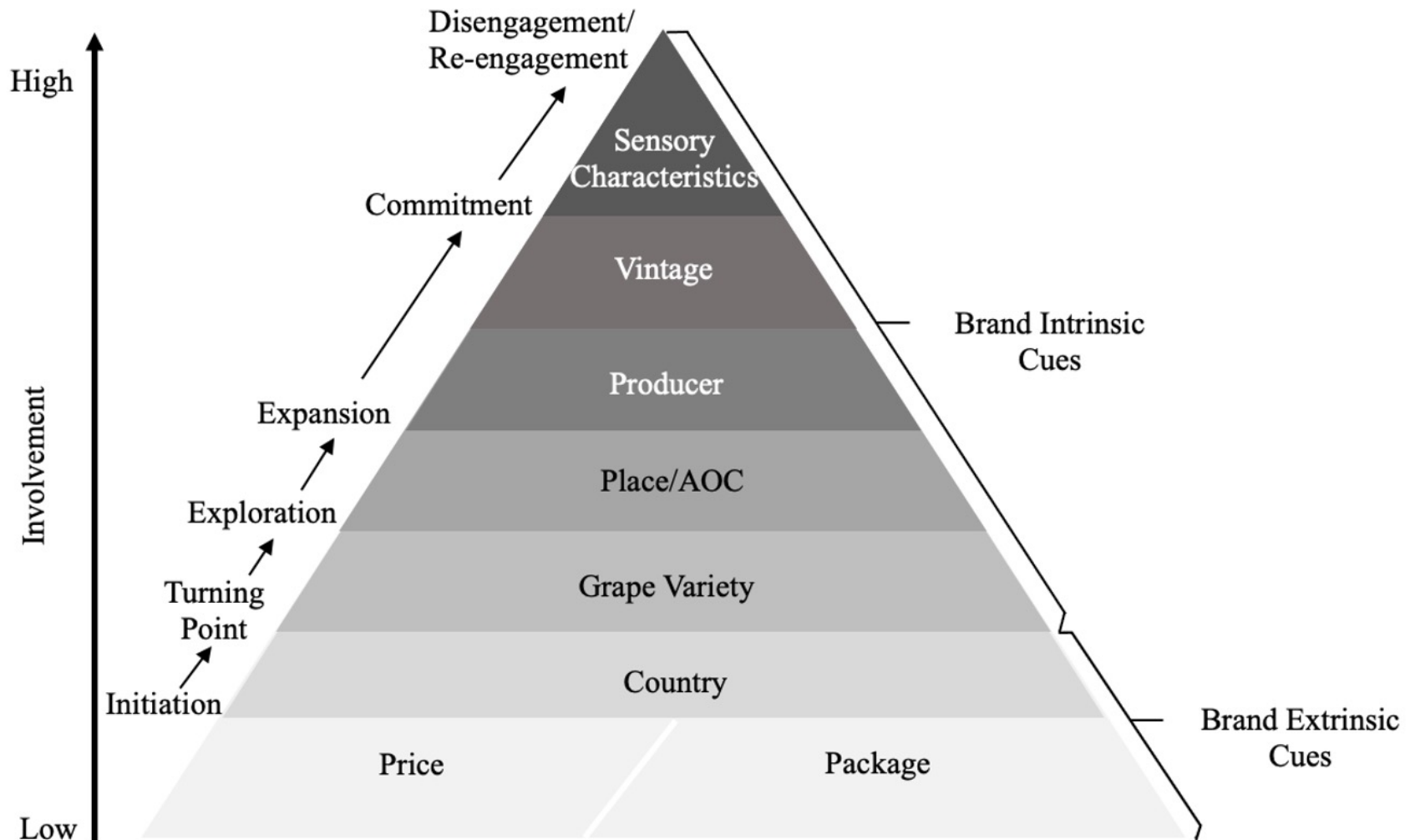


2. Consumer-Brand Relationships: Relationship with DRC

- Consumer-brand relationship with Domaine de la Romanee-Conti
- High levels of intimacy, love and commitment were identified, but also some admitted low frequency of interaction which was insufficient to create a meaningful relationship

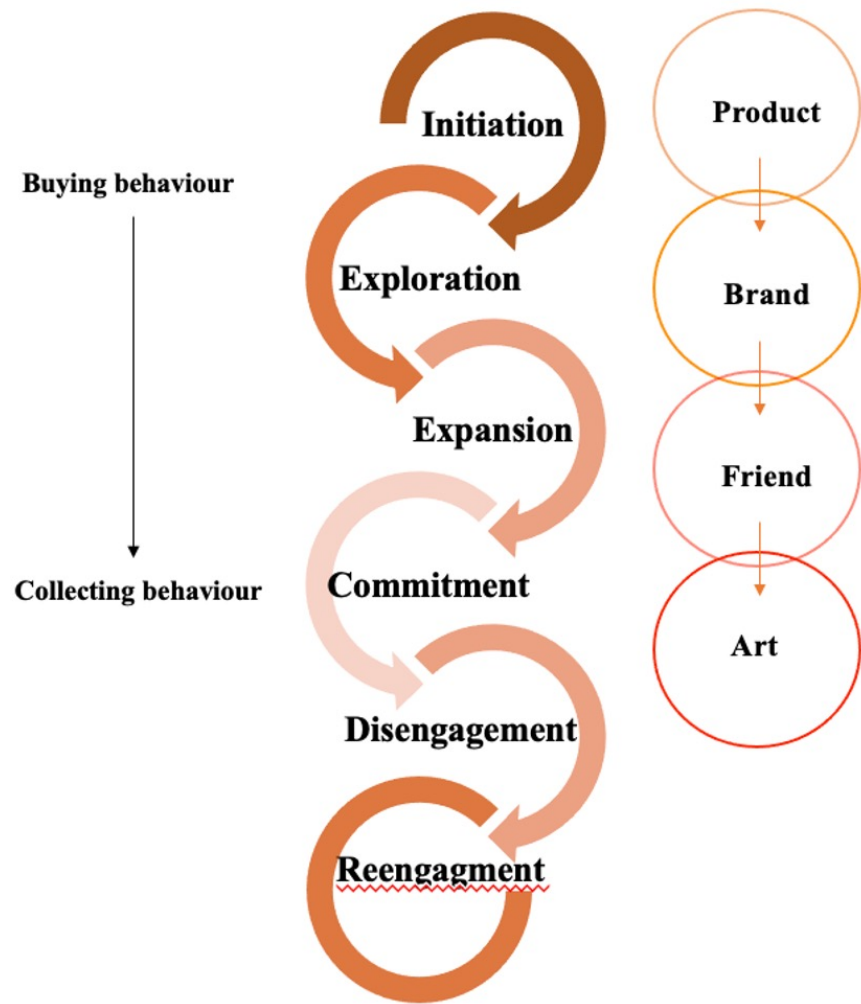


2. Consumer-Brand Relationships: By Involvement Levels



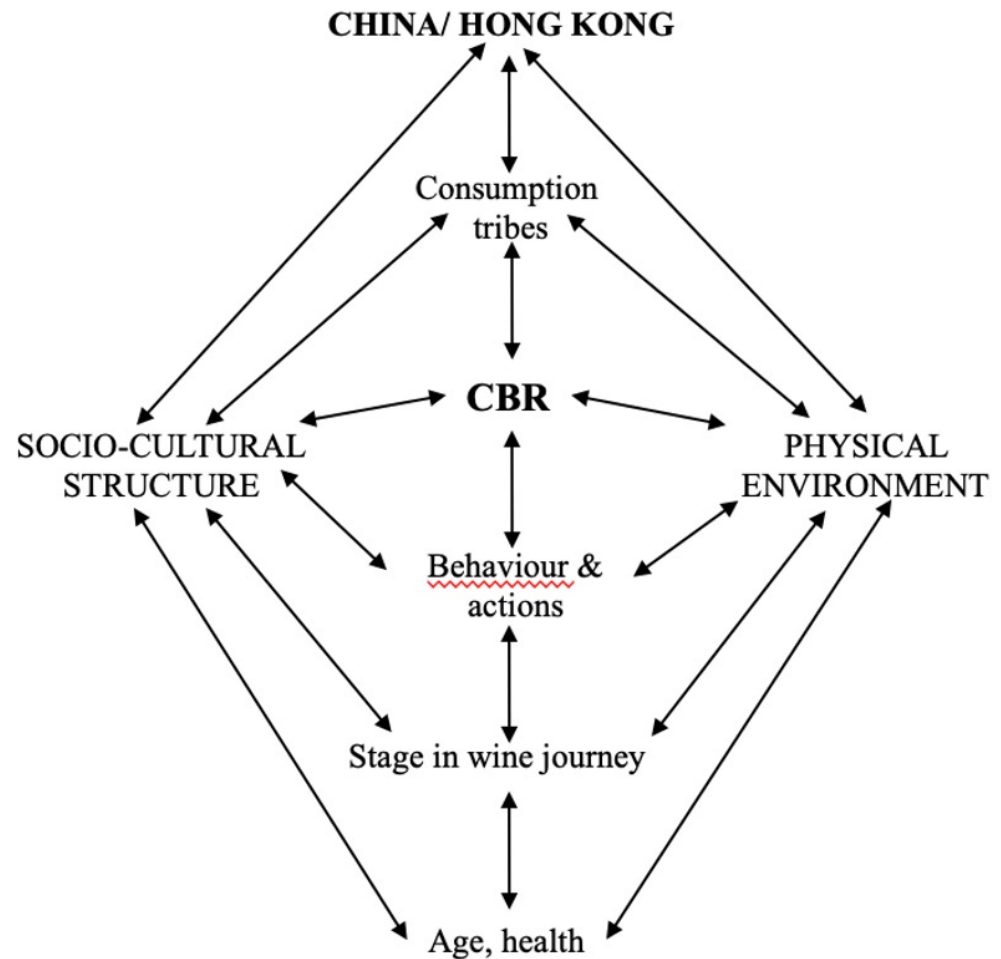
2. Consumer-Brand Relationships: Stages & Evolution

- Stages of CBR
- Relationship evolution into collecting behavior
- Wine becomes more than a brand → evolves into an intimate, personal relationship and can be viewed as an art form



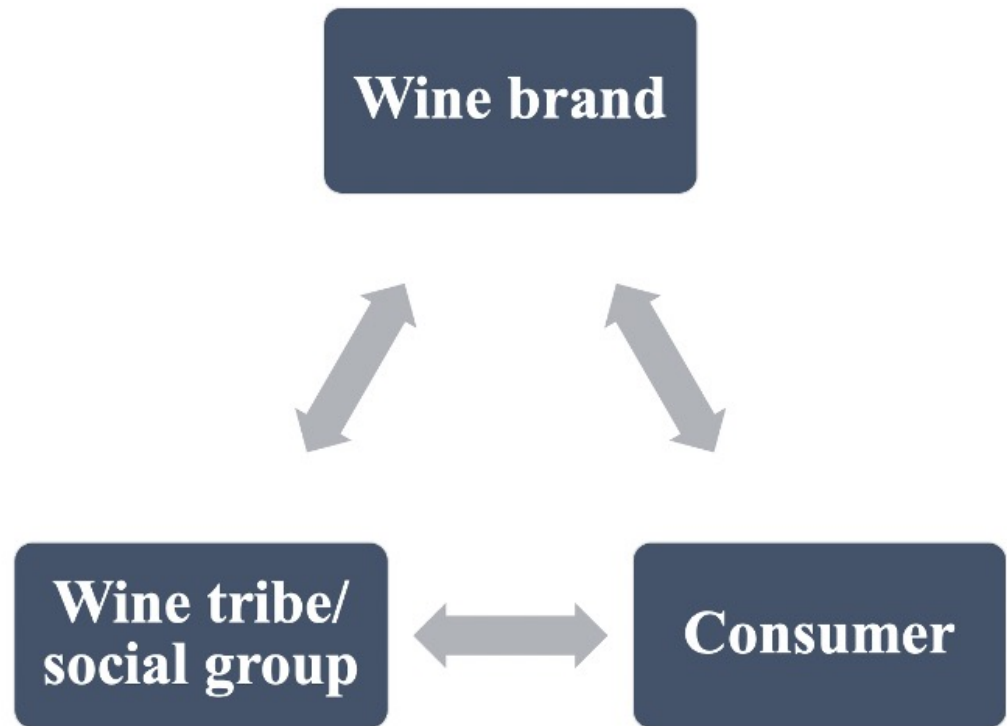
3. Socio-cultural Dimension: Importance of Wine Tribes

- Levels of social complexity in CBR with fine wine
- In China & Hong Kong, the socio-cultural influences shaped and defined the critical stages of a consumer's relationship with wine brands



3. Socio-cultural Dimension: As part of a Triadic Relationship

- Importance of brand communities, wine tribes, wine friends, mentors and key community influencers
- The socio-cultural influence was identified from initiation and in every stage of moving consumers from one level of the the CBR relationship to the next



4. Conclusion



Relationship evolution framework

Importance of the socio-cultural dimension, especially wine tribes and chiefs (influencers)

As consumers move toward collecting behavior with wine, the brand relationship evolves into an interpersonal relationship

Consumer buying behavior and strategy in the framework of CBR stages



Merci Beaucoup!