



2<sup>nd</sup> conference, May 2023 CIHEAM

# BOOK OF ABSTRACTS



**Title**

Book of Abstracts, Second Conference of the EuAWE - European Association of Wine Economists

**Editing Committee**

Jean-Marie CARDEBAT, Anne-Sophie MASURE, Mélissa JACQUEMET

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European Association of Wine Economists (EuAWE)

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# Committees

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## **BOARD**

**Jean-Marie Cardebat** | *Université de Bordeaux – INSEEC, France*  
**Raul Compes** | *Director CIHEAM Zaragoza, Spain*  
**João Rebelo** | *Universidade de Trás-os-Montes e Alto Douro, Portugal*  
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**Angelo Zago** | *Università di Verona, Italy*

## **LOCAL ORGANIZING COMMITTEE**

**Raul Compes** | *Director CIHEAM Zaragoza, Spain*  
**Nikos Georgantzis** | *Burgundy School of Business, France*  
**Katerina Karapatakis** | *Mediterranean Agronomic Institute Of Chania*  
**Argyro Zervou** | *Mediterranean Agronomic Institute Of Chania*



# Program

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May 28

**16:00 – 19:00: WELCOME RECEPTION AND REGISTRATION (MAICH)**

May 29

**08:30 – 10:30 : Parallel Sessions**

**Parallel Session I - Sustainability, Environment & Organic –Room: Pythagoras I Chair : Chiara Mazzocchi (University of Milan)**

**57: The winery between sustainability and terroir: the Sagrantino DCG case study**

*Chiara Mazzocchi (University of Milan), Stefano Corsi (University of Milan), Diego Grazia (University of Milan)*

**19: Leadership, motivation, and creativity with an environmental perspective: the perfect cocktail for green innovation in the wine industry**

*Eduardo Sanchez-Garcia (University of Alicante), Javier Martinez-Falco (University of Alicante), Luis-Antonio Millan-Tudela (University of Alicante), Bartolomé Marco-Lajara (University of Alicante)*

**21: Market acceptance of Fungus – resistant grape varieties (FRGV) – A mixed methods project in Germany**

*Christoph Kiefer (Geisenheim University), Gergely SZOLNOKI (Geisenheim University)*

**25: The moderating role of company size in the implementation of proactive environmental strategy**

*Marcos CARCHANO (University of Castilla-La-Mancha), Immaculada CARRASCO (University of Castilla-La-Mancha), Angela GONZALEZ (University of Castilla-La-Mancha)*

**39: The impacts of climate change on the wine sector in Nordic countries**

*Zalan MARO (University of Budapest), Jeremias Mate Balogh (University of Budapest)*

**52: Towards a sustainable wine industry: Insights from Italian wine cooperatives**

*Giulia Gastaldello (Free University of Bozen-Bolzano), Isabel Schaufele Elbers (Free University of Bozen-Bolzano), Angelo Zago (University of Verona), Umberto Nizza (University of Verona), Guenter Schamel (Free University of Bozen-Bolzano)*

**Parallel Session II - Experts & Hedonic -Room: Demokritus I Chair : Bernd Frick (Paderborn University)**

**1: Gender differences in expert Evaluations: Are Women (really) More Lenient?**

*Bernd Frick (Paderborn University), Daniel Kaimann(Paderborn University), Clarissa Spiess Bru (Paderborn University)*

**2: Judging Reliability at Wine and Water Competitions**

*Elena C. Berg (University of Paris), Michael Mascha (Fine Water Academy), Kevin W. Capehart (California State University)*

**6: How do consumers relate to wine quality? A case of red wines from Apulia according to Vivino**

*Mengting Yu (University of Tuscia), Luigi Palumbo (University of Tuscia), Enrico Mazzoli (University of Tuscia)*

**14: The value of potency in cannabis, wine, and spirits: A hedonic price approach**

*Robin Goldstein (UC Davis), Ian Xu (UC Davis), Jarrett Hart (UC Davis), Daniel A. Summer (UC Davis)*

**79: Sounds too Feminine? Brand Gender and the Impact on Professional Critics**

*Daniel Kaimann(Paderborn University), Clarissa Spiess Bru (Paderborn University)*

**78: Does the Tasting Note Matter? Language Categories and Their Impact on Professional Ratings and Prices**

*Clarissa Spiess Bru (Paderborn University)*

**10:30 : 10:40: Coffee break - Hallway**

**10:40 – 12:20 : PLENARY SESSION – ROOM ARISTOTLE**

### **Panorama of the greek wine industry**

**Panagiotis Kalaitzis, PhD, Head of Molecular Biology & Biotechnology Laboratory Mediterranean Agronomic Institute of Chania**

*Panagiotis Kalaitzis holds a PhD from University of Maryland - College Park, USA and the interdisciplinary programme on Molecular & Cell Biology and is currently Studies & Research Coordinator of the Horticultural Genetics & Biotechnology Department at the Mediterranean Agronomic Institute of Chania (MAICH) in Crete, Greece and director of the Laboratory of Molecular biology & biotechnology. MAICH is one of the constituent Institutes of the International Organization CIHEAM (International Center for Advanced Mediterranean Agronomic Studies), an Intergovernmental Organization. The research interests focus on the characterization of the physiological significance of genes involved in the biosynthesis of cell wall glycoproteins such prolyl 4 hydroxylases and Arabinogalactan proteins (AGPs) and particularly on developmental programmes such as fruit ripening, abscission and abiotic stresses such as salinity and waterlogging in olive. He authored and co-authored more than 65 publications and coordinated or participated in more than 35 European and National research and development programs. Moreover, his group has extensive experience on olive oil authentication using DNA-based approaches and plant phenomics using image analysis algorithms in olive, tomato and recently on grape seeds. His laboratory trained more than 140 Master of Science students the last 24 years while more than 50 of them continued for PhD studies and currently work in plant sciences and other fields in various European countries and America. Greek wines and wine tasting might be considered an additional activity.*

*Discussant: Nikos Georgantzis (Burgundy School of Business)*

### **The OIV and the vitivinicultural sector: New challenges in production and trade in the face of new global issues**

**Alejandro Fuentes Espinoza,**

**Head of Unit "Economy and Law" at International Organisation of Vine and Wine**

*Agricultural engineer and with a PhD in economics, Mr. Fuentes Espinoza has worked for more than 20 years in the private sector and research in the agri-food sector, with a specialization in the vine and wine sector. His work at the international level has focused on the development, implementation and coordination of projects, mainly on the issues of environment, climate change, sustainability and resilience, food security and consumer behavior. In 2018, he joined the International Organisation of Vine and Wine (OIV) as Head of the Viticulture Unit and today he holds the position of Head of the Economics and Law Unit. Within the OIV he is in charge of aspects of sustainability, regulations and economic issues of the sector. Since 2020, he has also been appointed as a member of the Scientific and Technical Committee of the international initiative "4 per 1000" on sustainable soil management.*

*Discussant : Jean-Marie Cardebat (Université de Bordeaux)*

**12:20 – 13:50 : Lunch**

**13:50 – 15:50 : Parallel sessions**

**Parallel Session III – Marketing -Room: Pythagoras I Chair : Jacqueline Dutton (University of Melbourne)**

**11: Extending the Theory of Planned Behaviour to explore wine consumers intention and behaviour towards online wine experiences**

*Giulia GASTALDELLO (Free University of Bozen-Bolzano), Luca Rossetto (University of Padova), Elisa GIAMPIETRI (University of Padova)*

**31: Eco-innovations in Hungarian wineries**

*Valeria Lekics (Hungarian University), Imre Ferto (Hungarian University)*

**36: Developing a Blockchain-based Framework for Improving Customers' Loyalty to the Wine Brand: A Case Study**

*Parisa Sabbagh (University of Palermo), Mariantonietta Fiore (University of Foggia), Nino Adamashvili (University of Foggia), Maria Crescimanno (University of Palermo), Antonino Galati (University of Palermo)*

**54: User-Generated Content and Relevance of Sustainability Attributes for Wine Consumers**

*Miguel Angel Gomez-Borja (University of Castilla-La-Mancha), Immaculada Carrasco (University of Castilla-La-Mancha), Juan-Sebastian Castillo (University of Castilla-La-Mancha)*

**56: The Relevance of Wine Branding: A Bibliometric Analysis of Wine and Brand**

*Stefano Corsi (University of Milan), Riccardo Saracino (University of Milan), Emilano Villanueva (Eastern Connecticut State University)*

**63: A life's work – Brian Croser's influence on identifying terroir and geographical indications in Australia**

*Jacqueline Dutton (University of Melbourne)*

**Parallel Session IV – Territories, Sustainability & Tourism - Room: Demokritus I Chair : Sofia GOUVEIA (UTAD)**

**73: Evaluating the contribution of landscape diversity to the beauty of German wine landscapes, using eye tracking**

*Maximilian Tafel (Hochschule Geisenheim University), Kristyna Kohoutkova (Hochschule Geisenheim University), Eckhard Jedicke (Hochschule Geisenheim University), Anne-Katrin Kleih (Mendel University)*

**75: Impact of regional location on specialized degree programs' performance: the case of the French wine-producing regions**

*Jean-Marie Cardebat (University of Bordeaux), Olivier Guyottot (Inseec Business School), Mahmoud Hassan (University of Bordeaux)*

**27: Better together: classic method sustainable wines**

*Martin Prokes (Mendel University in Brno)*

**66: Assessing true cost of wine and its impact on customers willingness-to-pay**

*Philippe Masset (EHL Hospitality Business School), Carlos Martin-Rios (EHL Hospitality Business School), Bastien Christinet (Haute école de viticulture et oenologie de Changins), Alexandre Mondoux (Haute école de viticulture et oenologie de Changins)*

**58: Emerging wine tourism in island destinations: Empirical insights from Cret**

*Maria Alebaki (Hellenic Agricultural Organization), Stella Kladou (Hellenic Mediterranean University), Maria Psimouli (The American College of Greece)*

**10: Total factor productivity in the presence of spatial dependence and transient and persistent inefficiency**

*Samuel Faria (UTAD), Sofia GOUVEIA (UTAD), José Alberto Fuinhas (University of Coimbra), Joao Rebelo (UTAD)*

**16:00 – 17:40: Parallel sessions**

**Parallel Session V – Consumers - Room: Pythagoras I Chair : Lara Agnoli (Burgundy School of Business)**

**40: Gender and participation in the AECS. The case of Hungarian wine grape farms**

*Imre Ferto (Hungarian University of Life Sciences), Lajos Barath (Center for Economic and Regional Studies, Budapest), Zoltan Bakucs (University of Óbuda)*

**3: Is there a corruption-effect on champagne consumption?**

*Omer Gokcekus (Seton Hall University), Mehmet Londozi (Creditwest Bank)*

**8: Quality perception of Hungarian wines in foreign markets: The case of Tokaj region**

*Jeremias Mate Balogh (University of Budapest), Mengting Yu (University of Tuscia), Luigi Palumbo (University of Tuscia)*

**9: Impact of Education and Group on Performance in Blind Tastings, an Experimental Approach**

*Magalie Dubois (Burgundy School of Business), Lara Agnoli (Burgundy School of Business), Nikolaos Georgantzis (Burgundy School of Business), Steve Charters (Burgundy School of Business), Jean-Christian Tisserand (Burgundy School of Business)*

**69: Communication styles on Italian wineries websites**

*Francesca Gori (University of Bologna), Giulia Maesano (University of Bologna), Alessandra Castellini (University of Bologna), Maurizio Canavari (University of Bologna)*

**Parallel Session VI – Industrial Organization & Management -**

**Room: Demokritus I Chair : Davide Gaeta (University of Verona)**

**23: Collective Reputation Effects: Empirical Evidence from the Austrian Wine Market**

*Dieter Pennerstorff (Johannes Kepler University Linz), Daniela Rroshi (Vienna University of Economics and Business), Christoph Weiss (Vienna University of Economics and Business)*

**41: Successes and Failures by PDOs as Collective Brands for Italian Wine**

*Julian Alston (University of California), Davide Gaeta (University of Verona)*

**43: Are cooperatives doomed to produce only low quality wine? Not quite...**

*Angelo Zago (University of Verona), Umberto Nizza (University of Verona), Giulia Gastaldello (Free University of Bozen-Bolzano), Guenter Schamel (Free University of Bozen-Bolzano)*

**45: Terroir, terroir, are thou in Bordeaux ? A spatial hedonic regression analysis for Bordeaux wines**

*Angelo Zago (University of Verona), Francesca Rossi (University of Verona)*

**53: Whose bubbles are these? Winery brand versus Territorial brand**

*Chiara Mazzocchi (University of Milan), Stefano Corsi (University of Milan), Riccardo Saracino (University of Milan)*

**20:00 – 22:30 : Dinner at the ANTIGONI restaurant at the old Venetian Port**

May 30

**08:30 – 10:10 : Parallel Session**

**Parallel Session VII – Sustainability, Environment & Organic -Room: Pythagoras I Chair : Guenter Schamel (Free University of Bozen-Bolzano)**

**46: Price impacts of ecofriendly attributes on cheap standard wines and quality wines: a comparison between hedonic model investigations**

*Massimo Canali (University of Bologna), Valentina Suprani (University of Bologna), Caetano Luiz Beber (University of Bologna), Giulio Malorgio (University of Bologna)*

**44: Developing a hierarchical integrated framework to evaluate sustainability performance in the wine industry**

*Ana Trigo (UTAD), Ana Marta Costa (UTAD), Rui Fragoso (University of Évora)*

**60: Clusters and sustainability: an approach from the Spanish wine sector and its designations of origin**

*Juan José Juste-Carrion (University of Valladolid), Guillermo Mendizabal (University of Valladolid)*

**61: What is natural wine?**

*Robin Goldstein (UC Davis), Magalie Dubois (Burgundy School of Business)*

**Parallel Session VIII– International Trade & Macro- Room: Demokritus I Chair : Angelo Zago (University of Verona)**

**15: EU wine exporters competing in a changing international market**

*Anna Carbone (University of Tuscia), Roberto Henke (Research Center for Policies and Bioeconomy, ROME)*

**28: Heterogeneity and diversification strategies in exports: The case of the protected Spanish wine industry**

*Jacobo Nunez (University of Madrid), David Martin Barroso (University of Madrid), Juan A. Nunez Serrano (University of Madrid), Francisco Velazquez (University of Madrid)*

**37: The impact of markups on export behaviour: Firm level evidence from Hungarian wine industry**

*Imre Ferto (Hungarian University of Life Sciences), Gergely Csurilla (Center for Economic and Regional Studies, Budapest), Zoltan Bakucs (University of Óbuda)*

**38: Measuring the impact of natural disasters on wine exports: Investigations at the level of French 'départements'**

*Alex Bao (University of Bordeaux)*

**42: International Trade in Sparkling Wines. Is Prosecco Different?**

*Angelo Zago (University of Verona), Diego Lubian (University of Verona), Umberto Nizza (University of Verona)*

**10:10 – 10:20 : Coffee Break**

**10:20 – 12:20 : Parallel Session**

**Parallel Session IX– Sustainability & Risk Management - Room: Pythagoras I Chair : Jean-Marie Cardebat (University of Bordeaux)**

**72: Sustainability-oriented innovations and productivity in the Italian wine industry: Does dynamic capabilities matter**

*Luca Camanzi (University of Bologna), Pier Paolo Miglietta (University of Salento) Giulio Paolo Agnusdei (University of Salento), Sofia Formica (University of Bologna), Giulio Malorgio (University of Bologna)*

**74: Do South African consumers prefer local eco-certified wines**

*Radu Mihailescu (University of Applied Sciences, Rengerslaan), Britta Niklas (Ruhr University Bochum), Adeline Alonso Ugaglia (Bordeaux Sciences Agro), Daniel Moscovici (Stockton University), Jeff Gow (University of Southern Queensland)*

**62: A Dynamic Model of Sustainable Development in the Wine Sector**

*Guenter Schamel (Free University of Bozen-Bolzano), Stefan Franz Schubert (Free University of Bozen-Bolzano)*

**65: From Risk to Reward: The Strategic Advantages of Diversifying Grape Varietals**

*Philippe Masset (EHL Hospitality Business School), Louis Jordi (University of Bordeaux), Jean-Philippe Weisskopf (EHL Hospitality Business School)*

**71: Evaluating Strategies for Adaptation to Climate Change in the wine sector**

*Simonetta De Leo (Centre for Agricultural Policies and Bio-economy,Rome) Antonella Di Fonzo (Centre for Agricultural Policies and Bio-economy,Rome), Sabrina Giuca (Centre for Agricultural Policies and Bio-economy,Rome), Marco Gaito (Centre for Agricultural Policies and Bio-economy,Rome), Guido Bonati (Centre for Agricultural Policies and Bio-economy,Rome)*

**77: The financialization of the bulk wine market : issues and limits of the launch of a futures market**

*Jean-Marie Cardebat (University of Bordeaux), Catherine Lis Castiblanco (University of Bordeaux), Yves Jegourel (University of Bordeaux), Jean-Marc Figuet (University of Bordeaux)*

**Parallel Session X– Industrial Organization & Management -Room: Demokritus I Chair : Nikos Georgantzis (Burgundy School of Business)**

**33: Technology-based regional wine development: A multi-purpose agrobot design for grape harvest automation**

*Aikaterina Karampatea (International Hellenic University), Elisavet Bouloumpasi (International Hellenic University), Eleftherios Karapatzak (International Hellenic University), Emmanouil Tziolas (International Hellenic University), Stavros Pavlidis (International Hellenic University), Stefanos Koundouras (University of Thessaloniki), Spyridon Mamalis (International Hellenic University), Chris Lytridis (International Hellenic University), Vassilis G. Karburlasos (International Hellenic University)*

**48: The effect of weather and non-climatic inputs on mean yield and production risk : the case of French wine grapes**

*Louis Jordi (University of Bordeaux), Catherine Lis-Castiblanco (University of Bordeaux)*

**5: Simulation of the potential economic effect of a change from AOC to PDO in a wine-growing region in Switzerland**

*Alexandre Mondoux (Haute école de viticulture et oenologie de Changins), Bastien Christinet (Haute école de viticulture et oenologie de Changins), Roxane Fenal (Haute école de viticulture et oenologie de Changins), Olivier Viret (Direction Générale de l'Agriculture, de la Viticulture et des Affaire Vétérinaires du Canton de Vaud)*

**32: Is wine made in drama deserving of protected designations of origin (pdo) recognition?**

*Aikaterina Karampatea (International Hellenic University), Elisavet Bouloumpasi (International Hellenic University), Andriana Skendi (International Hellenic University), Spyridon Mamalis (International Hellenic University), Georgia Tseine ((International Hellenic University), Sofia Giorouki (International Hellenic University)*

**34: The role of the geographical indication signs in increasing the market price for red wines. Evidence from the Italian market**

*Lucas Rossetto (University of Padova), Alice Stiletto (University of Padova), Leonardo Cei (University of Padova)*

**59: Characterising governance, innovations and sustainability in the French wine industry: a comparison between Cooperatives and Investor Owned Firms**

*Louis-Antoine Saisset (University of Montpellier), Leila Temri (University of Montpellier), Thalia Astruc (Institut Agro Montpellier), Iciar Pavez (University of Montpellier)*

**12:20 – 13:50 : LUNCH**

**13:50 – 15:30 : Parallel Session**

**Parallel Session XI– Consumers & Demand - Room: Pythagoras I Chair : Joao Rebelo (UTAD)**

**13: Predictive modelling of willingness to pay for Portuguese sparkling wine consumers**

*Joao Rebelo (UTAD), Mario Gonzalez Pereira (UTAD), Norberto Jorge Goncalves, Lina Lourenco Gomes (UTAD), Tania Goncalves (UTAD)*

**29: A structural demand model of fine wines' characteristics: Does buyers' heterogeneity matter?**

*Benoit Faye (Inseec Business School), Eric Le Fur (Inseec Business School)*

**22: It's all about sparkling wine - consumer trend analysis of sparkling wine in Germany**

*Christoph Kiefer (Geisenheim University), Gergely Szolnoki (Geisenheim University)*

**49: The role of behavioural antecedents and consumption occasions in green innovation acceptance: the case of wine in can**

*Lara Agnoli (Burgundy School of Business), Azzurra Annunziata (University of Naples), Efi Vasileiou (University of York), Nikos Georgantzis (Burgundy School of Business)*

**50: Exploring Relative Inflation Through the Vehicle of Champagne - Measuring the Experience of Luxury Inflation**

*Paul Merton (Ethos Wines Group, Cambridge)*

**Parallel Session XII– Industrial Organization & Management -Room: Demokritus I Chair : Raul Compes (Instituto Agronómico Mediterráneo)**

**35: Impact of resource allocation and diversification strategies on performance measures in the post-Covid period: an application to Spanish wineries**

*Katrin Simon-Elorz (Universidad Pública de Navarra); Teresa García López de Meneses (Universidad Pública de Navarra), Andrea Ollo López (Universidad Pública de Navarra)*

**76: Determinants of blockchain technology adoption: the case of the Italian wine supply chain**

*Nicolas Santori (Polytechnic University of Marche, Ancona), Deborah Bentivoglio (Polytechnic University of Marche, Ancona), Giulia Chiaraluce (Polytechnic University of Marche, Ancona), Adele Finco (Polytechnic University of Marche, Ancona), Giacomo Staffolani (Polytechnic University of Marche, Ancona), Giulia Rifaiani (Polytechnic University of Marche, Ancona), Roberto Tonelli (University of Cagliari), Ruggiero Sardaro (University of Foggia), Piermichele La Sala (University of Foggia), Francesco Conto (University of Foggia)*

**67: Spanish wine routes. Differences, similarities and consequent strategic implications**

*Bartolomé Marco-Lajara (University of Alicante), Luis A. Millan-Tudela (University of Alicante), Javier Martinez-Falco (University of Alicante), Eduardo Sanchez-Garcia (University of Alicante)*

**68: An industrial policy for territorial development: the case of the wine industry of Aragon (Spain)**

*Vicente Pinilla (University of Zaragoza), Raul Compes (Instituto Agronómico Mediterráneo)*

**80 : A proposal for the generation of supra-appellation of origin in the case of Spanish wine based on consumer perceptions**

*David Martin Barroso (University of Madrid), Jacobo Nunez (University of Madrid), Juan A. Nunez Serrano (University of Madrid), Francisco Velazquez (University of Madrid)*

**15:30 – 15:40 : Coffee Break**

**15:40 – 17:20 : Parallel Session**

**Parallel Session XIII– Territories & Tourism - Room: Pythagoras I Chair : Immaculada Carrasco University of Castilla-La Mancha)**

**17: The Effect of Winery Video Content on Consumer Perceptions of Wine Quality and Prices**

*Natalia Velikova (Texas Tech University), Tatiana Chameeva (KEDGE Business School), Marc Faget (KEDGE Business School), Bogdan Olevskiy (Texas Tech University)*

**20: The effect of wine tourism on the sustainable performance: Evidence of the Spanish wine industry**

*Javier Martinez-Falco (University of Alicante), Eduardo Sanchez-Garcia (University of Alicante), Luis-Antonio Millan-Tudela (University of Alicante), Bartolomé Marco-Lajara (University of Alicante)*

**26: Factors affecting the wine experience: the case of Urla vineyard (wine) route, Turkey**

*Nuray Turker (Karabuk University Safranbolu), Ozde Erkoc (Independent Scholar)*

**30: Issues at stake when monitoring wine tourism activities' economic performance**

*Claire Lamoureux (KEDGE Business School), Tatiana Bouzdine-Chameeva (KEDGE Business School), Vincent Maymo (IAE Bordeaux)*

**51: Territorial and Demographic Implications of the Viti-vinicultural Economy in Europe: The Case of Castilla-La Mancha (Spain)**

*Immaculada Carrasco University of Castilla-La Mancha, Sebastian Castillo (University of Castilla-La Mancha), Maria Carmen Cortijo (University of Castilla-La Mancha), German Andres Cevallos (University of Castilla-La Mancha)*

**Parallel Session XIV– Regulation & History -Room: Demokritus I Chair : Stefano Castriota (University of Pisa)**

**16: A methodological investigation of the literature on moderate alcohol consumption**

*Stefano Castriota (University of Pisa), Paolo Frumento (University of Pisa), Francesco Suppressa (University of Siena)*

**18: Innovation and European Wine Regulation**

*Tilman Reinhardt (University of Bayreuth), Yasmine Ambrogio (University of Bayreuth), Laura Springer (University of Bayreuth)*

**55: The adoption of fungus-resistance grapevines: an analysis of producers approach in the Italian region of Veneto**

*Francesca Bastioli (University of Padua), Valentina Di Chiara (University of Padua), Eugenio Pomarici (University of Padua)*

**4: Wine and first wave globalisation: a case study in reception**

*Graham Harding (University of Oxford)*

**64: Emperors as kingmakers: A rare illustration of both instant and lasting Veblen effects**

*Olivier Bargain (University of Bordeaux), Robin Goldstein (UC Davis), Olivier Baron (University of Bordeaux), Maria C. Lo Bue*

**May 31**

**Visit of the Manousakis winery (wine tasting and lunch) and the Karavitakis winery (wine tasting)**

**Transport by bus**

# The Relevance of Wine Branding: A Bibliometric Analysis of Wine and Brand

*Stefano Corsi (University of Milan), Riccardo Saracino (University of Milan), Emiliano Villanueva (Eastern Connecticut State University)*

## Introduction

Wines are complex products. They historically have been identified by country and/or region of origin as well as by the producer or, in recent decades, marketed using grape varietal descriptions that gained 'generic brand status' (Spawton, 1999). Spawton (1990) supports a multi-faceted view of a wine brand. This brand hierarchy includes country of origin, region or appellation, variety of grape from which the wine is made, domain, bodega, or estate, and producer label. It may also include family heritage, production facility and equipment, winemaker, specific vineyard, soil type, climate, and even regional tourism characteristics and cuisine (Lockshin et al., 2000).

Because of its agricultural nature, the wine industry has many brand-building sources to draw upon that go beyond primary product attributes. The proliferation of means of identifying wines leads to various product variants and types and a complex buying situation for consumers; this is a significant difference between wine and other consumer goods.

## Purpose

It is then essential to uncover relationships between these wine elements and its branding. Since these connections still need to be better understood, offering a bibliometric analysis of the academic work done so far toward understanding the topic seems relevant. It may provide insight into the effectiveness of a wine brand in a time where brands and marketing knowledge (that is, the capability of firms to manage brands and distribution networks) provide fundamental elements of the growth strategies of firms in foreign markets and their evolution (da Silva Lopes, 2007).

## Preliminary literature review

The interest in articles covering the topic has been growing since the late 1990s. For example, in 2016, 30 articles related to wine banding, wine brands, or wine branded were published. Since that year, the number of yearly published articles related to this knowledge area has remained stable. Studies concerning wine branding cover many topics. Generically, a brand is related to abstract elements such as loyalty (Bandyopadhyay & Martell, 2007), identity (Devigili et al., 2018), and authenticity (Beverland, 2006). However, the concept of the brand shows several nuances when drawn to wine; it deals with, i.e. product features such as packaging (Orth & Malkewitz, 2008), labels (Labroo et al., 2008), and regionality (Johnson & Bruwer, 2007). Concepts related to wine and brand are also closely linked to tourism and events (Altschwager et al., 2017), wine tourism as a regional brand (Gómez & Molina, 2012), wine brand equity (Gómez et al., 2015), a wine tourism destination (Bruwer et al., 2016; Gómez et al., 2015), and wine country-of-origin effects (Balestrini & Gamble, 2006). In terms of wine market analysis, wine branding is related to -better- marketing practices (Thach & Cogan-Marie, 2018), consumer-choice analysis (Agnoli et al., 2014; Goodman, 2009), hedonic price analysis (Schamel & Anderson, 2003), and wine tourism market segmentation (Nella & Christou, 2021).

## Research methodology

A Bibliometric Analysis is a valuable method to analyze a large number of scientific data used to get an in-depth study of their relationships, intersections, and topics of relevance (Donthu et al., 2021). For this research, 400 papers, 852 authors, and 170 Journals were the size of the dataset. This study has been performed on VOSviewer software using the SCOPUS database with "WINE" and "BRAND\*" as the keyword query.

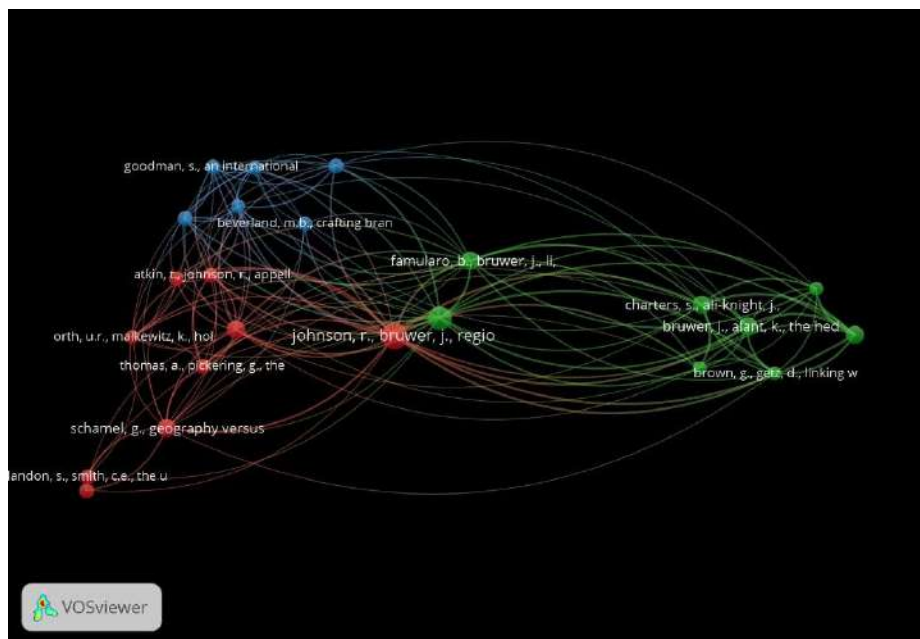


## Preliminary findings

A preliminary analysis of a sample of 1336 occurrences shows that excepting the words themselves -wine and brand- the most repeated keywords were consumer behavior (44), marketing (35), and Australia (25). In terms of articles published per country related to wine branding, most of them are from the United States of America (88), followed by Australia (84), Italy (61), France (57), and the United Kingdom (32). The highest number of citations is held by articles from Australia (3761), followed by the US (2898), France, the UK, and Italy (around 1200 citations each). The most influential journal on the topic is the "International Journal of Wine Business Research," which has 90 documents and more than 2000 citations, then the Journal of Business Research and the British Food Journal, which both have more than 500 citations.

A bibliographic coupling analysis on documents with more than 100 shared references shows eight clusters; the articles sharing the most citations are Orth (2008) – Packaging cluster; Beverland (2006) - Luxury Wine cluster; Schamel (2003) - Pricing cluster; and Bandyopadhyay (2007) Regional Brand cluster. The co-citation analysis, represented in Figure 1 (see below), shows three significant clusters of interest in wine branding, Market (Blue), Tourism (Green), and Consumer Choices (Red).

**Figure 1 Co-citation analysis of the cited references, with a minimum of 8 cited references per document**



Source: own elaboration.

The analysis of interdependence, determined by the number of shared references, shows a demand-side-focused analysis on both the single consumer and the segmented consumers (i.e., millennials or inhabitants of a country) and a supply-side-focused analysis on quality and the impact of the territory, its image, and its identity.

## Conclusions

This initial step in understanding the relationships between wine attributes and its branding shows an increased interest in the topic by wine industries and academics of the New World. Australia and the United States lead in the interpretation, evaluation, and analysis of branding strategies that would seek to develop functional and symbolic associations in a consumer's mind to maintain awareness and salience. While geographical denominations have been historically crucial in the sale of wine, grape

varietals have taken more importance in recent decades. However, a whole branding experience seems to have nowadays taken a significant impact on marketing wine.

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