

EXPLORING THE CRITICAL SUCCESS FACTORS IN WINE BRAND MANAGEMENT

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ABSTRACT

The purpose of this paper is to examine the critical success factors of successful wine brands. The researcher will conduct in-depth personal interviews with ten marketing directors of major wineries who have created and managed successful wine brands. In addition to the in-depth personal interviews with the directors of wine brand management working at major wineries, the researcher will review an array of existing research and secondary data to explore the critical successful factors of wine branding. The results of the study provide a useful guide to both academics and winery operators interested in developing a competitive wine brand.

INTRODUCTION

There are over 100,000 wine brands in US alone. Out of the 100,000 wine brands only a few have high brand awareness among wine consumers and have been able to distribute their wines through nationwide distribution channels, such as Southern Wines and Spirits and Young's. Regular wine consumers are not aware of a lot of wine brands. The regular wine consumer who does not possess extensive wine knowledge and is not very involved with wine is intimidated by the number of wines sold at a supermarket or wine shop. Often, wine consumers rely on brand reputation when they purchase wine. Specifically, wine is a type of product that consumers are not able to try before they purchase it. Therefore, brand management plays a more crucial role in the success of a winery. In spite of the significance of wine brand management in the wine industry, there has been very limited research published with respect to wine brand management. It is not known how wine operators develop a competitive wine brand. The objective of this study is to explore the critical success factors of successful wine brands. What are the factors that all the successful wine brands have in common? What are the antecedents to develop a successful wine brand?

METHOD

The researcher will conduct in-depth personal interviews with ten marketing directors of major wineries who have created and managed successful wine brands. In addition to the in-depth personal interviews with the directors of wine brand management working at major wineries, the researcher will review an array of existing research and secondary data to explore the critical successful factors of wine branding. The results of the study will help winery operators better understand the critical success factors of wine branding and develop a competitive wine brand.