

# SESSION B

Thursday June 13  
1:45 - 3:00  
AS 217

2:25 - 2:40

15. **Consumer perceptions of wine brand Names.** SHARON FORBES and DAVID DEAN, Lincoln University, New Zealand -- Successful companies are often associated with strong brand names that convey meaning and imagery to consumers. There is a considerable body of evidence that brand names are associated to consumer perceptions of quality and their purchase intentions, and the brand name attribute has been found to be important to wine consumers during the purchase decision making process. This paper seeks to examine the influence of actual wine brand names on consumer perceptions of quality and price, in the absence of any other product information or prior brand experience. This study firstly categorised New Zealand wine brand names and then provided examples from these seven categories to respondents via an online questionnaire. This study provides evidence that a brand name, in the absence of other product information, influences consumer perceptions of quality and price, and their purchase intentions, and that some categories of brand names perform better than others.

2:45 - 3:00

16. **Buying into a regional brand: The naming of Central Otago wineries.** JOANNA FOUNTAIN and DAISY DAWSON, Lincoln University, New Zealand -- The purpose of this paper is to analyse the meanings and sources of winery names in the Central Otago wine region, New Zealand. In particular, two questions are addressed: To what extent are the elements of the Central Otago regional wine story apparent in the winery names of the region? Are there discernible differences in the elements emphasised in the more established wineries and those that have been launched more recently? To answer these questions, content analysis of 105 wine brands based in Central Otago was completed in order to identify the origins and brand stories behind the winery names. Findings reveal that many of the elements fundamental to the Central Otago regional brand feature prominently in the naming of the wineries in the region, particularly landscape features based on the mountains and rocky terrain. Personal experience and personal heritage and regional heritage also feature very strongly in the explanation of winery names. The emphasis and source of winery names of long-established versus more recent wineries differ, with the former having names much more likely to be derived from landscape features. By comparison, the newer wineries are more likely to refer to personal heritage and experience in name origin, while attempting also to 'place themselves' in the region in their naming patterns. Implications and suggestions for future research are outlined.

## ii. Branding and Consumer Engagement with Brands: Telling Good Stories

Chair: Joanna Fountain, Lincoln University

1:45 - 2:00

13. **When place defines the brand: A review of origin-bounded brands.** NATHALIE SPIELMANN, Reims Management School, France -- This article builds upon this classic brand equity framework and proposes a new theoretical approach specific to brands that are bounded to their origin. When brands that are bounded to their origins have brand equity, they satisfy distinct values for consumers such as instrumental and expressive values. At a corporate level, firms with OBBs limit the probability of counterfeit products, have enduring unique selling propositions and benefit from value pricing. The proposed conceptual framework looks at transvection as it applies to unique origin resources that are respected during the design, production and assembly of the product and translated into the marketing of the resulting brands, leading to Origin Bounded Brands (OBBs). The issues related to building brand equity for OBBs and how to manage these specific types of brands are discussed, as well as managerial implications and future research directions.

2:05 - 2:20

14. **Branded marketing events: Facilitating customer brand engagement.** TEAGAN ALTSHWAGER, JODIE CONDUIT, and STEVE GOODMAN, University of Adelaide, Australia -- Many wineries host branded marketing events to initiate memorable experiences for their consumers. This method of experiential consumption provides benefits to wineries including event revenue, strong positive associations with the event, and its impact on enhancing consumer's perceptions of the wine brand. However, little is known about which aspects of the experience build engagement with the event and ultimately with the brand. Drawing on academic literature in service dominant logic, engagement, consumer experience, and event marketing, a conceptual framework is introduced that explicates the relationship between branded marketing events and customer brand engagement through the customer's engagement with the event. This paper outlines how the sensorial, emotional, cognitive, pragmatic, lifestyle and relational components of a branded marketing event facilitate customer engagement with the event and the brand. With greater knowledge of the process of facilitating engagement, wineries will be able to design these events to more effectively engage their customers.

Notes