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PERCEPTION OF CONSUMER PURCHASE WINE BASED ON BRAND RECOGNITION, LABEL DESIGN, CRITIC'S GRADES, AND WINERY MARKETING

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Part 1: Literature Review

Introduction

Previous studies have found that consumer perception, purchasing behaviour, and decision-making process in the wine industry are based on brand recognition, label design, critics grading, and winery marketing (Brochado, Vinhas da Silva, and LaPlaca, 2015; Kelley, Hyde, and Bruwer, 2015). In most markets, wine customers always select their preferable drink brands that are safe and of unmatched quality standards. Successful wine firms are mostly defined by a strong brand image that communicates its implications and creates a better picture in the mind of consumers. Presently, there is a wide range of literature that discusses how branding, marketing, labelling, and brand criticism are associated with consumer perceptions of quality and their buying behaviour. Further, these marketing tools (brand recognition, label design, critic's grades, and winery marketing) have highly influenced customer decision-making process. Therefore, this literature review seeks to discuss how past studies have examined this core marketing tools and their influence on consumer perception in the wine industry. The literature review starts by evaluating previous articles related to brand recognition. Afterward, it discusses sources that focus on label design, critic's grades, and winery marketing. The sources used in this study are peer-reviewed articles dated within the past 10 years.

Brand Recognition, Awareness, and Personality

Brachado et al. (2015) conducted an extensive survey in the Portuguese green wine sector to assess the relationship between brand recognition and consumer perception. The study found that brand awareness highly depends on a customer's knowledge of a certain product. The authors defined consumer knowledge as the amount of information that a certain person possesses about a specific commodity. Thus, brand recognition entails the ability to notice a single product from a wide variety of commodities. To be specific, it is the ability of the shopper to spot a preferable product by its features and design components. In the process of their study, Brachado et al. (2015) identified that sustaining the public brand image by creating a robust brand recognition and awareness system has increasingly become a critical responsibility of corporate managers and brand design team. Thus, due to this, marketing experts in the wine industry are becoming highly concerned about having their specific products accepted and recognised in the market. They are investing more efforts to ensure their liquors are different from other goods on retail shelves on the basis of brand personality attributes.

According to Brachdo et al. (2015), brand personality traits are the primary elements that define the success of a certain product. Therefore, it is supposed to be perceived as the core element of brand positioning and differentiation techniques. The conceptualisation of wine products as personalities in the Portuguese green wine market has enabled marketers to position and differentiate their brands through triggering consumer emotions, establishing strong relationships, and establishing a positive brand image in the subconscious minds of customers (Brachado et al., 2015). Brand personality is meant to increase specific product recognition in the

market. When a wine brand is well engrossed in the customer's mind, it becomes a simple process to create product relationships and stick them permanently in the memory. The brand image is eventually developed based on the interaction that customers initiate with brands, therefore, it is seen as the ability of a company to offer goods that suit customer tastes and preferences. In other words, brand image of a wine product involves the consumer perception regarding a certain drink, which is often mirrored through the brand relationship saved in the consumer's subconscious mind (Kelly et al., 2015). However, most researchers apply the concept of brand image and identity interchangeably. On the other hand, Brochado et al. (2015) insisted that these two terms have different implications. To clarify, this authors described brand identity as an exceptional category of customer-brand relationships that the product designers intend to develop or sustain, while brand image entails how a certain wine product is perceived shoppers.

The presence of the concept of brand personality (BP) cues in the wine market has offered companies with techniques for designing specific brands and make them distinctive in a crowd. Mostly, this applies for the product groups in which the distinctions within the intrinsic features of rivalry brands are difficult to identify (Brachado et al., 2015). Moreover, as brand personality traits tend are hard for competitors to copy in comparison to other product characteristics. When well-implemented in an organisation, the concept of BP can produce a long-term competitive edge. As a consequent, Brachado et al. (2015) affirmed that BP traits offer a device for wine company executives to position or distinguish their drinks in the marketplace.

Further, Heslop, Cray, and Armenakyan (2010) conducted an empirical study to examine the straight and relationship effects of wine's brand image and the nation of origin on consumer perceptions of the personality trait of the drink, anticipated price, and readiness to purchase the product. In the research, Heslop et al. (2010) identified that buying one bottle of wine is an intricate process for normal consumers overawed by the numerous and varied selections offered in retail shelves and a quickly transforming market due changing customer needs and expectations. With regard to other regularly bought consumer goods, such as foodstuffs, customers encounter a limited variety of brands (Heslop et al., 2010). Surprisingly, even the most diversified commodities in retail shops, such as cereals, which offer a wide range of brands to decide from, the wine stores are known for giving the largest options to its consumers. Thus, this implies that wine purchasing behaviour is defined as a concept that needs extensive market information and consumer preferences. Cues, such as wine brand name (BN), nation of origin (NOO), and expected price in evaluation of quality and appropriateness for buying and consumption in various conditions are essential defining customer perceptions. According to Heslop et al. (2010), these cues (BN, NOO, and price) perform a critical role in the costumer's decision-making process, perception, and purchasing behaviour. Most importantly, BN has been widely applied to help companies gain a positive reputation in the market. The wine industry is characterized by risk, uncertainty and limited access to information (Heslop et al., 2010; Chocarro and Cortiñas, 2013). Therefore, users always shift to substitute strategies that enhance quality, such as price, BN, NOO. In the wine industry, the most common measures that are used by many companies to trigger consumer perceptions include constant ads, social media marketing, packaging, and the NOO of the label. Heslop et al.

(2010) found that BN, NOO, and price cues influence consumer perceptions and their decision-making process.

Label design (LD)

While brand awareness cues, such as BN, country of origin, personality traits, advertising, and packaging among others influence consumer perceptions and purchasing patterns, the impact of label design cannot be overlooked. The appearance of the wine bottle, colour, and other related info regarding the label design (LD) are applied by various wine manufacturers to simplify the consumer decision process and increase the probability of buying a certain product. Moreover, liquor LD is a critical direct communication technique applied by the manufacturers to easily connect with the present and potential consumers and efficiently transmit information about the uniqueness of the drink. Labels communicate issues, such as history of the winery, recommendation on how to consume the wine, ingredient variety, manufacture date, and NOO (St James and Christodoulidou, 2011). LD can promote positive perceptions of wine as well as impact the customers' decision-making process.

Henley et al. (2011) conducted a single-blind study in the United States with an aim of seeking to determine certain label attributes influencing both the state and better perceptions of millennial wine users. Primarily, this researcher was triggered by the fact that the U.S. is witnessing an increasing growth in the number of wine-makers (Heslop et al., 2011). Therefore, due to this, it has become an issue of high relevance for wineries to develop a LD to remain competitive in the congested market. Wine promotion and marketing is vital as it helps companies maintain their

market share, retain potential consumers, attract new customers, and increase profitability. Further, winery marketing is used to meet customer needs, tastes, and preferences. Marketable wine commodities involve the liquor itself. However, it can also incorporate service delivery, food pairing, and the ultimate customer satisfaction. Henley et al. (2011) recommended that the contemporary marketing mix in the wine industry should manufacture quality goods to meet the needs of various consumers. In the United States, multiple wine-makers and promoters are highly focused on the current generation of drinkers, known as the millennials. According to statistics given by Henley et al. (2011), as at 2009, the country's millennials age gap varied from 9-30 years, which involved about 76 million individuals in the United States. They are highest consumers' age group in the American history with regard to their buying power (Henley et al., 2011). Thus, this study wanted to assess how the information offered to the wine user influences the consumer perceptions among young people. Notably, this study was significant to the wine-makers and marketers as previous empirical studies have highlighted that people stick to their wine use habits as they get older (Hall, 2016; Kelley et al., 2015).

Hirche and Bruwer (2014) conducted a qualitative and quantitative study in Australia to assess the product engagement of wine shoppers as well as analyse the consumer association with expected consumption conditions, pubs, events together with the client's importance of different intrinsic commodity features. The study highlighted that packaging design (PD) in the wine industries performs a critical role in determining consumer perceptions and buying patterns. Hirche and Bruwer (2014) referred to the contemporary packaging of wine items as a process that involves the front and back label, as well as the bottle design. In the wine industry, the package

design technique has been applied widely to differentiate or position. Similarly, it is critical in both marketing and consumer use. Wine users are always triggered by the overall package of the brand, such as shape, colour, LD, appearance, and bottle design.

According to Henley et al. (2011), there are four major design components that wine-makers can consider when packaging a product brand, including label information, logo, BN, and back label. While in the market, the shoppers use the label as a source of information. In the process, this enables them to easily make the buying decision. Other critical elements of wine label design include available ingredients, alcohol volume, flavour, vintage, and the wine manufacturer history. However, most of the millennials are not well-informed on how to make their purchase as they lack or are unable to seek label information before buying a product.

The appearance of wine LD creates the brand image for the drink and enhances the anticipations of customers. The concept of marketing is further vital to the winery marketing approach. As initially mentioned, they facilitate effective flow of information from the maker to the consumer. In other words, labels help companies communicate their product while on the supermarket shelves. They connect the wine-maker with the consumer regardless of the distance between them. According to Henley et al (2011), wine companies apply the front to arouse the customer's desires and create a positive perception of the product. On the other hand, the back label is used to provide brand information, such as ingredients, alcohol content, NOO, bottle capacity, grapes varieties, and the dates. Majorly, the back LD

describes the product and the maker. Primarily, this allows the producers to give their view regarding the quality of the wine.

Further, they are financial okay in their personal liberty and influences their household's spending patterns. Millennials are widely known to be brand sensitive and always go for quality products sold at affordable prices. With regard to wine-makers and promoters, this generation is of high significance as it continuously emerges in the liquor industry. Young people are regarded to be a new market segment that the wine sector should high shift their focus to. Therefore, creative PD and LD highly attract the attention of the young wine users. Millennials are quickly aroused by eye-catching elements. Thus, attractive labels capture their focus on the basis of LD, appearance, bottle design, and even price.

Further, with regard to LD, Kelley et al. (2015) conducted an exploratory study with a goal of determining the various factors, such as food pairing, back label, influence consumer perceptions and purchasing decisions. The research found that wine users highly depend on extrinsic cues, such as price, NOO, BN, packaging, retailer name, and colour, as well as intrinsic cues, including flavor, texture, and smell when analysing wine product quality. Additionally, it is essential to realise that, prior to assessing a wine drink, customers must evaluate it majorly based on their awareness of the BN. Thereby, in conditions, for instance retail shops, it is impossible for wine to be tested from the shelves. Therefore, BN performs a critical role as a communication tool to offer information on quality and induce certain knowledge systems. According to Kelley et al. (2015), labels on wine packages, both front and back, perform a crucial mandate through expressing the extrinsic wine

information accessible to the users in the market. The buying choice of a certain drink is broadly considered to be an intricate process, which is linked to a comparatively high level of apparent risk. In return, this is affected by the drinking event for which the wine is purchased.

Critic's Grade

Chocarro and Cortiñas (2013) conducted an experiment to study the manner in which customers integrate experts' reviews into their own assessments of purchase decisions for red wines. Prior to carrying out the study, Chocarro and Cortiñas (2013) identified that, in the wine industry, experts' grading access the public via many channels. Wine opinions are constantly published in both the dedicated and overall media and a high number of individual suggestions can be obtained from any public places. The wide range of expert information makes it simple for shoppers to judge wines based on their brands. According to Chocarro and Cortiñas (2013), product assessments in the modern markets that involve various brand options always leave customers with an intricate role to make effective purchase decisions. Thus, shoppers in most marketplaces minimize their uncertainty and increase their decision making pace via analysing expert reviews or critics, especially in the wine industry. Recently, there is a broad variety of opinion sources, the most common being personal critics or assessment of products. Similarly, remarks from friends and family, as well as retail stores and other professionals, such as physicians, movie critics, financial assistants, or teachers perform a critical role in influencing consumer perceptions.

Chocarro and Cortiñas (2013) found that consumer reaction to expert reviews differs with the type of products on the shelves. According to the author, grouping goods with regard to their attributes help consumers to notice certain brands. However, regardless of the relevance brand name, various experts always offer controversial advice. When information highly conflicting in the market, it is difficult for people to believe. Further, Carsana and Jolibert (2017) contributed to this discussion by asserting that expert remarks have a great impact on consumer perception when most of them collide in assigning a high quality or positive grading. Conversely, low quality or negative grading seems to be disregarded by the customers regardless of the agreement among experts. Chocarro and Cortiñas (2013) highlighted that the form of information display further facilitates the effects of expert reviews. An intricate opinion or judgment of a product may not often be comprehended by consumers due to the higher cognitive potential needed to process the information. On the other hand, simple reviews are often overlooked as they offer inadequate information. Moreover, consumer attributes, such as the degree of wine knowledge, may improve the impact of opinions. Primary, this is attributed to the fact that customers' ability to assess an expert review relies on their experience and past knowledge of the product set in question.

Carsana and Jolibert (2017) identified that expert opinions or critics highly influence consumer decision-making process. Positive remarks influence the consumer perception, unless a person is unwilling to take advice. In most cases, wine brands involving extrinsic rewards trigger purchase choices. At the same time, all forms of information portrayed to the shopper, such as star quality ratings in

specific, as well as expert grading, sensory definitions, and consistent awards have a positive better influence on wine buying decisions.

With regard to the prospect theory, it can be argued that a wine user with higher degree of knowledge regarding a specific experience with a product will assess it at an advanced standard in comparison of an infrequent client with limited knowledge about it. Mainly, this is due to the former's level of reference is higher. Therefore, grading done by a well-informed wine user will be lower in comparison to that done by a less-experienced consumer. Often, this is attributed to the fact that expectations are based on previous experience or tie with a product. In other words, the past knowledge can influence expert opinions, since the ability to assess a brand relies on prior knowledge and information of the product group. Thus, it can be hypothesized that the consumer wine customer who is well-informed about a certain brand will offer lower grading in comparison to their counterparts whose product knowledge is limited (Chocarro and Cortiñas 2013).

Further, in their empirical study on the impact of expert opinion and brand schematicity (BS) in wine purchase decision criteria, Carsana and Jolibert (2017) found that these two concepts influence the information required by the customer. A relationship between expert review and BS explains the relevance of data presented in wine labels. According to Carsana and Jolibert (2017), consumer product knowledge can be classified in accordance with their expertise and past experience. These authors defined expertise as the ability to do tasks associated with the product. The authors affirmed that this involve the consumer being objective, that is, he/she can assess the capability to manage tasks in relation to the product. Further,

it can be theorised as subjective, which entails the consumer's response to their potential to solve tasks. On the other hand, prior experience or knowledge is associated with the amount of accumulated information for a certain wine brand. Possession of a high information of a certain wine brand influences consumer perceptions and evokes purchase decisions. Expert review and BS are two interlinked concepts and vital tools that influence product information process.

Winery Marketing

The last category of promotional tools that influence consumer perception in the winery industry is winery marketing. Bruwer, Saliba, and Miller (2011) conducted an exploratory study in a common Australian wine area to identify the variations in the consumer behaviour patterns and cognitive preferences for different users groups. In the general, the purpose of the study was to acquire an understanding of brand preference styles of consumers and the whole concept of winery marketing. The research found that certain variations are available in the wine drinking habit and cognitive preferences of men and women and among cohorts, especially the young people and older adults. Further, the study revealed that males consume more alcohol than women. Thus, this makes men, millennials, and older people the major target of winery marketing.

According to Bruwer and McCutcheon (2017), winery marketing is an intricate process as many products in this industry are gender-specific. Thus, this implies that people with advanced feminine or masculine stereotypes seem to relate to wine brands if they are appealing to the nature of their identity. Bruwer and McCutcheon (2017) found that females are often superior in their tastes and preferences. They

often choose drinks with more grape variety, attractive color, better smell, low alcohol percentage, and eye-catching bottle shape or design. Bruwer et al. 2011 identified that women have up to over 20% ability to differentiate smells than men. Equally, there is a higher likelihood for them to choose subtleties in wine. Therefore, the winery marketing strategy that intends to enter the female market segment focuses on the smell of their drinks. The tastes and preferences of women consumers are increasingly sensitive, which is a core implication as to why many females go for white wines with more delicacies and reduced alcohol volume. Compared to men, female customers seek drinks that are not bitter and with more nutritional value. Women have advanced smell senses that males and seem to have higher sensitivity to the complications of alcoholic drinks. Thus, men prefer massive red while women go for nutritious. Thus, this implies that gender and sensory preference differences are vital determinants in winery marketing. Organisations that understand these determinants have a better comprehension of their target market. Similarly, they possess a higher competitive advantage. For wine promoters who want to penetrate the women market segment, it is essential to apply price discounts (Bruwer et al. 2011). The study by Bruwer and McCutcheon (2017) offered sufficient evidence on the significant differences between women and men with regard to wine buying behaviour. Thus, this suggests that gender is a valuable determinant when segmenting international wine market.

Part 2: Paper Selected - Cue incongruity in wine personality formation and purchasing (Heslop et al. 2010)

Introduction

The study by Heslop et al. (2010) is highly based on logical rationale and tied to theory in manner that it can potentially suggest directions for future research. The paper is based on the work of others, generates new questions, it is incremental, and directly addresses the research gap. Further, this paper is replicated and doable. The authors offer an extensive analysis of the research question. According to Heslop et al. (2010), understanding that consumer attention is a limited resource, wine marketers engaged in designing persuasive marketing communication have highly focused on establishing creative ways to influence consumer perception and capture their attention. One successful approach to achieve this goal is the application of incongruity. Persuasive marketing applying cue incongruity is regularly seen in the advertising field. The most intriguing element of incongruity is that it challenges the cognitive or mental system of consumers, thus, pressuring them to rearrange their current knowledge structures. Heslop et al (2010) apply this schema as they understand that, prior to purchasing a wine brand, consumers must initially decide to actively participate in the challenging task. Cue intriguing, through brand personality, enable consumers to process the product incompatible information and emotionally.

Through effective implementation of incongruity, successful wine firms establish a strong brand image that communicates its implications and creates a better picture in the mind of consumers. Heslop et al. (2010) discussed how

branding, marketing, labelling, and brand criticism are associated with consumer perceptions of quality and their buying behaviour. Further, these marketing tools, including brand recognition, label design, critic's grades, and winery marketing, have highly influenced customer decision-making process. In the wine market, brand personality is meant to increase specific product recognition. When a wine brand is well immersed in the customer's subconscious mind, it becomes a simple process to create product relationships and stick them permanently in the memory. The brand image is eventually developed based on the interaction that customers initiate with brands, therefore, it is seen as the ability of a company to offer goods that suit customer tastes and preferences. In other words, the image of a wine product involves the consumer perception regarding a certain drink, which is often mirrored through the brand relationship saved in the consumer's subconscious mind.

When purchasing products in retail shops or supermarkets, consumers make mental links in their brains in the process of arriving at a decision. This semantic system is referred to as incongruity. Such incompatibility theory allows wine users to encode, save, and decode brand personality, BN, label, and NOO information that they encounter on a certain product. When customers face a new experience, incongruity allows them to compare it to the previous encounter before making a purchase decision. When new information is used to replace the previous product knowledge, it is seen perceived as schema-incongruent information. In other words, the incongruity framework focuses on the effects of label information that is mismatched with the current info and are is unable to match with the predetermined sequence of customer expectations. The concept of incongruity is theorised into two key dimensions, including the relevancy and the expectancy of a motivational

information, which defines the presence and level of incongruity. Relevancy entails the level at which the wine label information is valuable to the consumer and yield a better meaning and facilitates the identification of the main message expressed by the product. Thus, in the wine industry, the concept of schema incongruity is relevant as it establishes the impact of label information, brand personality traits, and cues and how they conform to consumer expectations and what is observed as significant by customers in accordance to a relationship with a brand.

In marketing, incongruity is an incompatibility between a brand that is being promoted and the existing structure of previous experience. Cue incongruity effects trigger disturbance in a customer's cognitive system. Interestingly, that is exactly what wine marketers focus on, disturbing the consumers thinking that causes them to stop, assess, or reflect on a certain brand. Arguably, people who encounter incongruity pause and engage in comprehensive processing that they are with congruity. In the process, they are most likely to respond positively to the incompatible nature of information presented to them. As a result, this enables them to save the brand on their subconscious mind. Conversely, wine labels that are often compatible with the previous information are not processed at all by the consumers. Thus, this makes it hard for them to transfer the brand to their subconscious mind. Wine-makers who use incongruity in personality traits and label designs have a competitive edge in the marketplace. This approach enables them to position and differentiate their products in the market.

Literature Review

The research issue of the paper by Heslop et al. (2010) is definitely sensible and precise with the discussion on the significance. These authors stressed in their study that cue incongruity in personality and buying decision is an essential element of BN, NOO, and brand image. The research issue is sensible as it can help wine-makers differentiate their products in the marketplace. Brand personality is essential in wine promotion as it involves a set of human features and knowledge that customers have in relation to a wine brand. The concept behind this theorisation is that, similar to humans, brands have a personality and they change from time to time. Thus, customers are able to recognise the general personality or label information and give specific personality traits to brands. Therefore, it is important for winemakers to make their brand labels and compositions incongruent in the minds of the customers. Through this, users will be able to process them comprehensively and assign them some personality traits. As a result, this influences the consumer perception and buying decisions.

The concept of brand personality and how it influences purchasing choices recognises the emotional and cognitive implications that symbolise the consumer appeal and offers wine users extra motives, beyond functional attributes, to link with a certain brand in the market. The argument of Heslop and the team is significant and clear to the topic of discussion since it emphasises on how there are an ever-increasing and wide range of entities who have focused on the relevance of cue incongruity in personality development as an approach for wine companies to differentiate and position their products in the market. The incongruity of brand personalities has assisted main winemakers to position their brand via emotional and

cognitive attributes. In the process, this has helped them to establish a robust customer-brand relationship, increase sales, and penetrate into new markets (Heslop et al., 2011). The paper highlighted that the incongruity of personality traits makes a brand hard to imitate in comparison to other tangible product features. Cue incompatibly of brand personality intends to disturb the mind of the consumer and make them pause to process information attached to the product. The scope of a brand personality can produce a highly sustainable competitive edge. In their study, Heslop et al. (2010) identified various antecedents and impacts of incongruity in personality establishment. Moreover, brand personality involves an event where consumer perceptions and buying decisions can arise from relationships human personifications of products, such as winemakers and other clients. Similarly, they emerge from non-human factors, including ads, BN, NOO, intrinsic features of brands, packaging design, and front and back labels among others.

Heslop et al. (2010) made the research issue sensible as they reiterated that wine marketers in the modern industry have been attracted to the implications and practical ability of the concept of incongruity in brand personality development. Due to their stable and exceptional nature, BP, consumer insights can influence the kind and rigidity of the interactions that wine users sustain with their preferable drinks. Over the past years, various cues have been used in the analysis of the effects of brand personality, such as brand loyalty, preferences, trust, ties, and relationships. However, a study by Heslop et al. (2010) revealed that brand personality is stronger for well-established products than those that are in early life cycle.

Research gap

The authors identified the gap as the challenges that consumers encounter when presented with a variety of wine brands. In a normal situation, average wine buyers are often overwhelmed by the amount and diversity of options displayed on supermarket shelves. Similarly, the wine industry is a rapidly changing marketplace due to ever-shifting consumer tastes and preferences as well as the need for safe and healthy products. Therefore, for a company to stand out in the highly competitive wine industry, it has to incorporate incongruity effects in its marketing efforts. As a result, this will help them to meet the customers' needs and expectations while remaining relevant in the market.

In consumer markets, for most of the regularly bought products such as food, shoppers encounter trivial choice options in comparison to the wine brands. The industry offers hundreds or even thousands of brand options for the consumers to select them. Another potential research gap is the fact that wine shopping is defined by "high information requirement" in low statistics provision setting. Due to this, customers basically utilise available information cues, such as brand name, nation of origin, and predetermined prices in measuring the quality and suitability of wines. Mostly, these cues are regarded to be vital to consumers wine purchase decisions. However, a company that is unable to incorporate incongruity in its marketing efforts struggles to compete in the congested wine market. Customers in the modern society have advanced product knowledge. Therefore, using cue incompatibility in brand personality development offers a change for them to process information about the product. Incongruity helps winemakers to transfer their product into the consumer's subconscious mind. In the end, this influences their perception and

purchase decisions. The main the other gap is limited research on the impact of wine country of origin on consumer perception.

Further, Heslop et al. (2010) stated that wine users always move to surrogate strategies that enhance quality, such as price, BN, NOO. For wine products, the most common measures that are used by many companies to trigger consumer perceptions include constant ads, social media marketing, packaging, and the NOO of the label. Marketable wine commodities involve the liquor itself. However, it can also incorporate service delivery, food pairing, and the ultimate customer satisfaction. The presence of uncertainty in the wine industry is another potential research in the wine market that has to be addressed in future studies. In addition, researcher will have to address the effectiveness of incongruity in back and front label designs.

Research question

The research question is logically derived from the study gap. In the introduction paragraph, Heslop et al. (2010) mentioned that several cues, such as brand name, price, personality, labels, and package design have been regarded as crucial to customers' selection of winery products. However, the variable of nation of origin (NOO) has little research which has analysed the cues and how different images may the interpreted in the wine industry. The goal of the study was to evaluate the straight and related impacts of wine brand and NOO on consumer insights of the liquor image, anticipated price, and the readiness to purchase the wine. Heslop et al. (2010) applied a field experiment approach to permit the feasible manipulation and NOO cues in information presented to the consumers. The

research question is further derived from the uncertainty and danger as well as hardship in accessing information. Thus, customers always rely on alternative measures of wine quality, such as brand name, price, and NOO. Thus, the researcher wanted to identify how brand name-NOO incongruity effects can influence consumer perceptions of wine products.

In their study, the researchers have certainly provided a broad perspective on issues discussing the topic. For instance, the state that cue inaptness in the wine purchasing process and personality information can have an impact on the brand. A research conducted by Heslop et al. (2010) focused on how cue incongruity and character information influenced consumption behavior. The authors carried out a field study experiment to determine how label information and country of origin affected the perceptions of personality image towards wine purchasing behavior. Although some of the cues such as NOO are critical aspects when it comes to purchasing decisions, there is little research on how customers interpret cue combinations with different images (Heslop et al., 2010). Based on this, price tends to form the most reliable cues for quality, but NOO and brand images impact the prices expectations.

Further, the researchers offer an extensive analysis on how consumers perceive a brand in terms of its observable and accessible features, such as those on the label to make implications about nonvisible features in wines, such as taste, smell, acidity, and texture. Further, the researchers analysed how visible and non-observable brand attributes influence purchase outcomes, for instance, quality, uncertainty, and gratification. When collecting data for the study, Heslop et al. (2010) used visible product attributes, such as BN, NOO, process, package design, and

bottle shape as variables that influence consumer perception and purchasing decisions. The visible and nonvisible cues that trigger consumer perceptions were combined to get the preference or decision.

Methodology and spectrum of research

The paper has used various tools of research to collect maximum information. The researchers worked effectively to minimize possible errors. The researchers maximized the reliability of the data collected. To assess the research hypotheses, Heslop et al. (2010) conducted a field experiment in with the labeled data having a brand name and NOO of fictitious was presented to users and their responses were analysed. Brand name and NOO information were operated across 4 NOO and 3 brand names to assess for the primary and relationship effects. The study design was well-highlighted in this study, first elucidating how suitable NOO and brand names in a pre-test and the primary experiment was well described. The design of a suitable brand name and NOO for evaluating entailed pre-assessing of different personal and amalgamations of the two cues. In the primary experiment, the researchers intended to apply four nations and three mock brand names. To identify how impacts of NOO on personality trait and reaction opinions and permit for both incompatible and compatible brand name matching, nations representing the old winemakers versus modern manufacturers were selected through analysing the wine industry data and retailer managers aware with the research's local customers.

In the research, France was selected to represent the traditional society nation well-developed and properly-known for wine takers. Chile was further selected as a comparatively new developed wine manufacturing country but with a history of

winemaking in a traditional style. Australia was utilised as an instance of a contemporary wine yielding nation with a quickly expanding market share. Lastly, Canada was selected as another modern wine produced with an extended history of manufacturing and local wine industry maker.

To create brand names that were congruent and incongruent with the nations selected above, the researcher produced a list of mock brands through a market scanning method and it was pre-assessed with a set of faculty and graduate learners from main Canadian institutions via a brief questionnaire. Overall, 12 mock wine drinks were assessed. The participants were requested to grade the probability that the products from each of the four nations selected for the study (Heslop et al., 2010). The used brands varied in levels of relationship with the nations required for testing in the major experiment. The research methodology for this study was reliable as the researcher gathered information from willing respondents. The participants were wine experts who were aware of the various cues in wine marketing that influence consumer perception and purchase decisions (Heslop et al., 2010).

Ethical Considerations

While conducting the study, the following ethical considerations were upheld:

The respondents were not subjected to any form of danger at all. During the data collection process, the researcher respected the dignity of the respondents and made it a primary priority in their brand name testing. Before the study, full consent was obtained from all the participants. The researcher ensured the protection of the participants' privacy and sufficient level of confidentiality was maintained throughout

the study. The investigation ensured the anonymity of people and businesses that participated in the data collection process. Moreover, the researchers avoided any possible deceptions or exaggeration regarding the purpose or goals of the study. Lastly, the research declared affiliation in the forms and all forms of payment as well as conflicts of interest

Coherence and consistency of the paper

The researchers used coherence between each word by parallelism. In other quarters, the study has similar grammatical construction between words and sentences. Further the authors use repetition between sentences to reiterate same ideas in the paper. The research is easy to read and clearly communicates the intentions of the researchers. The paper is very consistent in the reference section. The references were highly related to the research topic. Prior to conducting the study, the researchers identified a research problem. As a result, this helped them to create a foundation for the paper. Personally, I think this research was comprehensive and well-related to the thesis topic. Every section is well-articulated and communicates vividly to bring out the meaning. The researchers first identified a research problem in the market and attempted to find ways on how to address it using incongruity effects.

Conclusion

The significance of a reputable brand to a successful business firm is undeniable. The brand name, personality, recognition, and packaging are important contributors to the ultimate equity of a certain product. This literature review analysed various tools that influence consumer perception in the wine industry. They

include brand recognition, label designs, critic's grade, and winery marketing. These tools not only affect the consumers' perceptions, but influence their decision making process and buying choices. Moreover, this review identified that package design, consumer knowledge, and relationship with a brand influence consumer perception in the wine markets. The wine industry has a wide range of brands in retail shops. Therefore, a company has to establish a unique approach to differentiate and position its brand in the market. This literature review analysed the various tools that can help winemakers achieve this goal.

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