University of Wales
Trinity Saint David

LEVEL 7 ASSIGNMENT SPECIFICATION

Student name:	**Steve Yik Kwan Hung**	**Student number:**	**1710334**
Programme:	**DBA**		
Module:	**Approaches to Research and Academic Communication**	**Module Level:**	**7**
Module code:	**SBPD7001**	***Contribution to Overall* Module Assessment (%):**	**100%**
Lecturer:	**Dr Millissa Cheung**	**Internal Verifier:**	
Assignment Title:	**Portfolio (Oral Defense)**	**Assignment No :**	**2 of 2**
Hand Out Date:	**7 July 2018**	**Submission deadline:**	**26 August 2018**

Referencing:	In the main body of your submission you must give credit to authors on whose research your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have read or quoted in order to complete this assignment (e.g. for books: surname of author and initials, year of publication, title of book, edition, publisher: place of publication).		
Disclosure:	Please include the following statement on the title page of the submitted assignment, followed by your name: **I declare that this assignment is all my own work and that I have acknowledged all materials used from the published or unpublished works of other people. All references have been duly cited.**		
Student's Signature:	***(Only where hard copies required)***	**Date:**	**26-8-2018**
Turnitin: Lecturer to tick to indicate if an electronic version of the assignment must be submitted to Turnitin. Note: the Turnitin version is the primary submission and acts as a receipt for the student. All students MUST submit their assessments by the specified deadline. Late submissions will be subject to penalties.		**YES**	✓

University of Wales Trinity Saint David
DBA Programme

Module: SBPD 7001
Approaches to Research and Academic Communication

Research Presentation 20%
Submitted to Dr Millissa Cheung

Student: Hung Steve Yik Kwan (ID# 1710334)

August 26, 2018

IJWBR
22,3

288

Received July 2009
Revised December 2009
Accepted December 2009

Cue incongruity in wine personality formation and purchasing

Louise A. Heslop, David Cray and Anahit Armenakyan
Sprott School of Business, Carleton University, Ottawa, Canada

Abstract

Purpose – The purpose of this paper is to examine the direct and interaction effects of brand name (BN) of wine and country-of-origin (COO) on perceptions of the personality image of the wine, expected price, and willingness to engage with the wine.

Design/methodology/approach – A field experiment in which label information for a fictitious wine was presented to wine consumers with a questionnaire on wine perceptions and response measures. The label information was manipulated across subjects using four BNs and three COOs.

Findings – The study confirms BN and COO effects on perceived wine personality and responses to the wine. Findings also indicate the effects of BN and COO as well as a BN-COO interaction effect on price expectations.

Research limitations/implications – Findings link different personality dimensions to the two different cues, suggesting greater independence of the cues than originally expected. However, some BN-COO incongruity effects are found particularly regarding price perceptions. A small set of wine BNs and COOs are tested and sample size/treatments are limited. With larger sample sizes, some weak effects might prove more significant. For more substantive support of these findings, the study could be repeated in different locations with different BN and COO examples.

Practical implications – The results suggest consumers are open to some fluidity in brand name use across wine-producing countries with appropriate pricing strategies. They also highlight the importance of understanding consumer perceptions of wine personality in assessing consumer responses and price expectations.

Originality/value – The research addresses BN and COO direct and interaction effects on many aspects of wine evaluation and the central role of personality dimensions in wine assessments. The paper provides evidence of value in a rapidly evolving marketplace for wine and insights into the

The primary purpose of this literature review was to assess how consumer perceptions and purchase decisions in the wine industry are influenced by Brand Recognition, Country of Origin Label Design, Critic' Grading, and Winery Marketing. The review discussed a wide range of literature that explains how branding, marketing, labelling, and brand criticism are associated with consumer perceptions of quality and their buying behaviour and influenced customer decision-making process.





The research question has been highly derived from the study gap since the research seeks to feel the gap of uncertainty in the wine industry. The study design was well-highlighted in this study, first elucidating how suitable country of origin and brand names in a pre-test and the primary experiment was well described. The design of a suitable brand name and country of origin for assessing entailed pre-assessing of different personal and amalgamations of the two cues.



Methodology and Spectrum of research

The sample brand names utilized varied in levels of relationship with the nations required for testing in the major experiment. The research methodology for this study was indeed reliable as the researcher gathered information from willing respondents.

The samples includes 4 countries of origin and 3 wine brand names. The participants were wine experts who were aware of the various cues in wine marketing that influence consumer perception and purchase decisions.



Research question

The research question is logically derived from the study gap.

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

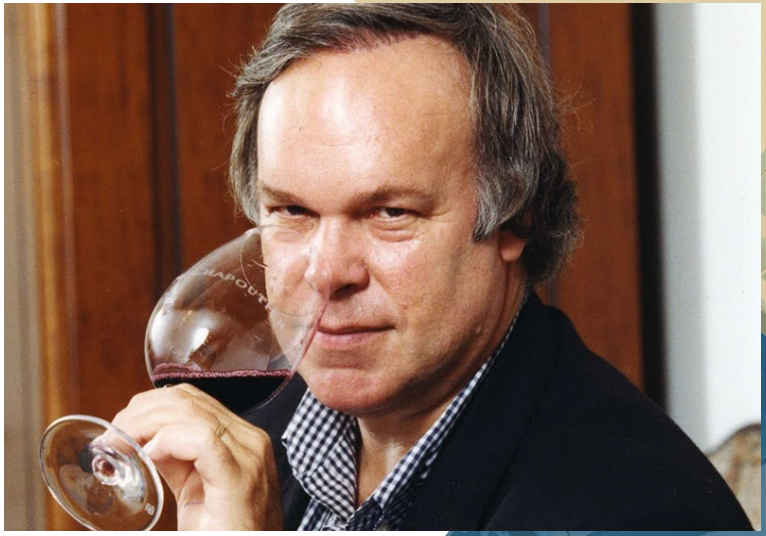
The goal of the study was to evaluate the straight and related impacts of wine brand and NOO on consumer insights of the liquor image, anticipated price, and the readiness to purchase the wine.



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.

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.





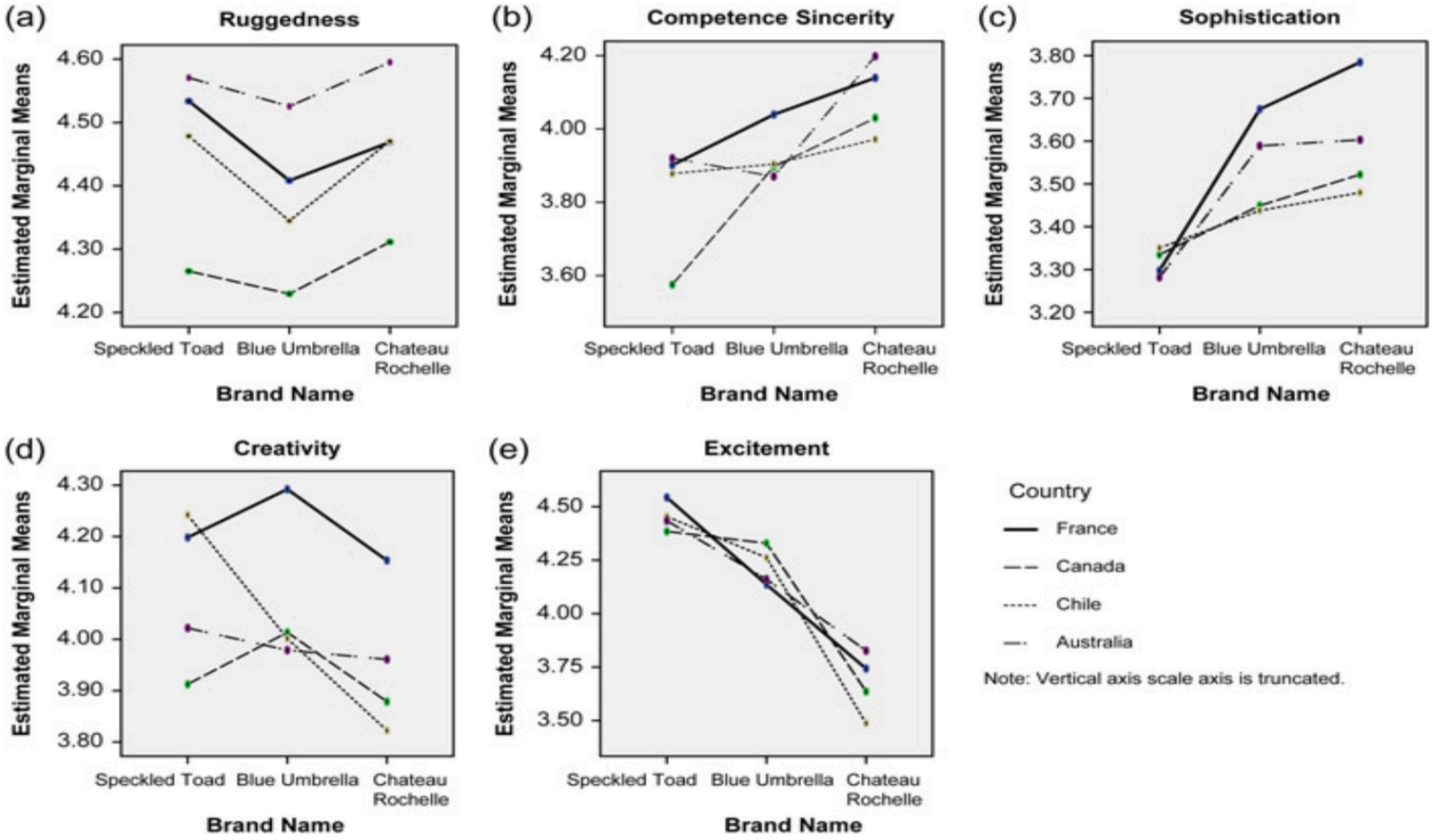
In the research, France was selected to represent the traditional society nation well-developed and properly-known for wine takers.

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.




(a)
Ruggedness
Estimated Marginal Means
4.60
4.50
4.40
4.30
4.20
Speckled Toad
Blue Umbrella
Chateau Rochelle
Brand Name
(b)
Competence Sincerity
Estimated Marginal Means
4.20
4.00
3.80
3.60
Speckled Toad
Blue Umbrella
Chateau Rochelle
Brand Name
(c)
Sophistication
Estimated Marginal Means
3.80
3.70
3.60
3.50
3.40
3.30
3.20
Speckled Toad
Blue Umbrella
Chateau Rochelle
Brand Name
(d)
Creativity
Estimated Marginal Means
4.30
4.20
4.10
4.00
3.90
3.80
Speckled Toad
Blue Umbrella
Chateau Rochelle
Brand Name
(e)
Excitement
Estimated Marginal Means
4.50
4.25
4.00
3.75
3.50
Speckled Toad
Blue Umbrella
Chateau Rochelle
Brand Name
Country
France
Canada
Chile
Australia
Note: Vertical axis scale axis is truncated.

Brand Recognition, Awareness, and Personality



Brand Recognition, Awareness, and Personality

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 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.





Ethical Considerations

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.

Reference

Brochado, A., Vinhas da Silva, R. and LaPlaca, P., 2015. Assessing brand personality associations of top-of-mind wine brands. *International Journal of Wine Business Research*, **27**(2), pp.125-142.

Bruwer, J. and McCutcheon, E., 2017. Marketing implications from a behaviorism perspective of consumption dynamics and socio-demographics of wine consumers. *Asia Pacific Journal of Marketing and Logistics*, **29**(3), pp.519- 537.

Bruwer, J., Saliba, A. and Miller, B., 2011. Consumer behavior and sensory preference differences: implications for wine product marketing. *Journal of Consumer Marketing*, **28**(1), pp.5-18.

Carsana, L. and Jolibert, A., 2017. The effects of expertise and brand schematicity on the perceived importance of choice criteria: a Bordeaux wine investigation. *Journal of Product & Brand Management*, **26**(1), pp.80-90.

Chocarro, R. and Cortiñas, M., 2013. The impact of expert opinion in consumer perception of wines. *International Journal of Wine Business Research*, **25**(3), pp.227-248.

Reference (Continued)

Hall, D., 2016. Exploring wine knowledge, aesthetics, and ephemerality: clustering consumers. *International Journal of Wine Business Research*, **28**(2), pp.134- 153.

Henley, C.D., Fowler, D.C., Yuan, J., Stout, B.L. and Goh, B.K., 2011. Label design: impact on millennials' perceptions of wine. *International Journal of Wine Business Research*, **23**(1), pp.7-20.

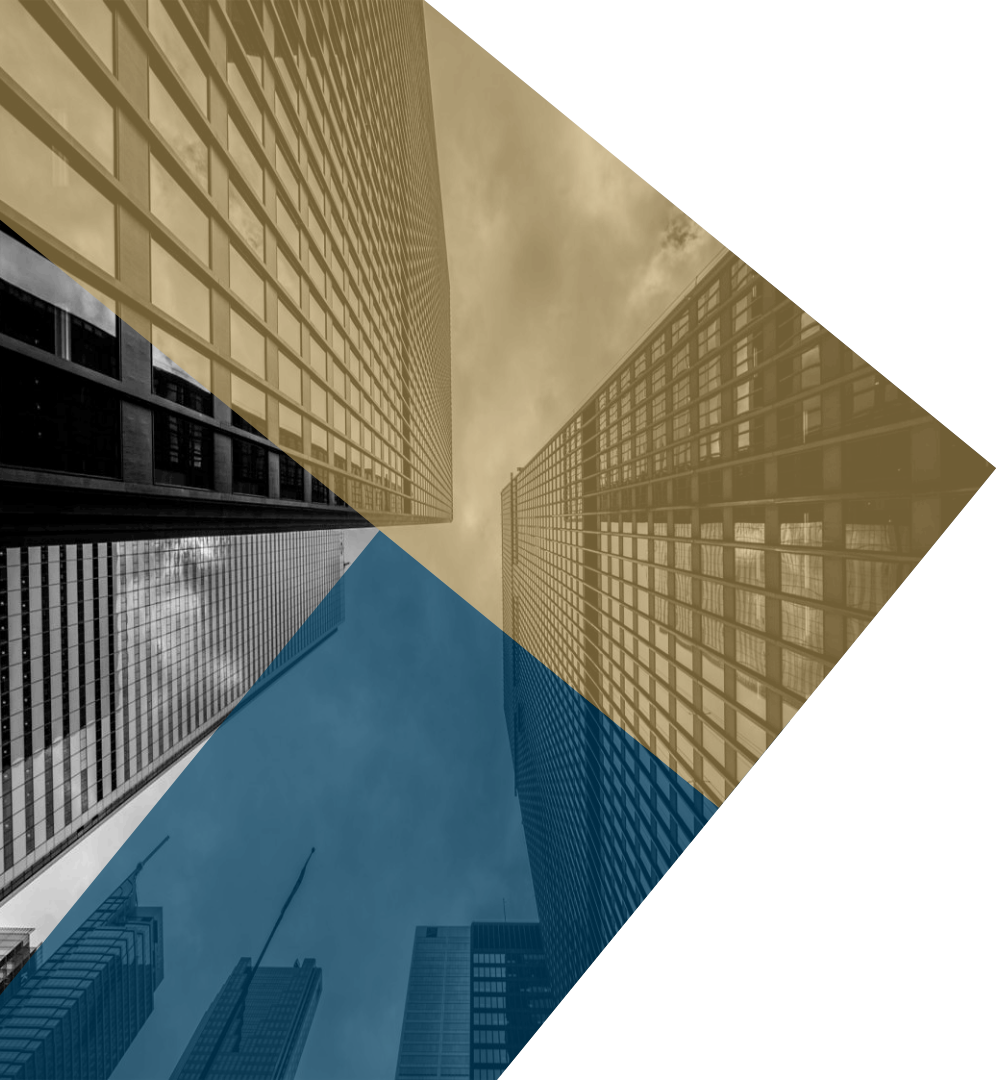
Heslop, L.A., Cray, D. and Armenakyan, A., 2010. Cue incongruity in wine personality formation and purchasing. *International Journal of Wine Business Research*, **22**(3), pp.288-307.

Hirche, M. and Bruwer, J., 2014. Buying a product for an anticipated consumption situation: Observation of high-end low-involved wine buyers in a retail store. *International Journal of Wine Business Research*, **26**(4), pp.295-318.

Kelley, K., Hyde, J. and Bruwer, J., 2015. US wine consumer preferences for bottle characteristics, back label extrinsic cues and wine composition: A conjoint analysis. *Asia Pacific Journal of Marketing and Logistics*, **27**(4), pp.516-534.

Reference (Continued)

St James, M., and Christodoulidou, N., 2011. Factors influencing wine consumption in Southern California consumers. *International Journal of Wine Business Research*, **23**(1), pp.36-48.



THANK YOU

Q&A