

Q in: Articles and Chapters

Browse Journals & Books

- > Accounting & Finance
- > Economics
- > Education
- > Engineering
- > Health & Social Care
- > HR & Organizational Behaviour
- > Information & Knowledge Management
- > Library & Information Science
- > Management Science & Operations
- > Marketing
- > Property Management & Built Environment
- > Public Policy & Environmental Management
- > Sociology
- > Strategy
- > Tourism & Hospitality
- > Transport

Most Popular Articles

From the last 7 days:

-
What the hare can teach the tortoise about make-buy strategies for radical innovations
-
Antecedents and consequences of employee engagement
-
Customer loyalty and customer loyalty programs

Featured Research



Advanced Search

Search for Clear search

brand

Anywhere

Anywhere
Author
Abstract
Publication title
Sp Issue/Vol title
Content item title
Keywords
ISSN/ISBN/EISBN
Volume
Issue
Page
Caption

Enter search term

INCLUDE:

All content Only content I have access to

Accepted Articles Backfiles

NARROW BY:

Content type:

Articles and Chapters
 Case studies

Publication date:

All dates
 Last month
 Last 6 months
 Last year
 Specific date range

From: March 2010
To: March 2016

Search

Search History Saved Searches

No search history

SEARCH TIPS

SEARCHING

You can perform a search across all Emerald content using either the Search tool at the top of each page or the Advanced Search tool on this page. If you are a registered user of the site, you can save your search criteria in order to re-run the search later. By default, search results are sorted by relevance.

ADVANCED SEARCH

Enter one or more search terms and select the type of content to be searched. For example, to search for articles and chapters with the word "library" in their title, enter the text "library" and select "Content item title". Select any additional filters, such as the Publication Date of "Last 6 months", and click "Search".

ADVANCED SEARCH TIPS

Search Results

Articles/Chapters (1356) Case Studies (13)

Order results by: Relevance Newest First Oldest First

Results: 1-20 of 1356 1 2 3 4 5 6 7 8 9 10 Next >

Items per page 20

Icon key: You have access Partial access Backfile Earlycite Abstract only

Select all For selected items: Please select

- 1 **Branded: Branding in Sport Business**
Type: Review
Lee McGinnis
Journal of Product & Brand Management, Volume: 20 Issue: 7, 2011
Abstract | HTML | Reprints and Permissions
- 2 **Brands and Branding**
Type: Review
Andy Hao
Journal of Product & Brand Management, Volume: 19 Issue: 7, 2010
Abstract | HTML | Reprints and Permissions
- 3 **Wine brands or branded wines? The specificity of the French market in terms of the brand**
Type: Research paper
Catherine Viot, Juliette Paschole-Duressat
International Journal of Wine Business Research, Volume: 22 Issue: 4, 2010
Preview | Abstract | HTML | PDF (232 KB) | References | Reprints and Permissions

Search History Saved Searches

Recently Searched

- [Content Item title: brand] AND [Publication Date: 03/01/20... (Articles/Chapters - 1356)

Refine Search

FILTERS APPLIED:

Publication Date:

Keyword

Brands (257)
Consumer Behaviour (162)
Brand Management (156)
Brand Equity (121)
+More

Publication Date

Last Year (92)

Publication

Jnl of Product & Brand Mgt (289)
European Journal of Marketing (109)
Journal of Consumer Marketing (82)
Strategic Direction (72)
+More



Wine brands or branded wines? The specificity of the French market in terms of the brand

Article Options and Tools

View: [Abstract](#) | [HTML](#) | [PDF](#)

References (52) | Cited by (Crossref, 3)

[Add to Marked List](#) | [Download Citation](#) | [Track Citations](#) | [Reprints & Permissions](#)

Author(s): Catherine Vot (Institut d'Administration des Entreprises, Bordeaux, France)
Juliette Passebois-Ducros (Institut d'Administration des Entreprises, Bordeaux, France)

Citation: Catherine Vot, Juliette Passebois-Ducros, (2010) "Wine brands or branded wines? The specificity of the French market in terms of the brand", International Journal of Wine Business Research, Vol. 22 Iss: 4, pp.406 - 422

DOI: <http://dx.doi.org/10.1108/17511061011092438>

Downloads: The fulltext of this document has been downloaded 2408 times since 2010

Abstract:

Purpose
– The purpose of this paper is to show that the branded wine concept refers to a very heterogeneous category as regards wine made in France, but this sort of wine can appeal to certain types of consumers.

Design/methodology/approach
– An initial qualitative study was carried out to explore consumer representation as regards branded wine. A second, quantitative, study enabled us, through a cluster analysis, to identify brand-sensitive consumer segments in the wine field.

Findings
– There is a divergence in consumer representation between novices and experts. The former considers A.O.C.s (*Appellation d'Origine Contrôlée*, a French official label of protected geographical indication) and regions as brands while the latter have a narrower vision of what a branded wine means. The "discoverers", the youngest consumers (18-29 years old), who are interested in wine and have little knowledge of it are most liable to be influenced by wine brands. The novices and routine consumers are also brand sensitive but

[Most Read](#) | [Most Cited](#) | [Related](#)

The most popular articles from this title:

[Last Year](#) | [Last 7 Days](#)

Business coursework and the resource-based view (RBV)

How strong and generalisable is the Generation Y effect? A cross-cultural study for wine

Consumers' perception of wine packaging: a case study

The development of wine tourism in Spain

Applying best-worst scaling to wine marketing

[See More](#)

Further Information

[About the Journal](#)

[Sample Articles](#)

[Purchase Information](#)

[Editorial Team](#)

[Write for this journal](#)

همیشه یکی از دغدغه‌های دانشجویان و محققان ایرانی دسترسی به مقالات روز جهان بوده است. به دلیل وجود بعضی از مشکلات، خرید مقالات علمی برای بسیاری از دانشجویان و محققان کشورمان امکان‌پذیر نیست. از این‌رو ما در بیونت تصمیم گرفتیم قدم کوچکی در این‌باره برداریم. سعی ما بر این است که در کمترین زمان ممکن و به‌سادگی هرچه تمام‌تر شما دوستان به مقالات موردنظر خود دسترسی داشته باشید. دانلود مقالات از بیونت بدون نیاز به ثبت‌نام یا پرداخت هزینه‌ای انجام می‌پذیرد. شما تنها نیاز به DOI مقاله موردنظرتان دارید. DOI را در کادر مربوطه وارد کرده و بر روی دکمه دریافت کلیک کنید، اکنون مقاله موردنظر شما آماده دانلود است.

DOI یا Digital Object Identifier یک استاندارد جهانی برای شناسایی و دسترسی به مقالات در محیط دیجیتال است. DOI هر مقاله، معمولاً پس از انتشار الکترونیکی آن، توسط ناشر تعریف‌شده و در صفحه اول نسخه الکترونیکی مقاله و همچنین در صفحه اینترنتی مربوط به آن مقاله درج می‌شود. شما عزیزان کافی‌ست در صفحه مقاله موردنظر خود توسط کلیدهای Ctrl و F حروف DOI را جستجو کرده و عبارت مقابل آن را در کادر زیر وارد کنید. DOI با عدد ۱۰ شروع شده و شامل یک پیشوند و پسوند است که با علامت / از هم جدا می‌شود. مانند:

doi: 10.1186/s13059-015-0584-6

doi: 10.1038/nature14098

doi: 10.1073/pnas.1411761112

لازم به ذکر است سرورهای دانلود مقالات متعلق به سایت بیونت نمی‌باشد. در این سرورها امکان دانلود مقالات از بیش از ۹۰٪ ناشران و مجله‌های معتبر دنیا در زمینه‌های مرتبط و غیر مرتبط با بیولوژی وجود دارد.

doi وارد کردن

لینک اصلی:

دریافت

10.1108/17511061011092438

BitCoin:

[1ENFY4h7ntGZbqwcwpOeXVFJzPntfXRHOLe](https://www.blockchain.com/btc/address/1ENFY4h7ntGZbqwcwpOeXVFJzPntfXRHOLe)

Advertising:

DOWNLOAD

```
@article{Viot-2010,
doi = {10.1108/17511061011092438},
title = {Wine brands or branded
wines? The specificity of the French
market in terms of the brand},
author = {Viot, Catherine; Passebois-
Ducros, Juliette},
publisher = {Emerald Group
Publishing Limited},
journal = {International Journal of
Wine Business Research},
issn = {1751-1062},
year = {2010},
month = {11},
```

