

# Where to visit, what to drink? A cross-national perspective on wine estate brand personalities

Wine estate  
brand  
personalities

373

Sussie C. Morrish  
*Department of Management, Marketing, and Entrepreneurship,  
University of Canterbury, Christchurch, New Zealand*

Leyland Pitt  
*Beedie School of Business, Simon Fraser University, Vancouver, Canada*

Joseph Vella  
*Department of Corporate Communication, University of Malta, Msida, Malta, and*

Elsamari Botha  
*Business School, Stellenbosch University, Cape Town, South Africa*

Received 2 March 2017  
Revised 8 July 2017  
Accepted 1 August 2017

## Abstract

**Purpose** – The purpose of this paper is to illustrate how brand personality and its dimensions can be applied to wine tourism, and how a content analysis of the text taken from a wine estate's website can be used to derive a snapshot of how brand personality is communicated.

**Design/methodology/approach** – The paper uses the text analysis software DICTION to identify the extent to which each estate's website communicates the brand personality dimensions of excitement, competence, ruggedness, sincerity and sophistication, and then agglomerates the scores of individual estates within a region to overall scores for the country or wine region in which they are located.

**Findings** – Major findings are that the southern hemisphere producers, Australia, New Zealand and South Africa, communicate all five brand personality dimensions to a greater extent than do the northern hemisphere regions of Bordeaux and Napa. Furthermore, while the levels of brand personality communication may differ, all countries and regions seem to follow the same pattern, or stated differently, emphasize the same brand personalities as their international counterparts. Excitement is the main dimension communicated, and then sincerity. Ruggedness and competence are communicated to a lesser extent and sophistication is hardly communicated at all.

**Research limitations/implications** – The countries/regions selected for the study are among the most popular tourist destination wineries within five of the world's prominent wine producing countries and regions. However, this selection is arbitrary and were also carefully chosen merely by the simplicity and convenience afforded by a Google search. The results are also an aggregation of the wineries within a region and does not give any indication of the brand personality of a single website for a winery within a region, which might be very different from the aggregation.

**Practical implications** – Wine tourism is a big business for many wine estates as well as regional and national economies, generating huge potential for economic growth and job creation above and beyond the production and sale of wine. The paper offers a practical insight for wineries that want to portray themselves to the world and especially to their target customers. At a general level, the approach illustrated here provides a way for those who manage wine tourism at the national, regional and estate levels to gauge whether the personality of their brand is being communicated online as they intend it to be.

**Social implications** – Wine tourism is very social in nature, and the findings in this study offers a unique understanding of how customers could perceive their destination especially where they are looking to experience the wine estate among similar minded people. A wine estate marketer might wish to be conveying



---

a personality of sophistication and competence, and then be informed by a study like this that the brand is instead being communicated as exciting and sincere.

**Originality/value** – The paper illustrates the use of powerful content analysis software, DICTION, to determine the extent to which this text specifically communicates dimensions of brand personality, and in broader terms gives a feel for the tone of text. Regular use of the technique helps wine marketing decision makers to track their own brand's personality as well those of competitors over time.

**Keywords** Wines, Brand personality, Brands, Content analysis, Wine tourism, Diction

**Paper type** Research paper

Among the myriad interesting characteristics of *vitis vinifera*, the vine species that yields over 99 per cent of the world's wines today is that it generally does not thrive in ugly geography. The soft splendor of Marlborough; the ruggedness of Barossa; the refined elegance of Napa; the majesty of South Africa's Stellenbosch mountains; the grandeur that is Bordeaux: *vitis vinifera* flourishes in these beautiful landscapes. It is therefore not surprising that a visit to these places and the wine estates in them is high on the wish lists of tourists to New Zealand, Australia, California, South Africa and France. Such decisions! Where should they visit? What should they drink? Some individuals, perhaps wine neophytes, come merely to enjoy the scenery and appreciate the countryside, and this experience is enhanced by the opportunity to sample a glass of the local produce. Wine enthusiasts delight in being able to tick another estate off a mental bucket list, learn a bit more, and perhaps take a six-pack home with them. Connoisseurs look forward not only to seeing where the product they love comes from, and to tastings perhaps from the barrel, but also to the opportunity to engage with a well-known wine maker and to discuss and share opinions and observations.

Wine tourism is big business: not only for many of the wine estates themselves but also for regional and national economies, generating as it does the potential for economic growth and job creation above and beyond the production and sale of wine. An important question, scantily addressed in the wine tourism literature, is just how differently the wine estates in the regions referred to above portray themselves, aside from the obvious geographic differences? What are the brand personalities, not only of the individual estates within these regions but also of the regions themselves? Are they very different or do they in fact say similar things about themselves? These are the issues we explore in this paper.

We proceed as follows: First, we explore the marketing literature on wine tourism and the concept of brand personality and how this has been operationalized and measured. A measure of brand personality as expressed in text is extended and then applied to a study of the most popular wine estate tourist destinations in five of the world's major wine regions. The content of the websites of these wine estates was content analyzed DICTION software, which enabled each of them to be scored on Aaker's (1997) five dimensions of brand personality. We describe the DICTION content analysis software in detail. The results are presented and discussed. The paper concludes by acknowledging the limitations of the research, noting the managerial implications, and by identifying avenues for future research.

### **Wine tourism**

Wine is a complex product for consumers to evaluate. Unlike other goods like technology and cars, which can rely on standard measures of quality like processing power and speed, wine relies on taste, which is different for every person. In addition, wines contend with an exorbitant amount of not only competing brands but also competing varietals, and wine ages which leaves consumers bewildered when standing in front of hundreds of bottles of

wine in stores (Nowak *et al.*, 2006; Vrontis and Papsolomou, 2007). Consequently, various factors get considered when selecting wine including the brand, which in turn is related to the wine farm or region of origin, the price and the age of the wine. The quality of wines is therefore not only decided by the way wine is produced but where it is produced (Beverland, 2006) and consumers often want to experience the wine *terroir*, or all things related to the wine including its manufacturing process, place of origin and people.

Wine tourism can broadly be defined as “visitation to vineyards, wineries, wine festivals, and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are prime motivating factors for visitors” (Hall *et al.*, 2000). Wine tourism has been a distinct area of research since the late 1990s (Carlsen, 2004; Mitchell and Hall, 2006), with a proliferation of consumer studies in this area in the past decade.

Wine tourism benefits both the wineries and consumers. For wineries, the benefit of wine tourism has been shown to extend well beyond the cellar door (Carlsen, 2004) and contribute greatly to building the wine brand. Region of origin lends a history of the wine’s grapes, and its environment of soil, climate and topography that the brand can capitalize on. It means the wine has a traceable origin that consumers can associate with, remember visiting and use as a foundation to build a long-lasting relationship. Wineries use their histories to establish the quality of the wine in consumers’ minds, where wines with a long history suggest higher expertise with producing wine (Beverland, 2006).

Consumers, on the other hand, benefit by experiencing a product they love in a typically picturesque setting. Quadri-Felitti and Fiore (2012) used the four realms of a consumer experience (Pine and Gilmore, 1998), to classify the focus of consumer-oriented wine research to date. They divided studies into focusing on the:

- (1) entertainment gained through wine tourism;
- (2) educational enjoyment of wine tourism;
- (3) the aesthetics of wine tourism; and
- (4) the escapism of wine tourism, in an attempt to explain what consumers want from their wine tourism experience.

Similarly, Getz and Brown (2006) provide a framework of the key factors that consumers want in a wine tourism experience. While there is an established body of literature on what consumers want from their wine tourism experience, there is a paucity of research on how well the wineries communicate these features. No studies, to the knowledge of the authors, that show how well these wineries’ websites communicate such features to their target audience, where a website is typically a potential customers’ first contact with the winery. This paper therefore seeks to address this gap in the literature by assessing the brand personalities communicated by wineries, via their websites.

### Brand personality

The term “personality” has two meanings in the psychology literature (Hogan, 1991). The intrinsic perspective holds that an individual’s internal processes and propensities explain why they act in a particular way, so that personality must be inferred. Simply, in this sense, personality is, “what I say about myself”. The extrinsic perspective focuses on how a person is viewed by others, and so it is public and verifiable, and has to do with the esteem, respect and status accorded by others. Simply, in this sense, personality is, “what others say and think about me”.

Perhaps not surprisingly, marketing practitioners and scholars have long seen the similarities between the personality of a person, and that of a brand. A brand’s personality

can also be viewed from two perspectives: first, “what the brand says about itself”, and second, “what consumers or customers say and think about the brand”. Just as psychologists have created various tools to gauge or gain some indication of human personality, marketing scholars have also developed scales to measure brand personality, the best known of which is [Aaker’s \(1997\)](#) brand personality scale (BPS). Aaker identified 42 personality trait norms that she suggested should serve as an aid for comparing brand personalities across different categories. She takes the second, or extrinsic, perspective on brand personality identified above, namely, that brand personality is, “what others say and think about me (the brand)”. The BPS consists of five dimensions or traits:

- (1) sincerity (down-to-earth, honest, genuine, cheerful);
- (2) excitement (daring, spirited, imaginative, up-to-date);
- (3) competence (reliable, intelligent, successful);
- (4) sophistication (upper-class, charming); and
- (5) ruggedness (tough, outdoorsy).

Typical applications of the BPS include comparisons of brand personalities within an offering category using questionnaires in which respondents indicate the extent to which the brands being compared possess the dimensions above. This gives an indication of how the brands are similar or different, depending on their personalities. The scale has been used to study brands across a wide range of offering categories, including travel destinations ([Blain \*et al.\*, 2005](#)), business schools ([Caruana \*et al.\*, 2009](#)) and sponsorships ([Madrigal, 2000](#)).

The BPS dimensions have also been adapted to explore brand personality through research techniques other than surveys. Using the definitions of the dimensions as starting points, [Pitt \*et al.\* \(2007\)](#) constructed dictionaries representative of the dimensions, by identifying as many synonyms and terms for Aaker’s BPS dimensions as possible through extensive lexicographic research. These dictionaries can then be used as reference bases for computerized content analysis software to study large bodies of text. In their original work, these authors used the dictionaries to explore the brand personalities of ten African nations through the text on their tourism websites. By means of correspondence analysis of data produced by WordStat content analysis software, they found that as tourism destinations, South Africa, for example, was characterized by “competence”; Morocco by “sophistication”; Botswana by “sincerity”; and Kenya by “ruggedness”. The dictionaries were made freely available as open source content, to all researchers after publication of the paper, and have been used in subsequent research to a greater or lesser extent in a number of publications ([Opoku \*et al.\*, 2007a, 2007b](#); [Prayag, 2007](#); [Papania \*et al.\*, 2008](#); [Haarhoff and Kleyn, 2012](#); [Ting \*et al.\*, 2012](#); [De Moya and Jain, 2013](#)). Some examples of the synonyms for each dimension are shown in [Table I](#) below. It will be obvious that this type of research, rather than attempting to establish what customers think of a brand’s personality, strives to gain intrinsic insight into what a brand thinks, or especially, says, of itself.

In what follows, we describe a study of wine estate websites in five different countries and regions designed to explore which dimensions of brand personality wine estates exhibit online, and also to determine whether wine estates in different countries portray different dimensions of brand personality. The study uses text content from wine estate websites and content analyzes it using the text analysis software DICTION ([www.dictionsoftware.com](http://www.dictionsoftware.com)) in conjunction with the [Pitt \*et al.\* \(2007\)](#) brand personality dictionaries.

## DICTION

According to the DICTION website ([www.dictionsoftware.com](http://www.dictionsoftware.com)), DICTION is a computer-aided text analysis program for determining the tone of a verbal message. It searches a passage for words that comply with the five dimensions of text according to [Hart's \(1984a, 1984b, 2000, 2001\)](#) perspective of word choice and verbal tone, as well as four calculated variables that describe the readability and complexity of a piece of text ([Pitt and Treen, 2017](#)). Users can also create their own dictionaries and use these on DICTION if required (the approach followed here). DICTION produces reports about the texts it processes and also writes the results to numeric files for later statistical analysis. Output options include raw totals, standardized scores, word counts and percentages, thereby providing the user with a variety of ways of understanding the text they have processed. In simple terms, to do this, DICTION checks each word in a piece of text by referring to the dictionary (ies) chosen by the user, and if the word is to be found there, it scores it against the particular dictionary dimension the user is interested in (in this case for example, sophistication or ruggedness). Words that do not appear in the dictionary(ies) are simply ignored. However, they can and do form part of the computation of the "calculated variables" referred to above if the user desires this.

Finally, DICTION also counts the total number of words in a piece of text, so that long texts can be compared with shorter texts for example, as well as the average number of characters per word, so that text that uses long words can be identified and highlighted.

DICTION has been used as a research tool in a wide range of disciplines within the social sciences. In business and management research, it has for example been used in accounting ([Barkemeyer et al., 2014](#); [Brennan and Kirwan, 2015](#)), finance ([Ferris et al., 2013](#); [Kearney and Liu, 2014](#)), entrepreneurship ([Parhanhangan and Ehrlich, 2014](#); [Williams et al., 2015](#)), business ethics ([Yuthas et al., 2002](#)) and strategic management ([Finkelstein, 1997](#); [Short and Palmer, 2007](#)). [Barkemeyer et al. \(2014\)](#) used DICTION in a sentiment analysis of CEO statements in corporate sustainability reports and corporate financial reports from 34 companies in three sectors, while [Parhanhangan and Ehrlich \(2014\)](#) used it to analyze the impression management strategies that entrepreneurs used in their entire investment application seeking investment funding. DICTION was also used to investigate corporate annual reports as a communication medium through the lens of Habermas' norms for communicative action, which require communicators to be comprehensible, truthful, sincere and legitimate ([Yuthas et al., 2002](#)).

In marketing specifically, it was used by [Aaker \(1997\)](#) in her original work on brand personality based on dimensions of human characteristics in relation to a brand. Furthermore, among others, it has also been used by [Yadav et al. \(2007\)](#) to study the

Dimension	Competence	Excitement	Ruggedness	Sincerity	Sophistication
Synonyms	reliable hard working secure intelligent technical corporate successful leader confident reliable	daring trendy exciting spirited cool young imaginative unique up-to-date independent	outdoorsy masculine western tough rugged outdoorsy outdoor outside open-air out-of-doors	down to earth family oriented small-town honest sincere real wholesome original cheerful sentimental	upper class glamorous good looking charming feminine smooth upper class aristocratic noble high-born

**Table I.**  
Examples of  
synonyms for  
Aaker's 5 PBS  
dimensions (from [Pitt  
et al., 2007](#))

contents of CEO letters to shareholders and by Zachary *et al.* (2011) to explore the nature of franchise branding from an organizational identity perspective.

Following the data processing by DICTION, the data are transferred to a spreadsheet file, from which it can be checked and cleaned to eliminate unnecessary or superfluous columns. The spreadsheet can then be used by statistical software.

**The study**

We chose five wine tourist destination countries/regions for the study described here to, first, get a mix of old- and new world wine producers (France [old]; South Africa [new/old]; Australia, New Zealand, USA [new]). In the case of three nations, we looked at the entire country (Australia, New Zealand and South Africa), and then at the best-known regions in two countries (Bordeaux for France, Napa for USA). We selected ten winery websites in each country/region by means of a Google search beginning, “Ten best wineries to visit in (country/region)” and selected the wineries from the first URL to point us to those. This choice was largely dictated by our search and identification which, while returning usable results for the countries, yielded no usable result for both France and the USA. Hence, the selection of what we believed to be the most prominent regions in each country (i.e. Bordeaux and Napa). Searches for the three southern hemisphere countries immediately yielded a far broader, national rather than regional, list of wineries. The wineries whose websites were selected for analysis as well as the link used to identify those wineries are shown in Table II. In the cases of Bordeaux and Napa, only eight and nine wineries were analyzed either because the websites were not in English or because an age verification requirement denied access to our automatic website scraping software. The entire textual content of these websites was scraped and then converted to text files for subsequent analysis. As could be expected, some of these files were very large indeed, and many contained more than a million words of text, which means that any meaningful manual content analysis would be extremely difficult and time-consuming. The website that contained the greatest number of words was that of the Napa producer, Castello di Amarosa, at more than 2.5 million words.

**Table II.**  
Countries/regions,  
source of best  
wineries to visit and  
estates by country/  
region

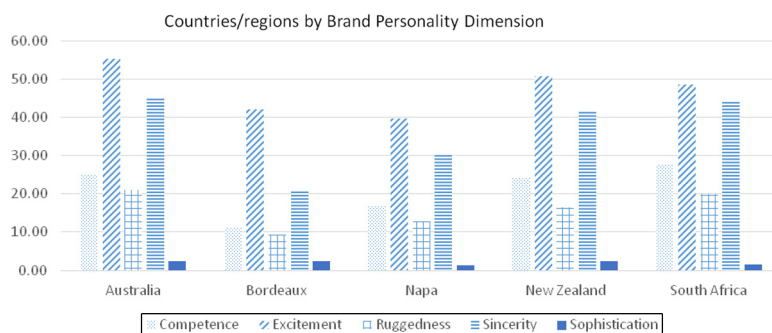
Australia	Bordeaux	Napa	New Zealand	South Africa
<a href="http://thenewdaily.com.au/life/2015/02/19/10-best-destination-wineries-australia/">http://thenewdaily.com.au/life/2015/02/19/10-best-destination-wineries-australia/</a>	<a href="https://www.winerist.com/blog/entry/15-best-chateaux-to-visit-in-bordeaux">https://www.winerist.com/blog/entry/15-best-chateaux-to-visit-in-bordeaux</a>	<a href="http://www.napavalley.com/2015/05/26/best-winery-tours-in-napa-valley/">http://www.napavalley.com/2015/05/26/best-winery-tours-in-napa-valley/</a>	<a href="http://gearpatrol.com/2015/04/22/10-best-new-zealand-wineries/">http://gearpatrol.com/2015/04/22/10-best-new-zealand-wineries/</a>	<a href="http://www.cellartours.com/blog/cellar-tours/our-top-ten-south-africa-wine-estates">http://www.cellartours.com/blog/cellar-tours/our-top-ten-south-africa-wine-estates</a>
<i>Estates</i>	<i>Estates</i>	<i>Estates</i>	<i>Estates</i>	<i>Estates</i>
Highbank	Phelan Segur	Twenty Rows	Osawa	De Morgenzon
Longview	Lynch-Bages	Saintsbury	Trinity Hill	De Trafford
Skillogalee	La Lagune	William Hill	Rippon	Hamilton Russell
Borrodell	Pichon Baron	Schramsberg	Burn Cottage	Jordan
Keith Tulloch	Pichon Lalande	O'Brien	Greywacke	Ken Forrester
Port Phillip	Pape Clement	Stoney Hill	Foxes Island	Meerlust
Crittenden	Smith Haut Lafitte	Castello di Amarosa	Herzog	Neil Ellis
Lancemore	Domaine de Chevalier	Mumm Napa	Neudorf	Rustenburg
Cape Lodge		V. Sattui	Bell Hill	Rust en Vrede
Mona			Palliser	Vergelegen

Two things should be borne in mind about the data, and the estates studied. First, the estates selected were based on the opinions of blogs or websites, and we do not know much about the criteria used to select them and these might not be consistent across countries or regions. In all likelihood, they are merely the opinion of a blogger or travel writer. However, when one bears in mind that they will be the first ten wineries seen when a potential tourist does a Google search, they are undoubtedly from an influential source. Second, while these estates might be good places to visit, they might not necessarily be the producers of the best wines. For example, none of the Bordeaux first growth estates appear on the Bordeaux list, simply because they do not encourage visits or tours. A visit to the websites included in this study will show that in addition to their wines and tastings, many of these estates offer extensive tours, cellar door sales, spas, excellent restaurants and accommodation for overnight stays.

Because brand personality was the focus of this study, we used DICTION to analyze the text from the websites with the five brand personality dictionaries (competence, excitement, ruggedness, sincerity and sophistication) from the Pitt *et al.* (2007) dictionary source as the basis for computation. A major benefit of the Diction approach is that the user does not have to spend an inordinate amount of time “cleaning” text files by removing any html programming language captured, extraneous and commonly occurring words, such as “wine”, “estate”, “visit” and so forth, as well as common articles and pronouns. DICTION simply ignores words that are not in the dictionaries being used (in this case, the five dictionaries concerning brand personality). Another important advantage of DICTION is that it can handle a large number of files simultaneously. In this study, for example, all the files for websites in a particular country/region were analyzed in a single round of processing. The results are shown in Table III and illustrated graphically for purposes of comparison in Figure 1. The scores are Z-scores of the extent to which the combined websites for each country/region portrayed the five different dimensions of brand personality.

Brand personality dimensions	Australia	Bordeaux	Napa	New zealand	South africa
Competence	25.09	11.26	16.71	24.21	27.58
Excitement	55.14	41.97	39.54	50.58	48.50
Ruggedness	21.00	9.30	12.79	16.40	19.87
Sincerity	44.85	20.67	30.04	41.57	44.09
Sophistication	2.44	2.48	1.37	2.41	1.60
<i>Sum</i>	<i>148.52</i>	<i>85.68</i>	<i>100.45</i>	<i>135.16</i>	<i>141.65</i>

**Table III.**  
Brand personality  
dimensions by  
country/region



**Figure 1.**  
Country Z-scores on  
brand personality  
dimensions

While it might seem to make little conceptual sense to sum the scores on the five dimensions for the websites of each country/region, these sums do us give an indication of the extent to which the websites in the countries/regions actually emphasized dimensions of brand personality. As will be seen from both [Table III](#) and [Figure 1](#), the southern hemisphere countries (Australia, South Africa and New Zealand in that order) used more words from the brand personality dictionaries in total than did the two northern hemisphere regions (Napa and Bordeaux in that order). Indeed, Australia scores higher on all of the brand personality dimensions than any of the other countries/regions. *Excitement* is the dimension of brand personality emphasized most of all across all countries and regions, and this is particularly true for Australia and New Zealand. This would mean that most of, or many of, the websites in the sample are emphasizing that the winery would be a “daring, spirited, imaginative, up-to-date” place to visit. The next most emphasized dimension of brand personality, particularly by the Australian and South African winery websites, is that of *sincerity*, which has to do with these establishments noting that they are “domestic, honest, genuine, and cheerful”. By far the least accentuated of the brand personality dimensions is that of *sophistication*, which has to do with “glamor, presentation, charm, and romance”. This is somewhat surprising given that for many consumers wine is a sophisticated product.

Another observation further confirmed by the profiles of the five different brand personality dimensions shown in [Figure 1](#) is that the overall brand personality profiles of the five countries is remarkably similar. While the regions of Napa and Bordeaux do portray less of all the five brand personality dimensions than do Australia, South Africa and New Zealand, the brand personality profiles of all five countries or regions have the same proportionate shapes in the bar graphs. All speak most of excitement, followed by sincerity, then confidence and ruggedness, and least of all, sophistication, in that order.

### Discussion

This study is limited in that the wine regions of the world chosen for analysis were somewhat arbitrary (what about other European nations, or South America?), and that the wineries within the nations/regions were also selected merely by the simplicity and convenience afforded by a Google search. Nevertheless, the analysis conducted here does give us an indication of how some of the most popular tourist destination wineries within five of the world’s prominent wine producing countries and regions are portraying their brand personalities through their websites. Obviously this is an aggregation of the wineries within a region and does not give us any indication of the brand personality of a single website for a winery with in a region, which might be very different from the aggregation. There may indeed be an estate in New Zealand, for example, that emphasizes sophistication and ruggedness over sincerity and excitement, or a Napa winery that accentuates competence. It is obviously possible and quite easy for us to break our sample down and identify brand personality down to the level of the individual winery website, but that was beyond the scope of this paper. In this instance, our focus was on the description of a tool and an approach that can be used to deduce a winery’s brand personality by content analyzing its website. We achieve this by means of DICTION and then agglomerating a number of websites to be representative of a country or region.

An important observation from the data is that there appears to be little differentiation between the five countries/regions with regard to brand personality. Wine estates in all these countries/regions emphasize mainly excitement and sincerity as brand personality dimensions on their websites. If one conceptualizes a typical two-dimensional positioning map that juxtaposed countries/regions against brand personality dimensions, then the five



countries/regions would be clustered close together and most adjacent to excitement and sincerity, further away from ruggedness and competence and the furthest of all from sophistication. While these nations/regions obviously compete against each other as suppliers on the international stage, the question of whether they compete against each other as tourist destinations is moot. Tourists may visit Napa or Bordeaux with wine as their main priority, but they might visit Australia to see great natural sites as well, or New Zealand for its scenic splendor, and South Africa for its game parks, with wine as an added bonus. It might therefore be said that the while the extent of differentiation between the countries/regions is low in terms of positioning, this might not be critical. From a marketing strategy perspective, competition between the wine estates *within* a country or region would be more critical. Further exploration of the data might shed light on this. If a number, or all of the estates within a country or a region were communicating similar brand personalities through their websites, a strategic red flag might be raised. If everyone is saying the same thing about themselves, then there is little differentiation, and potential customers, consumers and visitors might be tempted to conclude that it did not really matter which estate was visited as they might all be very similar.

Our intention in this paper has been to illustrate how brand personality and its dimensions can be applied to wine tourism, and how a content analysis of the text taken from a wine estate's website can be used to derive a snapshot of that how brand personality as communicated. We have also illustrated the use of powerful content analysis software, DICTION, to determine the extent to which this text specifically communicates these dimensions of brand personality, and in broader terms gives a feel for the tone of text.

At a general level, the approach illustrated here provides a way for those who manage wine tourism at the national, regional and estate levels to gauge whether the personality of their brand is being communicated online as they intend it to be. A wine estate marketer might wish to be conveying a personality of sophistication and competence, and then be informed by a study like this that the brand is instead being communicated as exciting and sincere.

This study offers a number of avenues for further research into wine tourism such as investigating where the best wineries are for quality wine in each country/region based on different measures of quality such as classification, price or critic's choice. The technique would also be helpful in analyzing websites of various wine industry bodies such as wine growers, wine tourism associations and specific regional wine industries. Furthermore, regular use of the technique will permit wine marketing decision makers to track their own brand's personality as well those of competitors over time, so that changes in communicated competitor brand personality can be identified, and steps taken if necessary. Furthermore, the information gleaned from this type of research can be used both in brand personality decisions at a strategic level, and in website design decisions at a tactical level.

## References

- Aaker, J.L. (1997), "Dimensions of brand personality", *Journal of Marketing Research*, Vol. 34 No. 3, pp. 347-356.
- Barkemeyer, R., Comyns, B., Figge, F. and Napolitano, G. (2014), "CEO statements in sustainability reports: substantive information or background noise?", *Accounting Forum*, Vol. 38,3 No. 4, pp. 241-257.
- Beverland, M. (2006), "The 'real thing': branding authenticity in the luxury wine trade", *Journal of Business Research*, Vol. 59 No. 2, pp. 251-258.

- Blain, C., Levy, S.E. and Ritchie, J.B. (2005), "Destination branding: insights and practices from destination management organizations", *Journal of Travel Research*, Vol. 43 No. 4, pp. 328-338.
- Brennan, N.M. and Kirwan, C.E. (2015), "Audit committees: practices, practitioners and praxis of governance", *Accounting, Auditing & Accountability Journal*, Vol. 28 No. 4, pp. 466-493.
- Carlsen, J. (2004), "A review of global wine tourism research", *Journal of Wine Research*, Vol. 15 No. 1, pp. 5-13, available at: <https://doi.org/10.1080/0957126042000300281>
- Caruana, A., Pitt, L.F., Berthon, P.R. and Page, M.J. (2009), "Differentiation and silver medal winner effects", *European Journal of Marketing*, Vol. 43 Nos 11/12, pp. 1365-1377.
- De Moya, M. and Jain, R. (2013), "When tourists are your "friends": exploring the brand personality of Mexico and Brazil on facebook", *Public Relations Review*, Vol. 39 No. 1, pp. 23-29.
- Ferris, S.P., Hao, G.Q. and Liao, M.Y. (2013), "The effect of issuer conservatism on IPO pricing and performance", *Review of Finance*, Vol. 17 No. 3, pp. 993-1027.
- Finkelstein, S. (1997), "Interindustry merger patterns and resource dependence: a replication and extension of pfeffer (1972)", *Strategic Management Journal*, Vol. 18 No. 10, pp. 787-810.
- Getz, D. and Brown, G. (2006), "Critical success factors for wine tourism regions: a demand analysis", *Tourism Management*, Vol. 27 No. 1, pp. 146-158, available at: <https://doi.org/10.1016/j.tourman.2004.08.002>
- Haarhoff, G. and Kleyn, N. (2012), "Open source brands and their online brand personality", *Journal of Brand Management*, Vol. 20 No. 2, pp. 104-114.
- Hall, C.M., Longo, A.M., Mitchell, R. and Johnson, G. (2000), "Wine tourism in New Zealand", in Hall, C. M., Sharples, L., Cambourne, B. and Macionis, N. (Eds), *Wine Tourism around the World: Development, Management and Markets*, Elsevier Science, Oxford, pp. 150-176.
- Hart, R.P. (1984a), "Systematic analysis of political discourse: the development of DICTION", in Sanders, K., Kaid, L. and Nimmo, D. (Eds), *Political Communication Yearbook*, Southern Illinois University Press, Carbondale, IL, pp. 97-134.
- Hart, R.P. (1984b), *Verbal Style and the Presidency: A Computer-Based Analysis*, Academic, New York, NY.
- Hart, R.P. (2000), *DICTION 5.0: The Text-Analysis Program*, Sage, Thousand Oaks, CA, (Updated to DICTION 7.1.3 in 2015).
- Hart, R.P. (2001), "Redeveloping DICTION: theoretical considerations", in West, M.D. (Ed.), *Theory, Method, and Practice in Computer Content Analysis*, Springer, New York, NY, pp. 43-60.
- Hogan, R. (1991), "Personality and personality measurement", in Dunnette, M.D. and Hough, L.M. (Ed.), *Handbook of Industrial Psychology*, 2nd Ed., Consulting Psychologists Press, Palo Alto, CA.
- Kearney, C. and Liu, S. (2014), "Textual sentiment in finance: a survey of methods and models", *International Review of Financial Analysis*, Vol. 32 No. 1.
- Madrigal, R. (2000), "The influence of social alliances with sports teams on intentions to purchase corporate sponsors' products", *Journal of Advertising*, Vol. 29 No. 4, pp. 13-24.
- Mitchell, R. and Hall, C.M. (2006), "Wine tourism research: the state of play", *Tourism Review International*, Vol. 9 No. 4, pp. 307-332, available at: <https://doi.org/10.3727/154427206776330535>
- Nowak, L., Thach, L. and Olsen, J.E. (2006), "Wowing the millennials: creating brand equity in the wine industry", *Journal of Product & Brand Management*, Vol. 15 No. 5, pp. 316-323. [10.1108/10610420610685712]
- Opoku, R.A., Pitt, L.F. and Abratt, R. (2007a), "Positioning in cyberspace: evaluating bestselling authors' online communicated brand personalities using computer-aided content analysis", *South African Journal of Business Management*, Vol. 38 No. 4, pp. 21-32.

- Opoku, R.A., Abratt, R., Bendixen, M. and Pitt, L.F. (2007b), "Communicating brand personality: are the websites doing the talking for food SME's?", *Qualitative Market Research*, Vol. 10 No. 4, pp. 362-374.
- Papania, L., Campbell, C., Opoku, R.A., Styven, M. and Berthon, J.P. (2008), "Using brand personality to assess whether biotechnology firms are saying the right things to their network", *Journal of Commercial Biotechnology*, Vol. 14 No. 3, pp. 247-255.
- Parhanhangas, A. and Ehrlich, M. (2014), "How entrepreneurs seduce business angels: an impression management approach", *Journal of Business Venturing*, Vol. 29 No. 4, pp. 543-564.
- Pine, B.J. and Gilmore, H.J. (1998), "Welcome to the experience economy", *Harvard Business Review*, Vol. 76 No. 4, pp. 97-105.
- Pitt, C. and Treen, E. (2017), "Content analysis in marketing strategy: applications of hart's theory of word choice and verbal tone", *Proceedings AMS 20th World Marketing Congress, Christchurch*, June 2017.
- Pitt, L.F., Opoku, R., Hultman, M., Abratt, R. and Spyropoulou, S. (2007), "What I say about myself: communication of brand personality by African countries", *Tourism Management*, Vol. 28 No. 3, pp. 835-844.
- Prayag, G. (2007), "Exploring the relationship between destination image & brand personality of a tourist destination-an application of projective techniques", *Journal of Travel & Tourism Research*, Vol. 7 No. 2.
- Quadri-Felitti, D. and Fiore, A.M. (2012), "Experience economy constructs as a framework for understanding wine tourism", *Journal of Vacation Marketing*, Vol. 18 No. 1, pp. 3-15, available at: <https://doi.org/10.1177/1356766711432222>
- Short, J.C. and Palmer, T.B. (2007), "The application of DICTION to content analysis research in strategic management", *Organizational Research Methods*, Vol. 11 No. 4.
- Ting, P.H., Kuo, C.F. and Li, C.M. (2012), "What does hotel website content say about a property—an evaluation of upscale hotels in Taiwan and China", *Journal of Travel & Tourism Marketing*, Vol. 29 No. 4, pp. 369-384.
- Vrontis, D. and Papasolomou, I. (2007), "Brand and product building: the case of the Cyprus wine industry", *Journal of Product & Brand Management*, Vol. 16 No. 3, pp. 159-167. [10.1108/10610420710751537]
- Williams, W.W., Novicevic, M.M. and Ammeter, A.P. (2015), "Rediscovering lost values: exploring contextual and universal views of values within leadership", *Journal of Applied Management and Entrepreneurship*, Vol. 20 No. 3, pp. 75-91.
- Yadav, M.S., Prabhu, J.C. and Chandy, R.K. (2007), "Managing the future: CEO attention and innovation outcomes", *Journal of Marketing*, Vol. 71 No. 3, pp. 84-101.
- Yuthas, K., Rogers, R. and Dillard, J.F. (2002), "Communicative action and corporate annual reports", *Journal of Business Ethics*, Vol. 41 No. 1, pp. 141-157.
- Zachary, M.A., McKenny, A., Short, J., Davis, K.M. and Wu, D. (2011), "Franchise branding: an organizational identity perspective", *Journal of the Academy of Marketing Science*, Vol. 39 No. 4, pp. 629-645.

### Corresponding author

Sussie C. Morrish can be contacted at: [sussie.morrish@canterbury.ac.nz](mailto:sussie.morrish@canterbury.ac.nz)

---

For instructions on how to order reprints of this article, please visit our website:

[www.emeraldgrouppublishing.com/licensing/reprints.htm](http://www.emeraldgrouppublishing.com/licensing/reprints.htm)

Or contact us for further details: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)