

**National Cheng Kung University  
Institute of International Management**

葡萄酒的純正和關係市場學  
台灣 Rioja 葡萄酒品牌的觀感研究  
CUES OF WINE AUTHENTICITY AND “GUANXI” MARKETING.  
A STUDY OF THE PERCEPTION OF THE RIOJA WINE BRAND  
IN TAIWAN

Submitted by

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## **Abstract**

The use of authenticity in branding and strategic marketing has long been recognized as a valuable source in academic literature. However, some researchers also see the concept of authenticity as a connection point between the brand's name, loyalty, trust and premium price and the consumers' beliefs and perceptions. Market trends and marketers are driving to authenticity – meaning real, genuine products of verifiable origin – as a simple way of impressing the role of marketing and advertising. This paper examines whether the authenticity of a wine brand from northern Spain, namely the Rioja wine, has an impact on the Taiwanese society or not. In our research, we have discovered that Taiwanese society is based upon *guanxi* connections. These connections help to build blocks of good relationships and trust. However, after conducting qualitative and quantitative studies, we did not find the Rioja wines to possess attributes of an authentic product in the Taiwanese environment. Different factors and changeable perceptions of the Taiwanese society have all strong influence when forming opinions of what is authentic for each individual or a community of people. This paper analyses the extrinsic and intrinsic cues and indexical and iconic attributes such as brand image, brand trust, loyalty and premium price - that are considered by the Taiwanese society as very important when purchasing premium wines.

## 摘要

利用產品的純正來作為品牌發揚和戰略營銷一直以來被公認為是學術文獻的重要來源。然而，一些研究人員認為純正的概念其實是品牌、忠誠、信任和溢價，以及消費者的信任和觀念之間的連結點。市場趨勢和市場銷售人員趨向於純正，這一貨真價實的產品，來作為一種給消費者留下深刻印象的營銷和廣告的簡單方法。本文探討了來自西班牙北部的一種 Rioja 的葡萄酒品牌，是否可以利用其純正來對臺灣社會產生影響。研究中我們發現臺灣社會的市場是基於“關係”來相互接觸的，這些聯接有助於建立良好的信任關係。然而，我們在進行定性和定量研究後，發現 Rioja 葡萄酒很難在臺灣市場被認為是正宗的葡萄酒。在形成個人或者一個群體而言對產品的純正的觀點時，不同的因素和臺灣社會多變的看法對此具有很重要的影響。本文分析了外在和內在的線索和索引的標誌性特征，比如品牌形象，品牌信任度、忠誠度和溢價，這些特征是臺灣人在購買葡萄酒時非常重要的考慮標準。

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## 1. Introduction

This paper will look into the Taiwanese wine market, with a special focus on the marketing segmentation and product differentiation of Spanish wine. Regarding both cultural and socio-economic connections between both countries, the motivation of doing this study is threefold. Firstly, Spain is one of the major wine producing countries in the world due to its long-lasting tradition of wine consumption. Secondly, authenticity of Spanish wine lacks marketing orientation and brand managing when entering Asian markets, specially the Taiwanese market. Finally, historical and cultural aspects of wine consumption in both countries are essential to study in order to develop a close Spain-Taiwan relationship in the future. These are some major reasons for a study of *guanxi* 关系<sup>1</sup> and interpersonal relationships in the Taiwanese society. They will be crucial in analyzing aspects of trust and connectivity in the society.

Rioja, an emblematic Spanish product and the premier Spanish wine production region, will be object of study in order to better understand the context of Spanish wine authenticity in the Taiwanese wine consumption reality. Rioja represents territorial identity, authenticity of the product and historical cultural heritage as competitive advantages in the export of the Spanish wine. In this study I will try to solve the question of what role does *guanxi* play in enhancing the authenticity of Spanish wine in the context of Taiwan's wine consumption and wine marketing.

The paper will begin with an historical and factual overview of Spanish wine. Key points of the following part are the origins of Spanish wine as an authentic product, and what perceptions and influences it has when coming to a foreign culture, like the Taiwanese one. Subsequently, a closer look into the Taiwanese wine market will be given. The penultimate point of this paper will practically analyze the previously theorized concepts through interviews with three different members of the Taiwanese society. The aim of the questions is to find out whether the concept of authentic Spanish wine has a standing in a radically different cultural environment. Finally, a conclusion will summarize and contextualize the findings.

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<sup>1</sup> The word 关系, pronounced gwan-shee, is a Chinese term meaning a system of social networks and influential relationships that often facilitate business and other dealings in China and Taiwan, (*Guanxi*. (n.d.) Collins English Dictionary)

## 2. Wine from Spain

### 2.1. Contextualizing Spanish Wine

The first wine trading post was founded in Cadiz, a city in the south of Spain, around 1100 BC. Long before native wine grapes were firstly cultivated in the Peninsula of Hispania by the Phoenicians in the time period of 4000–3000 BC. But by the year 19BC the Roman Empire conquered the peninsula and brought with them the precious wine. Romanization proceeded quickly in some regions and until the fourteenth century Hispania had acquired new technological advances and new methods of the viticulturist process. During the seventeenth and eighteenth centuries with the influence of the French, and during the Industrial age, Spanish society has undergone a rapid transformation in political, social and economical factors that has pushed the wine sector to modernization and ensured a continued growth until nowadays. At the beginning of the nineteenth century the first appellation of Denominación de Origen (DO)<sup>2</sup> was granted for the Rioja wine classification, and by the end of the same century the production of Cava<sup>3</sup> would rival the Champagne region in worldwide wine production (Brémond 2014, p. 21).

According to the International Organization of Vine and Wine OIV (2015), in the years 1965-1976, Spanish people have slightly lost the interest in consuming wine, preferring other alcoholic beverages such as beer (Martínez-Carrión and Medina-Albaradejo, 2010, p.92). Despite this, the following generations up to today's are considered as the major consumers of wine. According to the Spanish Ministry of Agriculture, Food and Environment (MAGRAMA), at the end of the twentieth century a new trend of wine consumption hit the society in a powerful way. It was denoted by the development of advanced technology used in winemaking. Also the society changed its eating habits and tended to seek for more quality and fine wines. Those changes, along with the influence of the urbanization and industrialization, merged with the rise of income and a higher standard of living in Spain (especially among the young urban citizens). In general it can be stated that society became more concerned

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<sup>2</sup> Designation of Origin – DO. An appellation system first developed in 1926 in Rioja by Primo de Rivera. DO is part of a regulatory classification system primarily for Spanish wines (similar to the French appellations).

<sup>3</sup> Cava is a sparkling wine of Denominación de Origen (DO) status from Spain, most of which is produced in Catalonia. In the past, cava was referred to as "Spanish champagne", which is no longer permitted under European Union law, since Champagne has Protected Geographical Status (PGS) and Spain entered the EU in 1986.

about health and fitness and interested in the consumption of fine wines of high quality (Martínez-Carrión and Medina-Albaradejo, 2010, p.91).

As mentioned above, Spanish wine has had a long history. In most cases produced without much expertise, the traditional wine was a wine for everyday usage. Oftentimes, when production exceeded consumption, it was normal to throw away the remaining wine from previous years. In the traditional way of organization, small vineyards were collecting the grapes and assembling them in small bottles for self-sufficiency. In order to change this model some bodegas<sup>4</sup> created a new system of production by investing in innovative technologies and modern facilities. After the world financial crisis (2008), the Spanish government in 2011 began to help the vineyards through subsidies to the land and the production process, allowing them to make profits from their land and produce wines of better quality once again.

In the twenty first century some scholars have talked about “a revolution in the vineyards and wines of Spain’ in response to increasing international competition” (Martínez-Carrión and Medina-Albaradejo, 2010, p.77). The connection of authenticity to the historical place is thus a predominant characteristic of Old World countries with long wine traditions, which include, besides Spain, France, Italy and Portugal. They are the largest among European wine producing countries, representing 81 percent of the total output (Wine annual Report and Statistics, 2015, p., 3). Compared to other countries Spain is one of the biggest producers of wine in the world: it ranks in first place in terms of planted surface area; world biggest producer (followed by France and Italy) and in 2015 also as the first global exporter when it comes to wine by volume, third if one would take into account the value factors (Wine annual Report and Statistics, 2015, p., 5). (See appendix point 4: The vineyards in the World).

By contrast, New World countries like United States, Chile, Argentina, Australia, New Zealand or South Africa, are soon likely to increase in. Additionally, in the last century a shift of consumption from traditional wine countries to emerging ones has been observed. Because of the changing weather conditions and big changes in drinking habits wine production in European regions has declined along with wine export rates (Martínez-Carrión and Medina-Albaradejo, 2010, p.78).

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<sup>4</sup> The word bodega means ‘cellar’ when it relates to wine. It means the wineries of Rioja, which can produce several million liters of wine per year.



A decrease in the amount of EU subsidies in the years 2009-2011, ordered to reduce discrepancies in competitiveness and cut surplus production, has caused Spain's main wine regions to cut production and reduce investment in high-tech. All these factors, among others, have led to advantages of emerging wine producing countries and enabled them to become leading wine producers in the world (Wine annual Report and Statistics, 2015, p., 4).

## 2.2. Types of Grapes and Wine Placement

Depending on the area, Spain traditionally has autochthonous and non-autochthonous grape varieties. In the case of white wines, there are *Airen, Albariño, Pardina, Macabeo and Palomino Fino* grapes, although there are also other, less popular ones, such as *Verdejo and Zalema*. The red wine varieties that stand out are *Tempranillo, Bobal, Garnacha Tinta and Monastrell* (Martínez-Carrión and Medina-Albaradejo, 2010, p.82). However, in the last years Spain has introduced different non-autochthonous grapes to specific regions with the aim of improving the quality of the wines. Another reason for this was the purpose of offering more variety besides the best-known Rioja, *Denominación de Origen Calificada* (DOC)<sup>5</sup>, which uses *Tempranillo* grapes as its main variety (Martínez-Carrión and Medina-Albaradejo, 2010, p.83).

There are many varieties of grapes in the Spanish peninsula region. The most common grapes in the Rioja region are *Tempranillo* and *Garnacha*. The favorite grape for the Rioja is *Tempranillo*. '*Temprano*' in Spanish means '*early*', a reference to the fact that it ripens several weeks earlier than most Spanish red grapes. *Garnacha* is the main grape for the Priorat region in Catalonia. (See appendix point 5 for a Map of Wine Regions in Spain). In Spain there are 79 *Denominación de Origen Protegida* (DOP) and 2 *Denominación de Origen Calificada* (DOC). There are also 15 *Vino de pagos* (VT)<sup>6</sup>, which means 'wines of the land', plus 46 *vinos de la Tierra* (VdIT/IGP)<sup>7</sup>, which is 'wines of the country'. The mainstream quality wine regions in Spain are

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<sup>5</sup> Qualified designation of origin - DOC: the highest recognition for a Spanish vineyard. Rioja was the first to attain this recognition, in 1991. Only the Catalan Priorat has obtained this title, after the Rioja region, in 2006.

<sup>6</sup> VP - *Vino de Pago*, a special term for high-quality, single-estate wines (*Pago* is the Spanish term for a vineyard) which in some cases also belong to DO or VdIT appellations.

<sup>7</sup> VdIT - *Vino de la Tierra*, a mid level regional wine that conforms to local norms without qualifying for DO status, the equivalent of the French *Vin de Pays*.

referred to as *Denominaciones de Origen (DO)*, similar to French '*Appellations*', and the wine they produced is regulated for quality according to specific laws<sup>8</sup> (Madariaga, Regulations Governing Wine in Spain). *Denominación de Origen Calificada (DOC* Qualified designation of origin) are *Rioja* and *Priorat*, regions with a proven track record of consistent quality. Rioja is the main DOC wine-producing region in Spain. This product differentiation is based on geographical and geopolitical factors of both cultural and economic frameworks (The Spanish Wine Market Observatory, 2015) (Brémond 2014, p. 19ff).

### **2.3. Assessing the World Wine Consumption**

According to International Organisation of Vine and Wine OIV in 2015 the Spanish consumption of wine has been slightly increasing. But in 2014 the total world consumption has slightly decreased by 0.8 percent. United States, France, Italy Germany and China were by the beginning of 2015 leading in wine consumption per capita. Individual wine consumption in Spain showed an increase of 2.04% (2012 to 2014 years). (See appendix point 6: Global Consumption of Wine).

According to the OIV, the wine most consumed in Spain in 2015 was the wine with the branding of Designation of Origin (DO) making up almost 60 percent of the total wine consumption. Additionally, Spain is by 2015 a net exporter of wine being the worldwide leader in wine exports, ahead of Italy and France. According to Spanish Wine Market Observatory (OEMV, 2015), Spanish wine exports reached record levels in 2015. Spanish wine industry has continued to make efforts to increase its price per bottle, because the Spanish wine is still a comparatively cheap wine. The average price for all Spanish wines in 2015 was 1.10 euros for 1 liter (The Spanish Wine Market Observatory, 2015). This represents the fact that Spain is leading in production quotas and competitiveness with other European countries due to the low cost of wine production per wine bottle. Spain is looking for selling less wine in bulk to other producers and more Spanish wine that indicates 'origin' (The Spanish Wine Market Observatory, 2015).

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<sup>8</sup> BOE No.165 dated 11 de julio de 2003 (ed.): <Ley 24/2003 de la Viña y del Vino>

## 2.4. Rioja Identity

Rioja is a wine region in Spain. La Rioja is an Autonomous Community consisting of a single province located in the north of Spain. In his work, Brémond explains how Rioja managed to become a nationally and internationally recognized wine from Spain, and how it became known as an example of a high brand quality management (Brémond 2014, p. 22ff). He also recognizes the Rioja area as an excellent area of wine production in Spain. In addition to this, Berveland assesses that a wine brand authenticity can be explained through certain attributes of the named brand, some of which are: the place of origin, traditional production methods, stylist consistency (consistent taste, not following fashion), history and pedigree and downplaying commercial motives, (not appearing commercial motives) (Berveland 2005b, p.1012ff).

In the Spanish culture, wine has a huge influence on people, society, history, culture, politics and even economic factors. Amongst the many Spanish wines it is the Rioja brand, which has evidence of its name as an *authentic* wine brand and region in Spain. Therefore studying these influences aforementioned with the Spanish wine. Comparing Spanish wine, there are attributes such as history, past, grape, connection, hierarchy that differs from French wine. For instance French Wine is characteristic for its *terroir*: location, the soil and the exposure. Spanish wine especially the Rioja, is characterized by the aging production process first in oak barrels and later in bottles. Where the Rioja wine acquires special attributes and an exceptional value to the place of production. This is the reason why Rioja's wines are characterized by authenticity to the land and process of production acquiring a certain level of expertise while aging (Brémond 2014, p. 24ff)

The aging process is of great importance to the Spanish wine and it takes four steps. Each step provides a particular characteristic to the wine. The first level has the *Crianza* wines. They are marked with a minimum of 2 years where at least 12 months aging in oak barrels and the rest 12 months in the *bodega*. Secondly, there are the *Reserve* wines, which must stay at least 3 years in the *bodega*, of which at least 12 months are in oak barrels. Then come the *Gran Reserve* wines, which constitute the high end and are only produced in exceptional vineyards. These wines must stay at least 5 years in the *bodega*, of which at least 24 months in oak barrels (Brémond 2014, p. 24). And fourthly there are the young wines, which in contrast to the

previous three sorts don't have the requirement of aging in oak barrels (Brémond 2014, p. 25ff). Particularly the Rioja Spanish wine is known by its hierarchy structure (*young wines, Crianza, Reserva and Gran Reserva*) and only a few wineries can afford the additional expenses, which come with the process of aging. Additionally, only Spain has a certification system that allows customers to know which wines are guaranteed to be old enough before offered to drink. Usually only red wines are designed to improve their taste values with age, as they reach peak maturity in this process (Brémond 2014, p. 24).

### **3. Concept of Authenticity in the Communication Context**

Authenticity is a “cornerstone of the contemporary marketing” (Brown, Kozinets and Sherry, 2003 p.21), a new business imperative for the experienced economy (Gilmore and Pine, 2007) and may be conceived as that what is genuine, real and true (Beverland, Farrelly & Quester, 2010, p.700). Experts in beverages explain that fine wine is a “highly symbolic and richly connotative product class” (Mick and Buhl 1992, p.320); so it can be easily connected to the heritage and symbolism of a traditional and authentic wine. Moreover, many authors (Beverland, Peterson and Napoli) have underlined the relationship to the place of origin as to be the key factor of the authenticity of the wine brand. Beverland (2005a, p. 254), while analyzing the wine market, also noted the importance of a company's quality commitment, the stylist consistency of a brand, which means the consistence in the wine taste by branding and loyalty cues, and the attribute of downplaying commercial motives, which recalls to any brand not to have extensive commercial motives, here in this part we are going to study the impact of advertising while recalling a brand “authentic” (Beverland 2005a, p. 253ff).

#### **3.1. Relationship to the Place of Origin – The Case of Rioja Wine**

Authenticity can be connected to everything what is real, true and genuine (Beverland, Farell & Quester, 2010, p. 839). In fact, Spanish wines bring to consumers a clear identity of what is unique and authentic. Given this, Berveland (2005b, p.1012) found that the fine premium wines are symbols of tradition, culture, and a craft with aims to create a powerful image of authenticity. In this case, Spanish wine

is perceived in consumers' minds, both in Spain and in export markets, as a traditional product from the country, with authentic identity of its origin. Proof of that is the Rioja image is well known as a 'brand', with interesting price-quality relationship, especially for the *Crianza* wines. These wines are for Spaniards often an attractive and good choice because of its accessible price, good taste and competitive quality in the market. It has as well an image of the dominant grape variety, the *tempranillo*, which is a type of grape native from Spain and enhance its origin of being an essential authentic element the region, along with barrel aging. Among Spanish wines especially, Rioja wine, it is an authentic Spanish wine because it has a worldwide name and brand recognition, an image, an origin and a standard price-quality (Brémond 2014, p. 22)

The Rioja hierarchical classification is an excellence attribution to their wines. Rioja wineries are making their wines by the four categories of hierarchy (*young wines, the Crianza, the Reserva and the Grand Reserva*) and are gaining position from common international brands such as Basic, Premium, Super Premium, and others. Given this marketing segmentation, the authenticity of the Rioja wine is seen in its attributes of possessing a certain personality and individuality. Indeed, Rioja is one of the major wine producer regions in the world, and is number one in the world ranking for the number of wine barrels (which implies the capacity of aging the wine, therefore being able to elaborate complex wines) (Brémond 2014, p. 28).

### **3.2. Brand Symbolism and Consistence Taste.**

Differentiation of the Rioja product and the close relationship between a wine-producing country and the traditional Spanish Tapas food are two principal indicatives of heritage and symbolism in the Spanish wine culture. Heritage and historical culture differentiation are often based on the social position and reputation of vineyard owners. Despite a strong cultural connection with the past, the wine quality differentiation and wide price ranges are still a matter of concern for wine marketing and consumption hierarchies (Demossier, 2001, p.1). The role that wine has in Spanish society is "to develop a better quality of its production by promoting different regional style and regional branding strategies" (Rocchi and Gabbai 2013, p.292). From local branding strategy to international marketing strategies, producers

are seeking for a quality commitment in their wine with a clear differentiation in the wine taste.

“Rioja wine is the most recognized brand on a national scale, and the symbol of Spanish wines in the world” (Brémond 2014, p. 26)

As Beverland (2005a, 2005b) has said the connections to the place of origin, the process of production and the symbolism of the brand are certain aspects of a perceived ‘authenticity’ of a brand and key when marketing luxury wines. The Rioja wine Qualified Designation of Origin (DOC) has been recognized worldwide as a premium wine brand from Spain and has been chosen as one of the top preferences of young people in many places (Brémond, 2014, p. 24).

### **3.3. Strategic Marketing and Branding Image**

To assess the impact that brand authenticity has on a brand’s image, client’s loyalty and premium pricing, the role of leading marketing, and the operations between communicative managers is what Beverland is describing as “understanding branding and promotion” (2005a, p. 257). Consumers may look at any Rioja wine as a common brand, but with stylist consistency added by the brand symbolism connected to the place of production and the grape variety. As Brémond put it, “The goal is to create a ‘common brand’ with its own identity and generate value and profitability” (Brémond 2014, p. 28). Despite this, the market segmentation is needed in the wine sector. Indeed, Rioja is known internationally, but it is more likely to be a dedicated national product rather than being commercialized by extensive advertising or promoting contexts. Particularly Spanish wine uses its brand image Rioja and brand loyalty motives throughout commercial structures and marketing channels, but still the Spanish wine industry is characterized by stagnation due to small retailers and family wineries (Martínez-Carrión and Medina-Albaradejo, 2010, p.77ff). Authenticity of the Spanish wine will allow companies to distinguish their products from others. Two good examples of Spanish international market orientation are the wine brands of Cavas Freixenet and Cavas Codorníu<sup>9</sup>, which together are leading by 80 percent the Spanish cava market (Martínez-Carrión and Medina-Albaradejo, 2010, p.88).

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<sup>9</sup> Freixenet and Codorniu are two Cavas from Catalonian region in Spain. The term is reserved for those sparkling wines that are made by the classic method used to make Champagne. By law, European countries

Authors such as Barber, Dodd and Ghiselli (2008, p.5) stress the importance of having a knowledge of the market segmentation and consumers' choice classification when going to purchase wine. By segmenting and creating marketing strategies, producers and retailers are being more aware of how, what and to whom they want to sell. When focusing on different countries and different target markets it is important to define a strategic plan for every single or mass target wine consumer. With the abundance of wine consumers on the global market, the wine marketing continues to be highly competitive and challenging. Consumer attitudes and beliefs are, even more now than before, consciousness of giving an authentic role to the wine (Barber, Dodd and Ghiselli, 2008, p.11). This has an important manifestation in society and cultural relations in the Spanish society (Martínez-Carrión and Medina-Albaradejo, 2010 p., 79). Social influence, networks, Internet, politics and economic factors are principal sources of information and communication for young people to become more aware of wine purchasing decisions (Martínez-Carrión and Medina-Albaradejo, 2010 p., 90).

Researchers also state that there are ways of reinforcing the claim of authenticity via advertising, for example by turning to brand histories and historical associations as sources of marketed value as "a cultural marker of legitimacy and authenticity" (Brown, Kozinets, and Sherry, 2003 p. 19). It is especially important to note that in the context of advertising there is a personal goal orientation on the way that consumers can interpret an advertisement from different points of view and judgments of different perceptions of authenticity (Beverland, Lindgreen and Vink 2008, p. 6).

### **3.4. Crafting or Advertising the Concept of Authenticity**

Scholars like Brown, Kozinets and Sherry describe authenticity as a cornerstone of the contemporary marketing. What they actually mean is that "the search of authenticity when marketing, and in particular, advertising" (Brown, Kozinets, and Sherry 2003, p. 21 quoted after Beverland, Lindgreen and Vink 2008, p. 5) is pointing to the fact that producers and consumers are evolving and becoming more responsive to numerous changes that society is having by the effects of constant advertising. For example, fine wine producers used to downplay scientific and commercial capabilities

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can't use the term 'chamenoise method', so in Spain the terms traditional and classic methods is placed on the bottle instead.

in favor of tradition, culture, and craft to create a powerful image of authenticity (Beverland 2005a, Beverland and Luxton 2005, quoted after Beverland, Lindgreen and Vink 2008, p.5). Yet authenticity is still based on heritage and attributes of trust and loyalty among others. Not few of the consumers look beyond the traditional and seek more commercialized items, which move far away from the concept of genuine authenticity of the product (Beverland, Lindgreen and Vink 2008, p. 5)

In many companies' production processes the quality commitment factor is driven to invest heavily in technological improvement, promotion, advertising and marketing (Beverland, Farrelly and Quester 2009, p., 15). Not only large business but also small wineries from Spain are committed to get more expertise and being more concentrated towards foreign markets, such dynamic markets like Asia (Martínez-Carrión and Medina-Albaradejo, 2010 p., 88). The Spanish distribution sector has a tendency of vertical integration towards creating its own brands (Martínez-Carrión and Medina-Albaradejo, 2010 p., 88). A brand like aforementioned Cavas Codorníu has been gaining integrity and self-authentication over years. However, large and competitive markets use extensive advertising to project the image of a brand. The concept of authenticity may loose personality and cause negative effects such as an undervaluation of the product (Beverland, Lindgreen and Vink 2008, p. 5). Nevertheless, measuring the impact of Internet and globalization networking systems has brought clear evidence that in the twenty-first century there are more positive side effects than negative ones from the spread of wine culture through Internet and others networks (Martínez-Carrión and Medina-Albaradejo, 2010 p., 90). Similarly has the wine consumption increased by time and quality commitments have also grown.

#### **4. An Overview of the Taiwanese Wine Market**

##### **4.1. Wine Consumption in Taiwan**

Taiwan's population is around 23 million, and it ranks fifth in Asia-Pacific amongst the countries that are importing wine (Rull Bes, 2015). From 2010 to 2014 the country has experienced an increase of 68,57% in imported wine sales, mostly in the form of bottled wine coming from traditional wine producing countries (Rull Bes, 2015). Six countries are fulfilling Taiwan's interest of wine imports. They are, ranked



according to popularity: France, America, Italy, Chile, Australia and Spain (Posada Gómez, 2014). From 2015 on, Taiwan is closing the list of top five markets of wine consumption in Asia, preceded by China, Hong Kong, Japan and South Korea (Posada Gómez, 2014). Taiwan's wine market grew by 5.1 percent in 2013 to reach a volume of 16.3 million liters. The compound annual growth rate of the market in the period 2009 – 2013 was 7.5%. (Wine Market in Taiwan). And Taiwan wine consumptions is expected to growth by 8 percent in the period 2013 – 2018. From 16.3 million liters to 23.9 million liters. (Wine Market in Taiwan). See appendix point 7 for a visualization of Taiwan's wine market volume in the years 2009–2013 and point 9. for a forecast for the years 2013-2018.

#### **4.2. Taiwan's Wine Imports**

Since 2010 Taiwan's imports of Spanish wines have almost doubled, and at the beginning of 2014 Spain is the second most important supplier of wine per volume to Taiwan, positioned just after France (Posada Gómez, 2014). This improvement means that Spain is gaining strength on Taiwan's market when compared to other countries. Additionally, a change of society's behaviors can be observed, as a growing demand for Spanish wine with better quality (Posada Gómez, 2014). Still, France is the leading supplier of wine to Taiwan, followed by Spanish and Chile (Posada Gómez, 2014). The overall wine imports from these three countries have increased by 25%, 107% and 37% respectively in the last years collected data from 2013 to 2015 (Posada Gómez, 2014).

#### **4.3. Taiwanese Wine Industry**

Taiwanese alcohol industry is very small as there are only few companies that are exclusively producing wine in Taiwan. Just or merely 2 percent of the total wine and spirits industry is occupied by wine (Posada Gómez, 2014). Taiwan accounts for merely 1.1% of the Asia-Pacific wine market value while China accounts for 60% of the Asia-Pacific market value (Wine Market in Taiwan). One of the main reasons for this are certain unfavorable weather conditions due to the tropical climate and negative factors of the agricultural land of the island that don't permit growth or cultivation of their own wine grapes (Posada Gómez, 2014). Additionally, Taiwanese

traditions, culture and heritage all offer a very characteristic and traditional liquor called *kaoliangjiu* 高粱酒. *Kaoliangjiu* is a strong distilled liquor of Chinese origin made from fermented sorghum (Posada Gómez, 2014).<sup>10</sup> It has a long history Taiwan's culture, because of its aroma and unique way of production (Posada Gómez, 2014). It is frequently served on special occasions or family ceremonials. (See appendix point 8 for a segmentation of Taiwan's wine market illustration).

#### **4.4. Presence of the Spanish Wines in Taiwan**

Spain's main competitor in Taiwan's wine import market is Chile, due to the comparative price and quality. Nevertheless, Taiwan's consumers are still aware of the origin and historical tradition of the Spanish wines, which often are one of the best choices and recommendations in many gourmet and top restaurants on the island (Posada Gómez, 2014). However, since only less than ten percent of the wine in Taiwan is of Spanish origin, it becomes clear that Spanish wines enjoy a rather low grade of involvement in Taiwanese society. Even so, in the year 2015 the consumption of Spanish wine in Taiwan is slightly increasing as it is regarded as an exquisite and luxurious product by the society (Posada Gómez, 2014). From the year 2013 till 2014 the consumption in Taiwan of Spanish wine has increased from USD 146.000.000 to USD 155.000.000, and the annual growth by 3 percent. (Posada Gomez 2014, Rull Bes 2015 and Informe Sectorial de Vino Taiwan.) Besides, Taiwanese society is now deeply fascinated with seeking more healthy ways of consumption and is getting more interested in the genuine and authentic taste of the wine (Posada Gómez, 2014). Importing wine from Spain to Taiwan is comparatively easy than to other Asian countries due to non-restrictions barriers between both countries. In contrast, the customs tariff is higher than that of other countries: by the end of 2015 it was about 10% per sparkling wine, and 20% per normal wine grape (Rull Bes, 2015). Adding to this is a tax of NTD7 for every liter of wine. This is then compensated by a low value of the added tax at 5% (Rull Bes, 2015).

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<sup>10</sup> Sorghum: is a genus of plants in the grass family. The plant is used for food, animal fodder, the production of alcoholic beverages, and biofuels. Kaoliangjiu liquor is made from fermented sorghum. It is a type of unflavored baijiu. Chinese alcoholic beverages. (Wikipedia)

#### **4.5. Positioning the Authenticity in the Taiwanese Wine Market**

Many studies point to the importance of finding continuity, reliability, originality, uniqueness, naturalness, quality commitment, sincerity and heritage (Napoli, Dickinson, Beverland and Farrelly, 2014, p.1091) in every brand based on the consumer preferences and corporate values. Thus it seems very difficult to find a true brand, an authentic representation of a unique brand. Since 2010, due to the increase of wine consumption in Taiwan, society is gaining more self-consciousness of what consumers' criteria are (Posada Gómez, 2014, p., 26). Authenticity is based on the brand image, trust, loyalty and premium pricing of different products and services. Wine producers are concerned with the many possibilities of expansion that the wine market can give them, thus it is strongly recommended to do advertising in order to take advantage of the current wine situation. As mentioned earlier, also will the Internet, with its selective purchase criteria of products and brand differentiation with high buying power, allow the upcoming generations to be more distinctive and to have preference on choosing the authentic product as a better choice is (Barber, Dodd and Ghiselli 2008, p.14).

Globalization trends, the era of the Internet, and the overloading data and social media communications are all driving us into a new era of promotion and advertising, where everything is set and fixed by the market, systems and stereotypes are marked by sets of consumption (Pattuglia, Mingione, and Cherubini, 2015 p., 12). Society is building up its own identity by brand credibility (Erdem and Swait, 2004, p.192ff), loyalty and commitment (Chaudhuri and Holbrook, 2001, p.82ff; Garbarino and Johnson, 1999, p.70ff;) and trust is essential factor in building successful marketing relationships (Morgan and Hunt, 1994, p.23f).

##### **4.5.1. Marketing the concept of Authenticity in Taiwan**

In the final analysis of the Taiwanese wine market a marketing research of the preferences and wine positioning in the Taiwanese society has allowed us to acquire a general idea of authenticity of the Spanish wine in this social reality. Consumer choices and behaviors are essential to the process of constructing the concept of authenticity of Spanish wine. Marketing mix is a brand of marketing that is often studying what a brand or product can give to the market by referring to the four

“4Ps”, namely being price, product, promotion, and place. Once the product is chosen, in this case Rioja wines, and the price quality is adequate, the promotion and the placement are the last two folds given by the consumers’ choices and behaviors when purchasing wine (Martínez-Carrión and Medina-Albaradejo, 2010 p., 88). Hence the study of the Spanish wine marketing in the Taiwanese market has allowed us to understand whether the 4Ps of marketing are suiting the concept of authenticity on the Spanish wine sold in the Taiwanese market. Moreover, the area of wine marketing includes special topics, such as wine tourism and events, fair and trade commerce, promotional activities and exporting.

#### **4.5.2. Wine Relationship and Trade Consumption in Taiwan**

Furthermore, wine relationships through *guanxi* are favored by the increasing diffusion of innovative forms of trade (Rocchi, and Gabbai, 2013, p. 294). At any market there is *off trade* and *on trade* driving ways of consumption, the difference between each other is that *off trade* consumption refers to those wines that are available in supermarkets, corner shops; and off licenses and *on trade* consumption refers to the sale of licensed goods where the wines are sold to be consumed ‘on’ the premises. Especially in Taiwan, *off trade* consumption offers a generally medium-low value of wine and is sold by small retailers or supermarkets such as Seven-Eleven or Family Mart. This *off trade* consumption has limitations on consumers’ choices and options and brings with itself a very low price-quality relation (Rocchi, and Gabbai, 2013, p. 296). However, *on trade* consumption is highly increasing new opportunities when selling wine in Taiwan, such as sales in restaurants, or hotels. *On trade* sells are making the mentioned shift from beer to wine consumption possible and are offering a better quality of wines (Rocchi, and Gabbai, 2013, p. 298). Recently this indicates that Taiwanese society is more conscious and aware of what consumers want to purchase; what sellers are willing to offer, and which reference and knowledge of wine is better off. While this is true, consumers are being socially encouraged to purchase Spanish authentic wines with premium quality (Posada Gómez, 2014).

Frequently customers are more likely to go to gourmet markets or small wine retailers to go shopping for wines (Posada Gómez, 2014). These clients often buy premium products and do not question the price of the wine (Posada Gómez, 2014).

Despite this, Taiwanese consumers appraise the price, origin and brand of the wine as most important attributes of the wine to take into consideration when purchasing wine (Posada Gómez, 2014). In either case, Taiwanese continue to drink more wine and 89% of all the wine drunk is red (Posada Gómez, 2014). White wine is becoming popular in the last few years but the preferred one by the society is red (Posada Gómez, 2014). Wine is found in large supermarkets that usually offer a wide range of choices, from low to medium quality wines. Spanish wine is generally available in all standard shops and hypermarkets, offering products with low-medium price and quality respectively, although the truth is only a few choices are available (Posada Gómez, 2014).

To sum up, Spanish wine is not very popular in Taiwan, only customers with higher wine knowledge, sommeliers, and experts are aware of its good quality-price relationship. Even so, they admit there is a lack of promotion and marketing of Spanish wine in Taiwan (Posada Gómez, 2014).

## **5. A comprehensive framework of the Authenticity in the Taiwanese society - Theory and Practice**

### **5.1. Methodology**

A qualitative study has been carried out to check the assumptions of this paper. The aim was to prove the connection between the theoretical part and the real life practice. Since the interviews focus on four respondents the sample is not allowing for a generalization. Nevertheless, the data we have acquired will allow for a in-depth analysis. Three different interviews have been done, each one containing some 25 questions written both in Chinese and English. The idea was to obtain open-ended answers from the interviewees and to study the relationships and the perceptions related to the topic of this study. The questions were about aspects related to authenticity and the Spanish wine perceptions in their environment and how those affect the social relationship. Aspects such as loyalty, trust, community, and premium price were all of key importance. Each of the three interviews has been done independently, depending on the subject of study being it members of a social club, retailers or high-class society.

The first interview has been conducted with two people, one being a well-off former architect (Consumer A) and the other being a specialist in marketing and branding strategy (Consumer B), both very familiar with drinking wine in high-class society in Tainan. The second interview has been conducted with a retailer (Retailer X) in the center of the city of Tainan. We have selected this one especially because of a large amount and different qualities of wines in his shop. Retailer X's store was one of the few in Tainan, which have Spanish wine, including the Rioja wine. The interview was conducted in the Store X in Chinese language. The third interview has been conducted with one of the bosses and member of a social drinking club in Tainan (Consumer C). See the Table 1. and 2. for detailed information.

Table 1.

<b>Consumers</b>	<b>A</b>	<b>B</b>	<b>C</b>
Age	40-50	35-45	35-45
Sex	Male	Female	Male
Social status	Architect	Marketing specialist	Social club owner

Table 2.

<b>Retailer</b>	<b>X</b>
Age	30-40
Sex	Male
Social Status	Owner shop

The following parts will firstly deal with a reassessment of the obtained theory, then a summary and various examples from the interviews will be given. Finally, an analysis and interpretation of the data will follow. (See appendix point 10 for pictures and a visualization of the interviews).

## **5.2 Expanding/Theory contributions.**

### **5.2.1. Understanding Indexical and Iconic Attributes (in Brand's Authenticity) when Consuming Wine**

Based upon the belief that the level of authenticity is strongly linked to the past, researchers understand a manifestation of the brand's authenticity to be conceived by originality and evidence of its iconic and indexical values. These two values can be

understood as attributes gained during the consumption of wine (Beverland, Farrelly and Quester, 2010, p. 707). In their paper Beverland, Farrelly and Quester explained the indexical value as directly connected to the flow type of consumers' self-authentication, who has a common desire of individualism (i.e. he/she connects the consumption of a Rioja bottle of wine to the Rioja region in Spain) (Beverland, Farrelly and Quester (2010, p. 704); (Veale, Pascale, and Amal, 2006 p.10). The iconic attribute of wine can be experienced when consumers desire a common outcome. They will experience the feeling of belongingness, meaning a strong desire of feeling connected as a member to a certain community. For example when the majority chooses a wine this is also the wine selected by the given individual – because the community has chosen it (Beverland, Farrelly and Quester (2010, p. 712ff).

Wine consumers construct a sense of authenticity based on their goal and consumer's efforts to gain status as in the case of premium wines and in high cultural capital environment and society (Beverland, 2005b, p., 1007). Consistent in consumption, the essence of what is observed represents what one desires to be "authentic" from a personal point of view (Wang 1999 quoted after Beverland and Farrelly 2009, p. 839). Consequently, consumers' perceptions of what is authentic and what is unauthentic can vary from one point of view to another – it is a very personal perception, subjective to different opinions (Beverland and Farrelly, 2010, p.839). The same as consumers' attitudes and beliefs towards an object or a brand are very changeable and based in personal interests.

Pine and Gilmore (2007) assumed that a new business concept is emerging in society and it is lead by personal goals and self-authenticity factors. To better understand this idea, consumers seek authenticity in the meaning of their lives, finding the pure identity as a response to the standardization and homogenization of the marketplace (Thompson, Rindfleisch, and Arsel 2006, p.56). Thusly consumers seek to step out from the common market, finding product differentiation and personal goal achievement (Emmons 2005, p. 741,745). The fact that consumers seek authenticity is directly associated with their self-authenticity and cultural display, meaning that the consumer is determined by naming authenticity of an "object" that she/he/it has observed in the previous experience (Beverland, Lindgreen and Vink, 2008, p. 13).

After analyzing various aspects of market demands Beverland, Lindgreen and Vink (2008, p.9ff) recognized three different attributes of authenticity. The first one is pure authenticity. It comes straight from the link to the past, the tradition and it is the pure authenticity that brings to brands such characteristics as being genuine, possessing historical tradition and having loyal name. The second character of authenticity is proximity (Beverland, Lindgreen and Vink, 2008, p.11), which identifies authenticity in a symbolic way as abstract impressions of tradition made by advertising. Consumers seek through advertising a mental picture that connects them to the past (Beverland, Lindgreen and Vink, 2008, p 6ff). The third assignment to authenticity is morality, which is directly connected to the link from the moral status to the traditional perspective. In this part of advertising the human component of “love to craft” (Beverland, Lindgreen and Vink, 2008, p.12) is of importance. The advertising is going through a self-referential act to personal moral values (Beverland, Lindgreen and Vink, 2008, p 11).

The consumer creates a relationship between different levels of goals to which consumers actively analyze wine brands. In the case of short time decisions, consumers tend to reduce a specific demand for the authentic product or brand (Lockshin and Rasmussen, 1999, p. 49). And from the long-term decisions a sense of authenticity is added to a desired sense of self-authenticity (Lockshin and Rasmussen, 1999, p. 49).

### **5.2.2. Extrinsic and intrinsic cues based on the product brand selection in the search of authenticity.**

Since wine is a complex product to identify its specific attributes, Lockshin and Rhodus (1993, p., 14) explain the influence of what they perceived in the wine as having the attributes of intrinsic and extrinsic cues of quality. They find that consumers’ perception of quality can be measured objectively and subjectively.

Consumers use both extrinsic and intrinsic cues when forming opinions about Spanish wine. In this study I will analyze consumers’ perceptions and opinions often used when purchasing Spanish wine as a product of quality. Consumers use intrinsic cues as the grape variety and the level of content of alcohol as measure factor of quality directly related to the quality of the wine. Otherwise, the country of origin and the price are extrinsic cues that have appeared repeatedly on the side of the



consumer in order to form a general opinion of the product's quality. These cues the authors, Lockshin and Rhodus, called extrinsic due to the fact that can be changed without changing the product itself (Lockshin and Rasmussen, 1999, p. 41). In the same way consumers have created a general opinion of the wine's value. Likewise was the concept of authenticity in the Spanish wine socially constructed as an extrinsic cue (Veale, Pascale, and Amal, 2006 p.3). Stepping on the findings Lockshin and Rhodus (1993 p. 17) Balestrini and Gamble (2006, p. 408) find that Chinese consumers use extrinsic cues, rather than intrinsic cues to evaluate wine quality because they are relatively inexperienced consumers of wine.

Going deeper into the explanation, the first cue worth mentioning is the taste of the wine. Consumers agree that if they have found a wine that tastes good and if it does not exceed their monetary limits, then they will be keen on buying the same wine again (Veale, Pascal and Amal, 2006, p., 5). Two extrinsic cues can be found in the sphere of product quality management. The first cue is belonging to the product itself and externally attributed to the Spanish wine. This would be the price, brand, place, purchase place or country and region (Richardson, Dick and Jain, 1994, p. 29). The second cue is the consumer's knowledge and self confidence resulting from those attributes of the product that are most likely to influence consumers' opinions regarding quality (Veale, Pascal and Amal, 2006, p., 5). By contrast, an intrinsic cue of the product can be any inherent characteristic of the product itself, e.g. the total amount of tannin that the wine has or the alcohol content per bottle (Balestrini and Gamble, 2006, p. 307)

When it comes to the brand description, yet another extrinsic cue, customers have already figured out in their minds what is their ideal brand, company's name or product (Veale, Pascal and Amal, 2006, p., 4). Of course is the brand important, like in the case of the automobile industry aforementioned, however Taiwanese customers do not have a clear understanding of branding for the wine market (Balestrini and Gamble, 2006, p. 408) Generally speaking, experts on the field highlight that the taste of the wine is better when it has connection to the brand name and image (Mitchell and Greated, 1989, vol. 22 p.7).

Thirdly, the attribute of price has strong influence on the Taiwanese social structure (Balestrini and Gamble, 2006, p. 408). Customers commonly agree that high valued wines are less likely to be purchased, but sometimes it is the best choice to eliminate

risk of the decision (Balestrini and Gamble, 2006, p. 398ff). Even so wine prices are mostly depending on quality. In Taiwan only a few experts on the wine sphere are willing to buy high priced wines (Balestrini and Gamble, 2006, p. 408). Country of origin attribute is yet another extrinsic cue and is one of the most dominant when purchasing wine in Taiwan (Veale, Pascal and Amal, 2006, p., 6). For the Spanish high quality wine it has been found that the vintage year is the main determinant of the market price (Lockshin, 2003, p.6). Packaging factor is a visual factor when promoting and advertising wine on the markets. Altogether the style, design and label are influencing the decision of many Taiwanese chose a specific wine (Balestrini and Gamble, 2006, p. 397).

Experts find it rather difficult to provide a single definition of quality (Veale, Pascal and Amal, 2006, p., 2). Quality has always been one of the most important choices when purchasing wine, and it has influenced the other factors like region, winemaker, type of grape, awards, producer, price, etc. (Lockshin, 2003, p.8). Therefore Quality is another extrinsic cue, that is to say that the quality of wine is difficult to size, due to different perceptions and it is subjective to different evaluations. Most of the time, quality is connected to a field of experiences resulting from the pleasure of drinking wine, understanding wine as an authentic product (Veale, Pascal and Amal, 2006, p., 8). Indeed is quality measured from the point of view of a collective group with different opinions that, at the end, will acquire a common interest and perception (Lockshin, 2003, p.7). Even though quality is a subjective and very changeable attribute to differentiate which wine is better, it is still an important factor to consider when studying in the wines choice.

In addition factors such as the price, age, gender, income, high cultural education, life-style, brand, recommendations, opinions, demographics and personality are situational determinants that need to be consider as well as important part of the consumer attitudes and beliefs when consumers drink or purchase wine (Barber, Dodd and Ghiselli, 2008, p.12).

### 5.3. Interviews' Summary

#### 5.3.1. Consumers' interviews perceptions

##### ***References to Loyalty, premium price and high-class status relationships (extrinsic cues) influence in indexical attributes when perceiving Authenticity in the Spanish wine?***

The answers I have collected from this interview are Consumer B do perceive (any) wine as an iconic interpretations to their culture because it comes from a foreign culture and they have had to get adapted to. They both have living experience abroad and during that time they have met the culture of drinking wine. Now for the time they are back to their city they need to bring this foreign habitude of drinking wine to the local environment and traditional society in Tainan city.

They both don't belong to any organization so they have their own suppliers and they organize their own meetings with friends to enjoy and have an agreeable dinning out. From this point of view we are obtaining the main cues when drinking Spanish wine in the Taiwanese society and the cues obtained of why Spanish wine is authentic for them. Firstly, they do belief they have a strong and personal taste. They call themselves "sophisticated" wine consumers where the taste of the wine is very important and will definitely determine rather to buy one bottle or another.

Regarding the differences between traditional countries and new world producers they have tried both but particularly because each one of them have living experience abroad in UK and US respectively, Consumer B in UK, she prefers the wines from France and Italy both marked for being Traditional wine countries producers and the Consumer A in US prefers wines from Napa Valley in California, and Carigne grape from NZ both are from new world producers.

Comparatively as intrinsic cues they both prefer the red wine rather than white and others. At the same time as extrinsic cues they both consider the brand and the price of the wine the most determinant factors when choosing a bottle. The connection between the brand and the taste is directly connected to the past experiences and the good connections you maintain in the Taiwanese society. They have studied wine theory and wine attributes but they particularly consider that:

-The more you drink the more expert you become. (Consumer B).

Continuing with the extrinsic cues they are very selective when choosing an ideal brand, because they are very self-confident when deciding to purchase wine. Most of the times they strongly follow the suppliers recommendations because the supplier knows their preferences very good, and often invites them to try new wine brands. Both Consumers are absolutely loyal to the supplier, and in rare occasions buy wine from restaurant or other places. They always bring their own bottle/s with them.

The next cue is the price attribute – the premium price - is a strong attribute determining which wine is good or not, or has better quality or taste than others. In like manner, suppliers are specialized in different countries and wine regions with different premium prices, depending on the client purchasing power they recommend and offer different kind of wines. The range price can vary from 500 to 5000 NT\$ (which in euros is like 12 to 120 euros). Besides a premium bottle of wine can be denoted as an excellence gift in Taiwanese relationships due to its elevated price in society. This mutual wine gift relationship gives to the relationship a connotation of mutual respect and affection between both sides. Because in Taiwan the wine is not cheap:

It is mainly based in social status relationships where often clients gather together in specialize and superior restaurants to enjoy a set of food and drinks. For example:

–Depending on the clients and the circumstances the selection of the place is very important. Normally when businesses meetings occurs everything is planned in advance, like the color of the tablecloth, orientation of the table, what menu is selected and what kind of wine and how many bottles ordered. (Consumer B)

Both Consumers are familiar to arranging meetings and bringing their own bottles of wine to the place. They said they prefer their own bottles because the quality is better. In this case, appears the concept of quality of the wine, which it is very subjective, and a personal attribute. Consumers have confirmed several times that their wine is better than others first because their price is higher and second because it tastes good. So this are the two mainly factors (price and taste) have influenced them.

Thirdly, because they like drinking good wine they like it as well to share it with friends and people; here it comes the fact of “guanxi” and relationships in the society.

During the interview cues such as wine promotes business and maintains relationships came as a subject to talk. It is basically based on how good you are connected to the society and how good you are willing to keep those relationships in the context of marketing and strategic communication skills. From their personal point of view wine helps maintaining relationships and business deals because a physical contact (face, gestures, expressions) are enforced and affections are showed.

A clear example of how business deals are often done in Taiwan is like, firstly people who gather together did not know each other so much, secondly they always go and drink to discuss business operations, – when they drink they become more amiable and likewise businesses and discussions are on the table. Thirdly both sides are willing to find a common agreement and finally both sides are happy, – then maybe they can become new friends–. (Consumer A).

But, not always there are businesses involved, – sometimes wine consumers share similar interests and they do gather together – and most of the times wine topics are subject to talk–. (Consumer B).

Last but not least important the concept of authenticity flourish in the interview, there are different perceptions from what is authentic to one country to other. Both Consumers have shown special interest on what is real authentic for them in their environment and society is totally different to the Spanish culture and other cultures. Comparing authenticity point of views from different countries, first Consumer B exemplifies its opinion respecting what is authentic in the Japanese culture related to wine.

Japan has being recently recognized as a new world producer. The Japanese winemakers are constantly inventing and playing with new wines trends, they produce new tastes and experiment in new marketing promotions. – A Japanese winemaker once has done an authentic 100 percent Merlot grape in Japan, which is something that French people would never do and neither accepted as authentic wine –. (Consumer B)

Secondly, Consumer B exemplifies that as food plays an important role when drinking, but still the taste is not the same from the original country. – However, the wine tastes exactly the same as outside –. (Consumer B)

Both Consumers agree that sort of Taiwanese food may match the exquisite taste of wine, and so do they try different combinations of food with wine. Generally both interviewees like drinking at any time and generally have a full lunch menu. In this case, Spanish food like “tapas” is very distinctive from Spain, also the Rioja wine, and both products are necessarily needed to be adapted to Taiwanese society and culture in order to show to the Taiwanese people the perception of authenticity from an authentic Spanish personal point of view. In this case, to better understand the true authentic concept of the Rioja Spanish wine in different cultural aspects, factors such as promotion and choosing Rioja brand differentiation are still needed to be reinforced in society. A third characteristic of authenticity in the Spanish wine is as the Consumer A states:

Spanish wine – The long tradition and historical country with more than 1000 years of history related to wine – and thus Spanish winemakers still continue making wine like in the old ways. (Consumer A)

Spanish wine – The beauty resides in Spain, natural and simple and good taste, – compared to the French wine, which is more expensive and superficial-. (Consumer A)

Basically they perceive the authenticity of the Spanish wine as a very exquisite taste and in overall with medium average price and quality. In order to stand out from the common or ordinary wines the authentic Spanish wine needs to follow a creative marketing based on the traditions and history together with food heritage.

Given these points Taiwanese society has also a perceived characteristic of authenticity in the “wulong” tea and the “gaoliangjiu” rice wine, but as have been noted before the perception of authenticity is different from each different country environment and culture.

***References to Loyalty, premium price and high-class status relationships (extrinsic cues) influence in iconic attributes when perceiving Authenticity in the Spanish wine?***

The questions conducted were almost the same as the first interview. In this case, Consumer C shows a clear character of socialness belonging more to a group than rather belonging to exclusive and high cultural capital environment as we have appreciate in the first interview.

- In this organization everyone can become a member, and they like gathering together and getting to know each other - It is like a way of distraction and relaxation (Consumer C).

In this social club, there is an indistinctive principle in the atmosphere, which is love and passion to wine. Members don't need to have any direct relation to wine, they just need to participate and join the social activities the wine club is offering, sometimes there are besides wine other activities regarding other kind of alcohol, but most of the times is wine topic. Normally members are not that much aware about wine aspects when they are drinking, but they are trying to learn more.

The social club is focused in entertaining members and promoting new ideas and events where members can learn and obtain more knowledge about wine. During tasting the wine, they don't have big talks, just informal talks, they do experience sharing the same interest and social behaviors. During these exchange and shared moments, appears the personal contact and close relationship we aforementioned as *guanxi*. Members are continuously affecting members' interests and perceptions as a way of communicating and getting experiences from each others.

*Different question has been asked to the interviewee such as I. From an expert's perspective, what gives a wine the character of authenticity? Is there any wine that you consider as having the highest value of authenticity? Why? Can you see a desire for authenticity among the other clients? Is the authenticity of wine an important factor in your environment?*

Those questions are related to the concept of authenticity and the member' perception amongst the social club environment and his own participation. And as we know authenticity is very subjective and dependent from different variables and the members' social status, so it can be perceived in different way.

Here, Consumer C connected the authenticity concept, as an attribute of the wine, which for him and his community, Consumer C explained is basically - to enjoy the wine-, thus doesn't imply any expertise in the field. They do not give qualifications to different wines; - they just drink if they do like it-. (Consumer C)

Consumer C specially noted that from his personal point of view, firstly cultures like the Spanish and the Taiwanese are very similar because of its cultural background and history, both Spanish and Taiwanese possess good weather and friendly people. Regardless than in Spain people has wine in their daily time and in Taiwan it can be compared to tea.

A second aspect that Consumer C answered is that the main perception from the authenticity of the wine is –the relaxation time, –to enjoy with friends the moment of drinking–. (Consumer C)

Thirdly, interviewee prefers white wine rather than red wine, because of the weather conditions of the island. Like generally is very hot in summer and kind of warm in winter, they do prefer to have a refreshing glass of wine, sparkling and champing. Consumer C actually said does not have any preference, he is totally open to new wines. As favorites he picked the Champagnes and white wines.

Usually Consumer C buys from his two retailers. Consumer C seems to be one hundred percent loyal to both retailers but regarding and average price he often prefer to go to supermarkets and buy wines, ranging from 500 to 1000NT\$. In this case he is setting above the community preferences rather than the premium price wines we observed in the previous interview.

Especially, Consumer C has confirmed the cue of social relationships and gifts, most of the times in his environment gifts are valued and very well received. Normally –a good bottle of Champagne is the best choice –. (Consumer C)

Additionally, a bottle of wine is something more to them. In the social club they keep more than 1000 bottles empties, and this is a good remember to think of the “time” they have drank this particularly bottle and with whom, or either to remember who have gave them this present.

An important aspect has called my attention, Consumer C seems to understand different cultures and get them connected to his own experiences and put it into his actual life in Taiwan. There is not a feeling from an outsider, regarding food and wine, Consumer C is self-confidence in in what want. From a Taiwanese point of view he



knows different cuisines around the world and he adapted them to his own environment. For instance, Italian cuisine is similar to his taste and what he likes from the Taiwanese food. Besides Spanish and French food, Consumer C says first always he chooses the food he want to eat and later will look at the bottle of wine which is more suitable.

### **5.3.2. Retailer interview perceptions**

#### ***References to Loyalty, Trust and 'guanxi' relationships in the Taiwanese society as a communicate channel to identify the concept of Authenticity in the Spanish wine?***

The cues I have collected from this interview are the relationships between consumers and retailers in the Taiwanese society are very important. And they will definitely make influence in the future sells and *guanxi relations*. Retailers and consumers maintain based in loyalty and trust relationships. Especially in this high-class environment and cultural organizations where the clients are seeking for self-confidence and common goals in the wine atmosphere.

Retailer X explains how the wine is playing an important role in the Taiwanese society. Considering the differences between traditional countries and new world producers Retailer X explains that most of the purchases are comes along with French wines, because of the high value and their well recognized brand-name. Principally clients purchase Burgundy wine from the eastern region in France.

Burgundy region is commonly known for its red burgundy wine, which is using one hundred percent Pinot Noir grapes, and the white wine, which is using 100 percent Chardonnay grapes-. (Retailer X).

At the first sight Retailer X understood the concept of authenticity and described like this, in the Taiwanese market consumers are very distinctive about the traditional and new world wine countries producers. Retailer X personally perceives the symbolism of an old traditional country as having the cue of authenticity. Retailer X perceives authentic as a factor that accompany the wine.

Some clients follow traditional wines because they feel it more special and unique, normally they have seen reflected in countries such as France, Spain and Italy who had acquired uniqueness of a traditional wine. – New countries

producers are more trying to be creative in its production process and follow the cues of old historic and traditional countries like France-. (Retailer X).

Retailer X noted the fact that Taiwanese people also feel connected to Traditions, because the country itself has a long history and common traditions together with China its has reflected the search of authenticity in the society.

A second aspect important to mention is what factors/aspects clients are looking for a bottle and how the retailer can find the perfect bottle that suits them. Here we have collected one of the important cues in our research, loyalty and self-confidence.

When clients come in to his shop and ask what wine they should buy, first I consider such important factors the clients' taste preferences, the color of the wine and the use for-. (Retailer X)

Retailer X does prefer verbal explanation more than using a 'decanter' and as he is becoming an expert in the wine field he can recommend quickly which wine may suit better the client preferences, from soft and smooth taste to strong and sour taste.

Normally Retailer X has a large amount of clients, who are loyal to him and often he meets new clients every week. For the most part clients buy from their own interest and sometimes for gaining social status in Taiwanese society. Usually wine comes connected to a high valued present in the Taiwanese relationships, often appears reflected as a gift at any ceremony or business meetings. Premium wines are frequently a very demanded product and a commemorative memory present because there is no risk of failure and the client assures an entrance into the high status level in society. For instance, as a premium bottles in the shop, Retailer X has wines from Italy, Spain and France ranging 15,000, 20,000 and 50,000 NT\$ respectively.

In third position, asking Retailer X the identity of the Spanish wines and Rioja wine brand, he personally knows it and like it. Particularly Retailer X gives us some positive and negative aspects.

Firstly as a positive factor the aging process of the Rioja wine and its hierarchy cultural production in the Spanish history. Besides many clients have heard about Rioja, but too little dare to try. On contrary, as negative aspects the Spanish wine, and specially Rioja brand, the country in general is

lacking of advertising, where good bottles are missing because it's just less renowned than French wine-. (Retailer X).

Concluding clients are buying less and are willing to pay a premium price only for what they know and experienced before. The Rioja region is very capable to produce good wines and high quality price wines but it is still lacking of specializations and segmentation. However:

The Spanish wine selling the most is 'Muga' Rioja wine – Besides Spanish wine is selling good and clients are aware of the traditional hierarchy and cultural aspects-. (Retailer X).

At the ending on the interview Retailer X is sharing to us his own impressions and believes for future trends and evolutions in the Taiwanese society. From Retailer X point of view seemed reliance in Spanish wine, because of its price-quality relation and large amount of production, and also it is cheaper than French wine. However Retailer X confirms that Spanish wine is still a wine that needs to be adjusted to the Taiwanese market. Still Taiwanese preferences while choosing a bottle of wine are for men with stronger taste and usually grapes from Chile and for women more refreshing and delicate taste, like Burgundy wines.

## **5.4. Interpretation and Analysis of the Results**

### **5.4.1. Extrinsic Cues are determining the Purchases of Wine.**

From a macroeconomic point of view driven factors like quality, heritage, sincerity, originality and reliability are sometimes measured as reflecting consumer's attitudes and beliefs more than behavior acts of the product and brand authenticity. Some experts on the wine field also confirm that these driven factors are correlated to the dimensions of the brand image, brand trust, loyalty and premium price attributes. Because of the difference between wines company's and consumer's perceptions, those attributes are more likely to be subjective and changeable (Pattuglia, D., Mingione, M. and Cherubini, S., 2015, p.6).

From the companies' point of view, both brand authenticity and heritage are connected to the wine's image, consumer satisfaction, consumer trust and loyalty, consumer's purchase intention, sense of belonging to a community group and

internationalization. But from the consumer's perceptions the purchase intention is less likely to feel the capacity of authenticity and heritage that only will affect consumers to pay a premium price (Beverland, 2005a, p.253). There are products known as 'iconic brands' that consumers are willing to pay more for, and which are communicative only with heritage and quality products as possible outcomes values of authenticity. Considering the possibility that there is no always a positive response from consumers to build trust on specific products.

Napoli, Dickinson, Beverland and Farrelly (2014, p. 1096) found limitations in their research, such as the symbolism and values of the consumers' purchase intentions. Depending on the actual economic scenario, as in the case of ultra-premium wines, (Beverland 2005a, p.252), the price sensitivity is another factor of the negative outcome of the premium price (extrinsic cue) when purchasing wine. It seems that authenticity is a social phenomenon (iconic attribute) based on the capacity of consumers to build a brand's trust and pay for a premium price. That later statement will lead to a reading of the brand promise (Balmer, 2012a, p.19), and company's reliability. As aforementioned, the fact that consumers seek for trust will denote the willingness from a consumer point of view to pay a premium price (Beverland, 2005a, p.253).

Another aspect to mention and which had been observed in the seller-consumer-relationship is the loyalty (extrinsic cue) which is made up from the confidence and trust between the 'seller' who makes regular sales and the 'consumer' buys goods from the 'seller' on a regular basis. Given these aspects, Rioja wine also stands out for the importance of price-quality relationship. In addition, Brémond (2014, p.25) states that the wine's taste should be consistent in order to make customers reliance on buying the same wine matching preferences. Some others experts like Beckert, Rössel and Schenk, (2014, p. 3), have shown the wine as a denoted cultural product as well.

#### **5.4.2. Extrinsic cues lead to consumers to search a common interest when perceiving authenticity**

Regarding those aspects, the interviews have brought following evidence: retailers and consumers do have a higher level of expertise in regard to the product, brand or concept in question when they possess familiarity or past experience with it. Some wine consumers do not possess the level or quality of objective knowledge they

believe they do, so often they can misjudge product quality through limited searches or bad information (Lockshin, 2003, p.4ff). Therefore consumers with higher levels of self-confidence are gaining objective knowledge, as they are more likely to give the right attribute to the product because they have acquired more information and proof to create an image or concept of the brand with attributes such as uniqueness or authenticity. Likewise the consumer's purchasing decision is highly connected to the assumption of self-confidence that will make the consumer be able to choose with criteria the wine desired.

Secondly, consumers are developing a new trend of consumption based on their own interest and social behaviors. Regardless of the level of expertise, intentions together with willingness encourage consumers to make the right decision of purchasing wine. Depending on the situation, many customers in Taiwan perceived the place and right moment of the purchase as a very changeable variable (Lockshin, 2003, p.13). In fact, having *guanxi* or connections can be a linked connection that will determine the final purchase. Wine involvement and participation in Taiwanese society is very low (Lockshin, 2003, p.5). One reason for this might be the fact that there is not much participation and neither too many places where good wines are sold. The consumers are thusly tending to simplify their choices of product, brand and purchase involvement and are looking for becoming socially organizations where it can be easily found the same ideal or goal and membership common interest.

How do consumers perceive the authenticity? Seeing authenticity from an individual point of view it doesn't need to have the same level of authenticity to another group of people (Mazutis and Slawinski, 2014, p. 139). It is actually the community, who is the final responsible to add meanings to the brand authenticity (Mazutis and Slawinski, 2014, p. 142). The general concept of brand authenticity relies on a social structure from consumers, marketers, media, and journalists – in that way everyone is involved in this process (Peterson, 2005, p.1084ff). The fact that consumers seek authenticity is directly associated with their self-authenticity and social environment, meaning that the consumer is determined by the negotiation or creating the concept of authenticity of an “object” that she/he has observed in the previous experience (Beverland, Lindgreen and Vink, 2008, p. 13). This relationship through product-community-share is very simple and it appears between past usage experience and subjective knowledge (Dodd, Laverie, Wilcox, and Duhan, 2005, p.

13). Generally wine consumers acquire more experiences and values from word-of-mouth (Morton, 2003, p. 43ff) as for example, observing ones recommendation from friends/family and wine reviews as an important informative source leading markets sells.

#### **5.4.3. Memorials, Gifts and Favors in the Taiwanese Social Relationships**

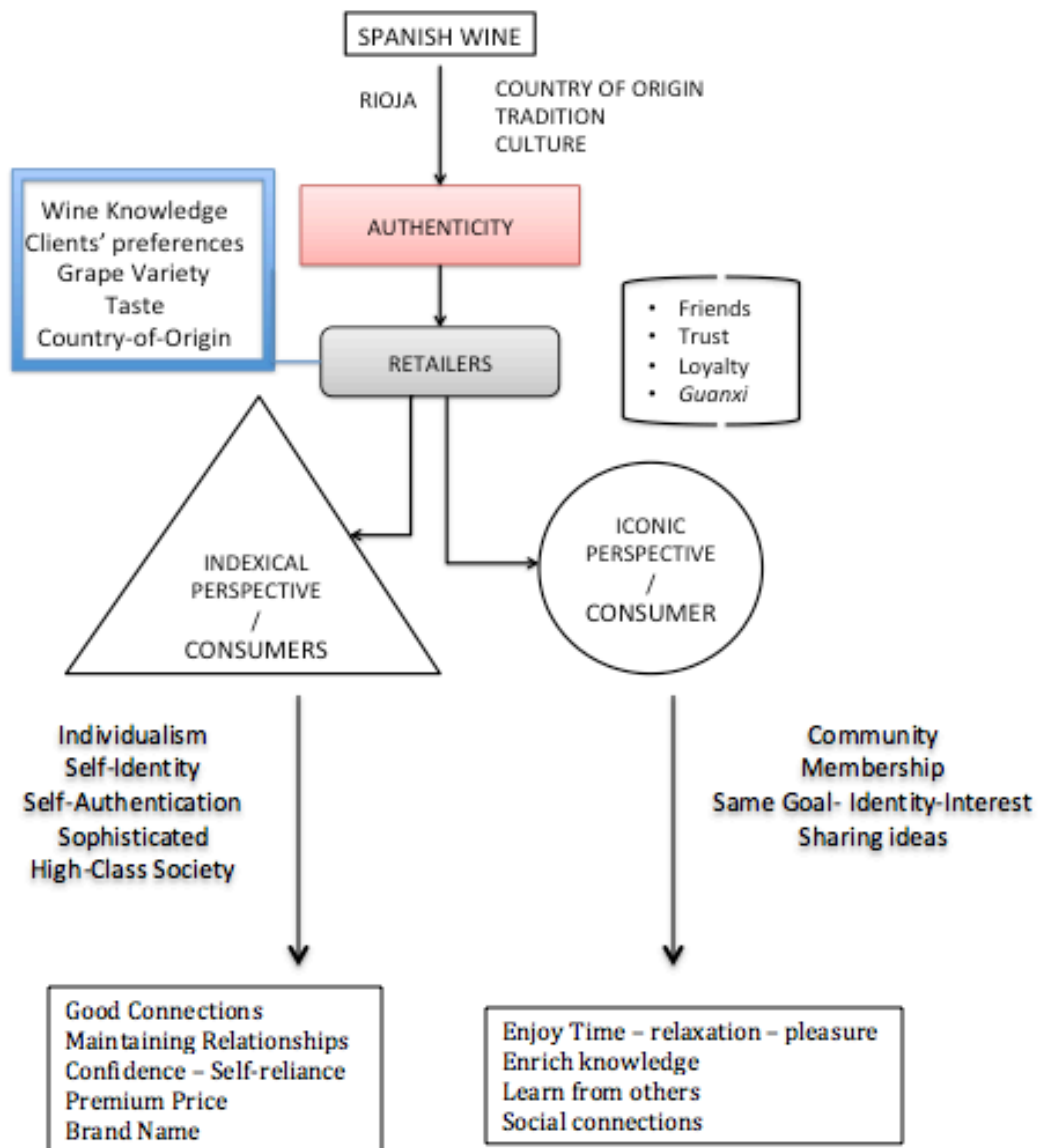
As we have seen there are many different cues that influence the decision of choosing a wine, such as the grape variety, the vintage date, sub-region and country, style, the wine maker, etc. These all are essential factors that have strong influence when purchasing wine and are aspects that have a direct relationship with the concept of authenticity (Lockshin and Rhodus, 1993, p. 12). Likewise, wine purchases are often based on perceptions, such as price, recommendations of friends or experts, or the design of the label (Lockshin and Rhodus, 1993, p. 23). Customers undergo the same selective process when choosing automobiles because this is one of the few categories that rival the complexity of the wine category, except that cars are not purchased so frequently (Lockshin and Rhodus, 1993, p. 23).

Besides recognizing the named extrinsic and intrinsic cues it is important to add one more approach that shows up in society when selecting and later purchasing a bottle of wine. These are the recollections of memory in each individual as well as in the collective which influence and determine human behavioral attitudes and shape the tendency of purchasing a bottle of wine (Lynn, 2010, p 79). By and large memory works based on past data and information that sounds familiar to the individual (Lynn, 2010, p 83). In the case of wine, the concept of authenticity is commonly created by several individuals' perceptions (Lynn, 2010, p 95ff). Moreover, the collective is using memory to solve common questions such as: "What taste does the wine have?" or "How does one feel about it?" and finally also comparing opinions and ideas (Lynn, 2010, p 79). Because memory is used in wider public context wine is more than a unique individual story. Thereupon it recalls once more that the concept of authenticity is socially constructed through past events and experiences of the collective. Memory is a process of remembering: calling up memories of the wines one has drunk, previous experiences and emotions while drinking, and finally ordering and placing them in the social context of live. Because most of the times people gather together to drink wine, that moments do connect to previous moments

when these individuals shared material facts and personal subjectivity to create a general idea of what is authentic and how they authentic remember the wine in this social and subjective life (Lynn, 2010, p 86).

Here we come back to the concept of *guanxi*, as it means social connections and is a synonym of special favors and obligations towards a certain closed circle (Yang 1994, quoted after Lee and Davis 2005, p.29). When gathering to exchange opinions and ideas experts on the wine field are exchanging favors, affections, face preserving, trust and interactions (Tong and kee, 1998, quoted after Lee and Dawes p, 33). As Paul Thompson writes, “we can not rely on an individual’s memory of an event, because it is a private memory experience” and what we are looking for is for a social concept of authenticity of the Spanish wine in a community of individuals in the background of Taiwanese relationships (Paul Thompson quoted after Lynn, 2010, p 95). Also Maurice Halbwachs argued in his 1950 book *On Collective Memory* that individuals use social frameworks when they remember that an “individual is a part or even an aspect of the group memory” (Maurice Halbwachs quoted after Lynn, 2010, p 95). Based on *guanxi* relationships the collective group of people is willing to generate a common interest of perceiving the Spanish wine as authentic. In addition to this, having customers with different needs is another crucial manifestation of the market. It becomes less important “why” people purchase, but rather “who” is purchasing, “what” they are purchasing and “when” – situations and places are gaining validity (Lockshin, 2003, p. 13).

### 5.4.4. Conceptual Illustration





## 6. Conclusions

The purpose of this study was to research and observe the Taiwanese responses to the questions of authenticity of Spanish wine. Trust, loyalty and premium price of the wine are cues that have strong influence on the Taiwanese wine consumers society. Retailers and consumers *guanxi* relations are based on recognition, accessibility and sustainability of Spanish wine among the society of Taiwan. My final finding is that consumers seek authenticity in their search for a wine that can be connected to them. What allows this to happen? Consumers, while seeking authenticity of the wine, are looking for self-reliance, confidence, and recognition and are indirectly connecting the wine to their own preferences and impressions experienced in the past. Because consumers' preferences are different, the need to find authenticity of wine can vary from each other's goals and intentions.

After analyzing the trends of the Taiwanese market the slow tendency towards increasing wine consumption becomes of special interest. Not only consumers with highest incomes are willing to learn more about wine culture, but also members with standards social status are willing to learn and use different ways information and communicating to enrich their knowledge of wine. As we have mentioned in this paper, those consumers with common interests who belong to a community perceive the authenticity of the wine with the iconic attribute, because they believe in the ideal community. However authenticity in high-class status is shows those indexical values, directly connected to the flow type of consumers' self-authentication, the consumer who has a common desire of individualism, like the moment when consumers drink Spanish wine they like to enjoy Spanish food as well. These consumers are looking for higher price value and better quality and consequently are giving more relevance to the high priced wines rather than to the origin and brand name. Thus this has been found that consumer in a indexical perspective tend to pay attention to the price, social behaviors, *guanxi*, and taste of the wine as extrinsic cues and from an iconic perspective, the memberships, find the wine authentic as a way to find a common interest and goal which basically is approved by the community.

I found that authenticity varies from country to country, from wine to wine and means different things to different people. From the conducted interviews it became clear that social relationships and *guanxi* have strong influence in the society in order to create and maintain the course of trust and long relationships in the Taiwanese

society. Wine plays an important role in society because it's a premium product and has been recognized as a high valued gift in Taiwanese relationships. In short, authenticity of the wine has influenced the market while marketers are using this concept itself in order to differentiate the wine product.

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## 8. Appendixes (data collection)

### 8.1. Appendix 1: Interview – Consumer A & Consumer B

Interviewer: My idea for this project started when I meet Professor, she is talking about the authenticity of a brand, product, and I decided to do my research project and to explain a brand or a product through the authenticity, why this product is more valued or less valued, and I chose a topic for my research study and is 葡萄酒, 西班牙的葡萄酒。

Consumer A: yeah

Interviewer: And then I focus in a specific brand and region in Spain, which is very famous and its one of the oldest vineyards in Spain, which is Rioja. It is on the north, north part of Spain. I want to ask you a few questions and I start: Do you belong to any organization related to wine? Why? If yes, what is the name? If not, Have you heard about 台南大酒党?

Consumer B: Ah, Aha, (laughs) oki, yes.

Consumer A: 大酒党?

Consumer B: I am not a member any more, but I used to

Consumer A: But you drink with them, right?

Consumer B: but, why, why...? Do you join them?

Interviewer: No, I have just asked you, like if you socially you join them, or you have any organization related to wine, or you just drink wine because you like it, or you don't drink at all wine.

Consumer B: This association you point out, specially, they have a common character, one is they are mostly young people, and secondly they don't drink very good wine,

Interviewer: Okay,

Consumer B: So, I don't know if that will benefit your research.

Consumer A: For us they are young kids.

Consumer B: Their budget is 500 NT\$

Consumer A: We drink 5000 NT\$ (laughs both of them)

Consumer B: if you want to sell your product with a better price better you...

Interviewer: okay, okay, got it.

Interviewer: OK perfect, the next question, you don't belong to any organization? You have your own organization?

Consumer A: We have a drinking group,

Consumer B: yeah

Interviewer: With 台南人?

Consumer A: We have some dinner parties, wine tasting, they have a group of 20 percent 20 people,

Consumer B: In Tainan they are quite a big amount wine drinking of people drinking, just under the (no clear)

Interviewer: Really? I see it, OK, Do you consider yourself an expert, beginner or not interested at all in wine? Do you prefer white or red wine? Please explain why.

Consumer A: We are not beginner, we are advance.

Interviewer: OKay I see it, absolutely, lets go for the next one

Consumer B: (laughs)

Interviewer: What are the most important factors when choosing a bottle of wine? Do you follow your friends' recommendations? Which is your favorite choice when choosing wine?

Consumer B: The factor when of choosing wine...?

Consumer A: Sometimes, Consumer B can say this bottle is good, so I just buy a box of these bottles.

Interviewer: Have you heard about that...?

Consumer B: I am quick..(laughs)

Interviewer: So you use your own belief or it is your past memories or what you felt from other people...

Consumer B: the more the you drink the more the more you associate with this...

Consumer A: But usually, I buy from my supplier, like 大同亞瑟頓, 或是 長榮酒坊, 或是 several big...

Consumer B: They are some big dealers in Taiwan particularly each of them, they specialize in some areas, and they all have good connection with the big clients, so the sales will pass the information to the big clients...

Consumer A: You may ask this wine is good (Rioja)? 'Do you have this wine, is good?' (I have just take a picture and sent to them), 'They say, Yes, How much? Tell me how much,' It's good I want a box, so they will send me twelve bottles.



Interviewer: Okay, Okay, So you mainly you chose by another organization, association who recommend you if this wine is good or not and if you can afford it to buy?

Consumer B: When you talking about association here, are you talking...

Interviewer: like the big supplier, the big dealer, who controls, imports the wine from Europe...

Consumer B: Yes, Yes, but also depends on how good the connection is with the client, and also the price is important too because they are quite competitive...

Consumer A: For me, I buy wine from two suppliers, like almost 90%

Interviewer: This means you are loyal to this clients, you always buy from them..?

Consumer A: Sometimes I go to different parties and I found some wine is good I can buy it too, but usually I buy from my suppliers.

Consumer B: And also we have our own personal taste. That will lead to whether importer he is becoming specialize in our...

Interviewer: Okay, okay...

Consumer A: No, they have they will send me their data, ' we have this wine, its pretty good' ok ' give me six bottles'

Interviewer: Okay, okay, I understand.

Consumer B: The seller knows what he likes...

Interviewer: So, mainly you don't focus on the brand name, or which age, or the vineyard, or the grape, or the country...

Consumer B: It's hard to say that, yes of course we do, yes, but going back to your marketing strategic, how can you promote this brand?

Interviewer: Spanish wine...

Consumer A: For some famous area, we know, like Burgundy, {Manolo, Overisco,}\*confuss

Interviewer: Is there the retailers or the suppliers introducing to you any new brands/sorts of wine?

Consumer B: With that they will invite us to try. Like wine tasting diner, something like that.

Interviewer: ok. uhm uhm

Consumer B: They will introduce you the representative of the vinya and normally is free

Interviewer: ok

Consumer A: In Taipei, I always waiting for the train, there is a dealer in 長榮...

Consumer B: It belong to Eva green group, do you know the green, wine dealer?

Interviewer: It is also Airplane Company?

Consumer B: no, it's a dealer

Consumer A: They also sell wine, and they have a store, and they have a big table, so sometimes we ate there and they just give me to try new wine, and then I will buy a box. So this is how he works.

Interviewer: Do you know the meaning of a traditional and a new world buyer?

Consumer B: yees, 新酒世界... we heard about that

Interviewer: What do you think about this? What is for you a traditional country or a new world buyer?

Consumer A: Like that, new Zeland, South Africa, Chile...

Interviewer: yes, Australia... How do you feel about these wines?

Consumer B: I don't like new World, that's personal taste.

Interviewer: Okay,

Consumer B: that's not...

Consumer A: For some particular wine I like new world but in general they are not...

Interviewer: Which particular you like the most?

Consumer A: Like "carigne"

Interviewer: This is Chardonnay,

Consumer A : yeah, New Zeeland.

Consumer B: Napa

Interviewer: This is Chilenan wine?

Consumer B: recently some American Winemaker, actually they are quite good, because they higher winemakers from France, so, they...

Consumer A: is America part of New World?

Interviewer: yes I think so,

Consumer B: Some wines are quite impressive.

Interviewer: What do you think when you drink a wine? You just like it or what is your perception?

Consumer B: Personally, I only drink what I like, I believe in my tongue. I read theory but I throw it away. A lot of wine drinkers in Tainan, they are very into theory, and that is not what I think the way to drink wine, this is very personal.

Interviewer: so you mean most of the time when drinking wine is very subjective...

Consumer B: Because I think this is an imported culture, it is a foreign culture, is not our origin, our wine with our food. But that is the culture, Europe Culture, that is in your daily life, but not on this one.

Consumer A: Sometimes when we eat western food, like a steak, it is very good to have a very good wine.

Consumer B: Both of us we have living experiences,

Interviewer: With wine?

Consumer B: He used to live in US, and I was in UK, there is where I adopt the culture.

Interviewer: Ok sorry abroad.

Consumer B: Yes, the first, you can imagine, the way you import a wine, they want to introduce this "alien" thing the people must to read a lot of theory and in this way make you believe... and become more in a different way where drinking wine is more like academic studies.

Interviewer: So you can explain to me what is personal for you, you like one wine, but I don't like it, in this case the wine is very subjective.

Consumer B: Well, I just said, it's quite personal, most of the people I know in Tainan, they very into theory, perhaps they rather than tell you they like it or they dislike it, they would say a lot of theory. How is the wine, why is vineyard, what is the grape...blah blah blah That is not, You know Its not the same as when you drink wine.

Consumer A: But this is on the background, the most important is if we like it or not.  
Yeah

Consumer B: Exactly,

Consumer A: Those of the information for us ...

Interviewer: This is like you get influence from other people, like yours friend's recommendations or when you ... most of the times...

Consumer B: mmm hits hard to say, but we meet with very advance drinkers in Tainan, a lot of them, they are like dentist, and doctors and so, however, the way they drink wine, they will tell you about the history and the wine grape and blah blah, you know this is like study and I don't like it. It's too much. That's why I want to tell you.

Consumer A: too much

Interviewer: OK okay

Consumer B: Even for recommendations... I mean...

Interviewer: recommendations its because you watch a movie and you see the movie you like it...

Consumer B: You should be able to control no to tell you what are the director and what movie or..

Interviewer: okok, you are on your own.

Consumer B: We are a different type. Did I answer to your question?

Interviewer: Yeah, more or less

Consumer B: (laughs)

Consumer A: We drink for long time, when I was a child a drink the wine from Chile, and that was one dollar and in the middles times, we drank 5 dollars wine and another...

Consumer B: and it's nice...

Interviewer: Okay you said it, now it's the first time I heard you say the wine was nice.

Consumer B: In Europe in Paris, you get for 4/5 euro a very good wine, and firstly when I came back to Taiwan I was ohhh god, its too expensive, so we said beer, but that's life, that's cultural. Its not cultural here, it's becomes like a study.

Interviewer: Now the second part is Drinking time and places. When do you normally drink? Every/day/week how many times? What is in your opinion the best time for drinking? What is your alcohol tolerance?

Consumer B: All the times, (laugh)

Consumer A: Almost every day, actually there are not too many alcoholic people in Taiwan.

Consumer B: We are very tasteful,

Consumer A: People in America or in UK, they have tendency to be alcoholic, but not in Taiwan, we are social drinking.

Consumer B: We are sophisticated.

Consumer A: We are, they drink like vodka or..

Interviewer: Do you prefer to have a glass of wine rather than to have vodka or whiskey?

Consumer B: Whiskey

Consumer A: Whiskey is fine.

Interviewer: Ok, Where do you usually drink, at home or outside? -If drinking at home: with whom are you drinking? -If drinking outside: what is your typical drinking environment? What is your favorite place and why?

Consumer B: We drink alone; we can drink at any time... (laughs)

Consumer A: Usually we can drink outside, we don't drink at home, but sometimes we don't drink outside so...

Interviewer: You stay at home., ok, And what is your environment outside? And what's your best/favorite place in Tainan when you go outside, when do you normally go?

Consumer A: There is a bar 10, 餐廳? 那有一個餐廳,

Interviewer: It is because they have an assortment of wine?

Consumer A: It is first, they don't charge for the wine, you can bring you wine over.

Interviewer: That's a nice idea, Okay

Consumer A: Sometimes they charge 500NT\$ per a bottle, then we don't..

Consumer B: He is a big client, so no charge... (laughs)

Consumer A: 可是, 如果, it's free of charge so we go more often ...

Interviewer: ok, so again, you chose your own wine, you don't normally choose the wine of the restaurant.

Consumer B: We do normally bring our own bottle.

Consumer A: We don't know what they have, our quality is much better,

Consumer B: much better. (unlegible) 葡萄大吧

Interviewer: I want to see those wines...So, you find your bottles of wines from your suppliers which are only two?

Consumer B: That's his wines,

Interviewer: And yours? Yeah, about the same, two, or uhm it depends, but I buy wine not as many as he does, and also...my case is exceptional

Interviewer: Ok, ok, you get gifts of bottles of wine?

Consumer B: 3 or 4 euros of bottle of wine is good for me, and I can drink as well 300 euros of a bottle. It depends. But the wine price in Taiwan is very high.

Interviewer: I see...ok. Normally you get it from your suppliers as he does, or its like how many bottles per week, well you don't really need to give me a number. Its just

you always buy from the same supplier and you normally get kind of the same wine.

What are your preferences?

Consumer A: sometimes, but we will change, we cant drink the same wine for a long..

Interviewer: and the other fiends, that you meet in this bar or any place?

Consumer B: What bar, no we don't go to any bar,

Interviewer: The place you told me where they don't charge you when you drink your own wine.

Consumer B: Normally we will have meal, They are still charging. If you are not a big client like he is they are still...

Interviewer: OK, if you join other people they do the same as you, they can just bring their bottles, or they have to pay...

Consumer B: A lots, it depends how good your connection is, if you can negotiate with the restaurant,

Consumer A: you have friends there

Consumer B: If you know the manager (laughs)

Interviewer: you are super VIP, (laughs) okok, How do you feel about the wine as a gift?

Consumer B: Cool, can I just not have a bottle?, Can I have the whole box?

Interviewer: Is the fact of drinking wine related to social activities?

Consumer B: Yes, it also reflects some kind of social status. I must say. Coz the wine is not that cheap in Taiwan. Its not in our everyday.

Consumer A: Can you sit here, please? (to me, Changing place.)

Interviewer: Not every one can afford to have a bottle of wine.

Consumer A: But you can buy a cheap one, right? In 7/11 you have 3 dollars.

Consumer B: But the more you drink, It's like (gold\*golf\*Wolf\*confuse) its very selective. It's not like Europe. It used to be water, like in the Roman Empire. Its in Europe culture, not our.

Interviewer: Yes, Roman Period.

Consumer A: But we are very westerners, right? So, I

Consumer B: This is your glass Consumer A, this is Gina,

Consumer A: Oh really I did it on purpose.

Consumer B, Consumer A, and I (cheers)

Interviewer: What do you usually talk about when drinking wine? About wine things?

Consumer B: Everything! The most important thing, is friends, or the people we involved, business yes, social occasion yes, certainly, and friends yes talking nonsense, yes. (laugh)

Consumer A: in this way we do combine to one person, right?

Consumer B: (chinese 打就給你,confuse)

Interviewer: What is the meaning?

Consumer B: He means that the answer is for two yeah? One answer for two.

Interviewer: its like okay, if you want to talk you talk, and if not doesn't matter. Do you consider wine as a valued gift? Have you ever received wine as a gift? Which one and could you explain the moment? Which is your first experience with wine, and what did you like it the most when you were having a bottle of wine?

Consumer B: ahhh, you mean the most impressive moment with..

Interviewer: yes, socially drinking or with people or doing business

Consumer B: (chinese illegible), 那還沒

Consumer A: you mean, for a good, for an important occasion right now we do drink wine, yeah,

Interviewer: vale, ok, if you have another moment when you need to open a bottle of wine, is because they are important people, or its just because you want to share your bottles of wine,

Consumer B: Both

Consumer A: both, yea, I have got a good selection of bottle of wine, I am very confident.

Consumer B: You should not bring it; we should go down there, (laugh)

Interviewer: I dint know that, ok

Consumer A: this is beef with the Taiwanese wine, Gaoliang wine, 高粱酒

Consumer B: Very nice,

Interviewer: OK, tasty,

Consumer B: You can take a break,

Interviewer: Ok no, I prefer to finish and then we can talk more. Do you normally give wine-gifts? Like you give t the people or to friends, when you go for a ceremony or a meeting or a friends house?

Consumer A: Sure

Consumer B: Yeah, sure, I will bring a bottle of Champagne. If there is like a shop opening or anything,

Consumer A: I have an employee here so I give to them several bottles,

Consumer B: So they make the design better, when they get drunk

Consumer A: They will get to the office early next day

Interviewer: because they sleep early last night.

Consumer A: And ah I have many architects, material supplier they will bring wine to me. And usually they are very good wines, sometimes like 10000NT\$ per bottle.

Interviewer: okay,

Consumer A: I myself don't buy a good wine, expensive one, as a gift

Consumer B: wine is good.

Consumer A: sometimes, like in Taipei, there is a constructor engineer, (chinese name), and one day, thanks giving for one favor and they just buy a 2/3 萬元 (20000/30000NT\$)

Interviewer: oh, that's a lot.

Consumer A: 請葡萄酒他酒送給他

Consumer B: You can thanks to me too

Consumer A: I will ,, I will

Consumer B: 3 萬還好

Consumer A: 大元的一千五百事實的 (not clear)

Interviewer: And this is like from your company or from your friends in Taipei,

Consumer A: This business help me a lot, but if I give them some money, company doesn't take small money, for some cases, they just will have trouble, so I just tell my wine supplier to send to him a very special bottle,

Interviewer: ok, thank you, next one, is business meetings. I think I already asked you this one, when you are with people drinking wine, do you think you are getting 'guanxi', you are doing business ... like you give and get some reciprocal fact, favor? Maybe like I am introducing to you this and maybe in some other time you are going to give me back this favor. You don't ask for that.

Consumer A: If there are the persons like wine, you become a very good friend, to the connection of wine, yeah

Interviewer: through wine relationship ... because you are lovers about wine,,,



Consumer B: But it doesn't, it's just a subject to talk, from that subject the more drinking, and half drunk and then business (laugh)

Consumer A: Like Chinese they don't like to be friends first, they do business, so sometimes they quite go, they go to diner, it's the same its not always wine, beer is okay, whiskey is okay too...

Consumer B: It's the maintenance...

Interviewer: But wine is different, right?

Consumer A: Its more sophisticated. But you cannot have same "dealers", the person who is living abroad for long time, he can understand. Like living in japan, Japanese, they have more acknowledge about wine.

Interviewer: they do have more knowledge? \_\_\_\_\_

Consumer B: like drinking

Consumer A: Japanese women they are all alcoholic (laugh) they drink a lot.

Interviewer: Like even on the same level as men do,

Consumer B: they need to get the men drunk first, so they must drink very well (laugh)

Consumer A: Women drink with women, (laugh), when they do drink with men they always pretend to be ... normal (laugh)

Interviewer: Yeah but later they drink more,

Consumer A: they like quite very much

Interviewer: so you answered me, that even if you don't know the people, you share the same interest, which is the wine, and later you can get some *guanxi* and some good connection, and later maybe later do business.

Consumer B: No *guanxi* no that, my business, okay for example, particularly, I am in the marketing business, with wine, I used it as a strategy and explore my custom relationship and to explore the new client, in one hand and on the other hand to maintain the relationship with the old client and often I organize them, as a group a wine tasting group, so we will have a regular and I can workout that, and that will become a tour for me, so if you are particularly talking about business and I think this is the way, but that doesn't apply to all the areas, its just the way I used it and I found it quite effective but it also depends how you operated,

Interviewer: What is your company business, Marketing?

Consumer B: Yes,

Interviewer: So it's not affection involved, its just to meet the people and

Consumer B: No, for example, if I know you and him and Blah blah,,, and I invite these people and the diner is very carefully and designed and planed and I probably will know his interest and your interest , I will just, and if will be a casual diner, I will invite you and other I will start a casual group and I will name them the group and I will create a club and I will start running this club, and I will become a ... its has this name, like social group marketing. Its has this name on internet something like that, then the group I can do my customer relationship maintenance, and when I have marketing events I can invite them so I have many, many groups and that the way I maintain my clients, or to... so if you are talking in business you will have this physical ...

Interviewer: physical contact, like

Consumer B: That would be something physical for you to think about. But normally we are talking about drinking, regular stuff; there is no necessary business to have it done, in this regular info.

Interviewer: OK, got it, thank you. Next one is the food, Are you pairing food when drinking? What type of food do you usually eat when drinking? Could you give some examples of the food you pair? Like Japanese or Taiwanese, French or Spanish food.

Consumer A: We can eat so many kind of food, sometimes we go for a Japanese sushi bar then,

Interviewer: And then you bring your own bottle of wine, or you buy it there?

Consumer A: yes, we bring our wine,

Interviewer: Because they know you, so you are important and they respect you and you can take your own bottle of wine,

Consumer B: there is another point here; he knows wine as well as the food. So he will connect both. Amazing taste.

Interviewer: okay perfect, what type of food do you usually eat when drinking? What do you like the most personally?

Consumer A: Like what kind of food... like Japanese food, they have many kinds, if we go to a sushi bar, sushi bar is low fish (no clear)...

Interviewer: so then you mix it with white...

Consumer A: of course we drink white wine, and some burgundy also go with sushi too, this wine is sour, this sushi bar, Japanese bar they also have white wine and this..

Consumer B: chabli wine, it's the grape

Interviewer: I don't know this grape, the name in Chinese,

Consumer A: its is chardonnay,

Consumer Be: Its no chardonnay, its chabli, (France region-from burgundy)\* add wiki research

Interviewer: I don't know,

Consumer B: Yes, in Spain you don't have it... 在西班牙沒有

Consumer A: It's a part of French grape...他的酒就是一葡萄品酒就是 chardonnay 可是它是□品叫做 chardonnay. This grape its from burgundy (France), and the whole region just call Chabli, like Champagne 牌, its all chardonnay,

Interviewer: Okay, thanks I will check later,

Consumer B: And he also has a lot of food, like Roast duck, and Spanish food,

Interviewer: Have you tried Spanish food?

Consumer A: We always go to one Spanish restaurant in Tainan very good.

I: So you see, its different, normally when you eat in Spain while you are drinking wine, the food is different, or maybe just here in any Spanish restaurant. It may be different when you are drinking wine and eating some Taiwanese food/Japanese, right?

Interviewer: What do you get for French food, or what do you get for Japanese when you go to this restaurant.

Consumer B: you mean, what kind of wine do we get when we are eating French food?

Interviewer: no I mean about food, what do you usually pair, it is full of flavors, it is spicy, it is smelly, it is ... how is it?

Consumer B: No I don't get it.

Interviewer: Okay, there are many different kind of food, what you can have with wine. Like some basic ingredients that you can join with the wine, like some basic bread with olive oil that we normally pair in Spain, or some French food, like some cheese "fromage" and then you can have some peanuts...

Consumer B: The whole meal! (laugh)

Consumer A: We have... Sometimes I bring the wine to Taiwanese noodle soup. They have a pig can, it is nice this noodles with the white wine,

Consumer B: Its not true, it goes good with baijiu... (chinese and talking about the address of the place 36'25"- 37'10" )

Consumer A: I said when I tried chinese noodles I also bring wine, to taste if this go well with the chinese noodles, and they have small disses, just like

Consumer B: "tuoduo"

Interviewer: ok, like ear small food,

Consumer B: the boss once kick him out, (laugh)

Consumer A: if we may lunch and we intend to have a steak, I will bring a strong wine, like a bottle of Italian wine. It depends if I feel like depending of what kind of food, I will bring different wines. 如果我想吃鴨子跟隆河的酒

Interviewer: What is "longhe" wine,

Consumer B: French Region

Consumer A: its like..

Interviewer: Okay, I got it, its called "Cote du Rhone"

Consumer B: yeah yeah

Consumer A: the grape is Syraz, and it goes very good with duck.

Consumer B: He loves duck,

Consumer A: I am a duck person.

Interviewer: So, I got it. If we can compare what you eat when drinking its very different than other cultures, like in Spain we usually do, because yes, I am Spanish, so we use normally, comparing both countries, we do not actually use that much flavors, mainly we use basic ingredients, like basic food, okay, for example: If we go for a meeting and we have a "paella" '海鮮飯'...

Consumer A: I know you are different, like for diner, you just don't go for one place for drink, and then you buy the drink and then they will serve you "tapas" and after finish you go to another restaurant and so on,

Interviewer: Yes normally we eat little by little and we drink little by little in many different places,

Consumer A: so yeah, we are different, we go to one restaurant; we just bring 1 to 4 different bottles of wine (laugh)

Interviewer: okay,

Consumer A: Usually we have white wine for the later food, some strong wine for the steak, and then "cha"

Consumer B: We change wine,

Consumer A: We change wine

Interviewer: SO have you tried some Spanish food or French food here?

Consumer B: yeah,

Interviewer: ok tell me about this place,

Consumer B: “espartiiiilla”

Consumer A: “pataalla” “patilla” 就是那個海鮮飯

Interviewer: this maybe is “parrillada”, or “paella with seafood”.

Consumer B: Flat pan with seafood and Barcelona style.

Interviewer: Paella.

Consumer A: pa- e - lla yeah

Consumer A: and we have as well “ibili”

Consumer B: pork, Ibili

Interviewer: Oh, “iberico” wow, that’s nice, that’s good!

Consumer B: its very expensive

Consumer A: “gutie” the whole ham.

Consumer B: it has pork and his hand, and you know it used to be forbidden. But now they...

Interviewer: We have now this on the everyday life in a house family... you can have... wine and this kind of food everyday.

Consumer B: Yeah this is cultural

Interviewer: For lunch, diner, afternoon,,,

Consumer B: But you *know this is the alien food here,*

Interviewer: Yes, that’s way I am studying this...

Consumer A: What else do we eat of Spanish food? What else, ?

Consumer B: There is a Spanish guy who married a Taiwanese wife somewhere in Tainan, yes, he is a chef.

Interviewer: Where he is from? Does he have a restaurant?

Consumer A: yes he has, so if we are having a party, diner lunch we can invite you. It may be helpful for your research. (laugh)

Interviewer: Yes, sure.

Consumer B: Much helpful than asking us.

Interviewer: The different is ...normally, you are drinking you are eating and you choosing the things you want, doesn't matter what kind of food, you take your wine and you pair it...

Consumer B: We will try to match the wine and the food, actually...

Interviewer: What about the Spanish food? Which wine?

Consumer B: It is kind of ... its is like creative it's the same is not the same as you have in Spain. It has change.

Interviewer: Okay.

Consumer B: The food is different, the material is different, and everything is different.

Interviewer: I tried once to do "paella" outside home and that was disasters, not the same...

Consumer B: Even in Spain the Paella is different, different form different regions.

Interviewer: yeah, exactly,

Consumer A: the idea of paella is very salty right,

Interviewer: the origin of Paella is from my home town, not really salty, there is many kind of paellas, like my hometown is the original, it comes from there. And we have rabbit with chicken paella.

Consumer B&Consumer A: ohhhhhhh

Consumer B: so your hometown is not close to the sea side?

Interviewer: yes, we are,

Consumer B: Are you?

Interviewer: yes we do, we are on the sea side, but our paella is chicken and rabbit. And then we have vegetables, and in the north in Barcelona they do with pepper and seafood,

Consumer B: right, because what I had in Barcelona its all with seafood. But it was no so delicious,

Interviewer: Oh, I am sorry the most delicious is ours, in my place, in Valencia. Paella with chicken&rabbit.

Consumer A: How do you said, rabbit in Spanish, 兔子的西班牙文怎麼□啊

Interviewer: "conejo" you said, pollo y conejo.

Consumer B: Its is one word.

Interviewer: it is two words, "tuzi" "conejo" and "jirou" "pollo".

Consumer A: 法文叫“lapan”

Interviewer: yeah “lapan” That’s fine, ok, so the last part for the interview...

Consumer B&Consumer A: ohhhh

Interviewer: I need you to answer a few things about the Spanish and authenticity.

Well, first I need to ask you if you have tried before Spanish wine? And which one?

Consumer A: yes sure!

Consumer B: yeees!!

Interviewer: you can tell everything, if you like it, if you love it, what do you think...

Consumer B: Its very strong! Spanish wine its either very good or out of , my expectations.

Consumer A: I have some Spanish wine, very very good.

Interviewer: Interesting, which one was the good? If you remember?

Consumer A: uhmmm

Interviewer: I have my preferences too with Spanish wine, and now I chose Rioja because it’s the most famous in Spain, but its not my favorite.

Consumer B: Which one is your favorite? You should show us...

Interviewer: No, no first we finish the interview, later we talk personal things.

Consumer A: Now Rioja is very good...

Consumer B: Are you working for a winery?

Interviewer: No I was working before. No now.

Consumer B: that’s why you chose wine. Is that you family business?

Interviewer: Just is this my own, I created my own desired. My passion for wine. The same as you I can say... What do you think, can you remember Consumer A the name of the Spanish wine, please? What do you think about...?

Consumer B: Its every time...

Consumer A: In Taiwan is not that expensive like French wine, but some of them are very nice, but others are very expensive...

Interviewer: Which ones are the very nice Spanish wine?

Consumer A: I don’t remember...

Consumer B: It’s not a famous, ...

Interviewer: It’s not Rioja, because you will remember, maybe its Ribera del Duero, Bobal... I think if you really like Syrah you are going to like Bobal. It’s a very nice grape from my region Valencia in Spain.

Consumer A: I got to try it to believe it.

Interviewer: Okay, so I can tell you that is very similar Bobal to Syraz and definitely this tastes very good.

Consumer A: We can have a lunch with all the Spanish food and all the Spanish wine too.

Consumer B: yeah! And the “tudoubing” ... ah, I want that!! Ah, here Charls Ortiz... “the name of the Spanish restaurant.

Interviewer: ah I see...Carlos Ortiz, they are specialist for Priorat, from Barcelona, ok I see...

Consumer B: and she is a female winemaker.

Interviewer: Okay, Priorat, okay that’s nice, you are getting closer to my research. There are only two important regions in Spain; there is the Rioja and the Priorat in Barcelona. Okay, From your consumer point of view, what gives the wine the characteristic of authenticity?

Consumer A: Can you repeat, please?

Interviewer: From your point of view, what do you think, what is authenticity for you?

Consumer B: 有一點難, (laugh) What do you mean?

Consumer A: 真性的...

Interviewer: 還有原味, 原來的意思, 就是本來的 original perception of wine, authentic

Consumer B: Well, this question, what is related I don’t get it,

Interviewer: It is related because it is my research, you see, you feel any wine, for instance what is authentic for you in Taiwan? The tea?

Consumer B: oh yes, “wulong” tea , and “gaolianjiu”

Consumer A: (no understand in chinese) “jiayedehun”

Consumer B: You know, single model skate\*confuse, single model concept for us. We have a high mountain and we produce there a very nice tea, much better that in Mainland China. The climate, the people buy our tea,... regarding to alcohol, Taiwan beer and “gaolianjiu”... and also it has some historical influence from mainland china.

Consumer A: 這個我送給你們...

Interviewer: alaa 謝謝



Consumer B: 'woqfanni...' no clear

Consumer A: It seems like vodka,

Consumer B: be aware...it may dance on the table. If you really like this wine, bring this bottle and drink with him (laughs)

Interviewer: so this is my idea for Spanish wine, for you for us, for you is this wine "gaolianjiu" for us is the Spanish wine, and I am asking you which is your concept of authenticity? If you feeling in your environment? And If you rather choose this "gaoliangjiu" and no others wines.

Consumer B: Alcohol or no alcohol?

Consumer A: So you mean your Spanish wine is more authentic than other countries wines.

Interviewer: No, that's not the point. My idea what product, wine, has the characteristic of authenticity, why, what property has the wine that characteristic as an authentic wine? Why because is born in Spain for 4000 years, or because it has a long tradition...

Consumer A: it has long tradition...

Consumer B: so you try to bring into cultural symbol, in Spain into this country. Then you are thinking about your marketing strategy, am I right?

Interviewer: yes, perfect.

Consumer A: the strategy in French they call it "terroir"

Interviewer: Terroir exactly,

Consumer B: and you are thinking about the strategy, you are thinking how you can break it into the Taiwanese market.

Interviewer: Perfect,

Consumer B: you are thinking about the connection points. So you want us to answer alcohol or no alcohol.

Interviewer: Alcohol. If you have it, is the same product type. "gaoliangjiu" kind of the same about wine...

Consumer A: Actually, you need to think about the word authenticity, you don't need...

Consumer B: We don't drink always with "gaolianjiu"

Interviewer: then is tea culture, is for you what you have, it doesn't need to be alcohol, ok. so what is the authenticity perception for you?

Consumer B: don't think about the connection point I will suggest. Think about Chanel, think about how to simplify the Spanish wine, think about what kind of image can you give to the Taiwanese consumer. Make them to attach an image, once you get that you are that image, think about coco chanel perfume, once you wear it you have the elegancy, it this probably more helpful to your marketing strategy. I will suggest.

Interviewer: ok, the Spanish wine there is thousand of Spanish wine, how I can bring it to the Taiwanese culture...?

Consumer B: Do it in the Spanish way, that what I mean, when you first ask us: what do we choose, we rely, we rely on sells recommendations and sells, I already said: it depends on how good you promote your brand in how good you tell the story. You can give a very persuasive story like for example, like "meiguodeshishenme" ah, opens wine. Opens wines claims that very year expends a lot to tell a story about the wine, if is good, is good if not is bad. Alright?!, That's the story for marketing.

Consumer A: I have a suggestion, Spanish wines is just like her. For instance, French wine is like French women, many make up, buy you don't wear make up, you just dress the way you feel comfortable, and you also are very attractive, just like Spanish wine. YEAH

Consumer B: oh yeah, the most sexy woman in the word I think is Spanish woman. To be serious, yes Spanish woman. The time when I was in Madrid and I had, I hit my mother, and I asked why she is so different to me, why you are so sexy and I am not!

Interviewer: ok, perfect, I got it.

Consumer B: So he is right, absolutely.

Interviewer: OK, perfect, this is going be my perfect ending. My last question, so finally we do perceive from different cultures, like Japanese, Spanish, French, Taiwanese, there is different perceptions about the authenticity of the wine?

Consumer B: yeah...think so.

Interviewer: Lets try to put the authenticity in the wine. Its just as you said it's a marketing strategy.

Consumer B: Have you tried the Japanese wine, made by Japanese winemaker, have you?

Interviewer: I tried sake, but I am not sure...

Consumer B: You know the only one Merlot, by single 100 percent 'Merlot', 'Merlot' (grape) and I was in Japan, French they will never do it, because Merlot is too soft,

French they will never do that, they will add some Cabernet Sauvignon to make stronger the body, and Japanese just wanted to make it simple.

Interviewer: And it was good?

Consumer B: I think it is the market taste, I don't think it was good. Too weak.

Consumer A: Japanese like to make different tastes, try in the market the tastes, something that no one tried it before, they like 'sakura'. But Spanish they like more the traditional way, because you are more an old country, one thousand year and you continue to make the wine,

Consumer B: its different the way of thinking, so it is definitely...

Interviewer: okay

Consumer A: I think the old world they have good traditions and they just try to do it in the old way, and the new world they want to have a new taste, so they have to try everything to make to get a new, to find new clients new...

Interviewer: they need to find new clients, customers...

Consumer B: new marketing...

Interviewer: ok thank you very much! Its over!! We have finished the interview!

What do you think this particularly about this bottle of wine? It is sweet for you?

Consumer A: This bottle is okay, it's not sweet. But most Taiwanese people they like sweet food.

## **8.2. Appendix 2: Interview - Retailer X**

Interviewer : 您的商店是專門賣葡萄酒的酒精還是提供不同的酒精飲料，比如啤酒還是威士忌？

Retailer X: 大部分是葡萄酒然後還有一些威士忌。

Interviewer : okay, 在您的商店什麼產品有最高的銷售率？

Retailer X: 葡萄酒為主

Interviewer : 您的商店裡最高級的葡萄酒瓶是什麼呢？為什麼的？

Retailer X : 法國勃艮第

Interviewer : 勃艮第，就是 Burgundy 嗎？

Retailer X : 對啊，Burgundy

Interviewer : 為什麼呢？

Retailer X : 此名度比較高然後客人的許久比較大。

Interviewer：在台灣葡萄酒市場 您覺得葡萄酒品牌有沒有純正的特性？您認為純正的葡萄酒在台灣的社會有沒有扮演重要的角？您說明對於純正葡萄酒的觀感

Retailer X：純正的葡萄酒...

Interviewer: 這是差不多正港的意思，葡萄酒原來的味道，從哪裡來的，因為是法國的還是西班牙的有什麼概念。您覺得純正的概念對您還有對您顧客

Retailer X：因為現在實際葡萄酒,大概有一份旧世界的跟新世界的，旧這樣像法國，義大利跟西班牙 他們有比較自己傳統的釀製方法所以通常也會他們多年來的風格。那一些新世界像的國家美國，智利， 阿根廷，他們的一些作法比較創新有一些他們也是順著法國的傳統，就是他們也會使用法國一般比較常用的葡萄品種去釀造。那就一些會得到刺激在上美國才有氣氛留的葡萄酒品種區‘連找’所以此時純正會有傳統老區，那新的也會新也會不同風格的出來

Interviewer：好， okay. 顧客詢問你會推薦嗎？您會如何幫助客戶找到最棒的葡萄酒？

Retailer X：通常為 ‘XUE 薛先生’問客人,他想找哪一個產區的葡萄酒然後在針對那個葡萄酒的產局看看喜歡什麼養的特色,他喜歡順口一點，但是喜歡口感變新的但是此說喜歡比較即飲型的就是器材就可以了的不用帶‘decanter’對啊，我感覺這種

Interviewer：您也可以給顧客嚐一嚐葡萄酒嗎？

Retailer X：沒有，嘗的話沒有，就是口頭解釋

Interviewer：他們通嘗問您什麼種類的葡萄酒？

Retailer X：法國的為主

Interviewer：您的客戶是葡萄酒的專家還是對葡萄酒完全沒有興趣的人呢？

Retailer X：有專家然後也有一點點興趣（大笑）

Interviewer：從您的觀點來說 葡萄酒的純正給您什麼樣的特徵？您認為您的店裡的有沒有葡萄酒純正的特徵？為什麼呢？您的顧客感覺的出來葡萄酒的純正嗎？

您覺得純正的葡萄酒會賣的更好嗎？

Retailer X: 覺得純正的葡萄酒就是比較會遵循傳統的兩次中方，那像品牌比較常講是法國，義大利，跟西班牙， 這些的國家，那顧客的話還就會看顧的品好，有他比較喜歡旧時間，就是法國的。當讓也有客人比較喜歡準心一點的葡萄酒，都會用

Interviewer：在您的店裡面有沒有最高純正的葡萄酒？

Retailer X: 也有一些

Interviewer: 然後我可以陪一個照片我非常有興趣

Retailer X: 可以可以

Interviewer: 你也覺得賣出純正的葡萄酒最近現代的時間，現在賣出更好嗎？

Retailer X: 會比較好一點

Interviewer: 您過去的經驗和傳統是有所連結的。您認為葡萄酒是有價值的禮物嗎？  
你覺得顧客通常主要以葡萄酒作為禮物贈送嗎？顧客通常贈送葡萄酒做為禮物，主  
要的原因是什麼呢？

Retailer X: 如果說顧客把葡萄酒作為禮物通常是看他送禮的對方，有沒有喝葡萄酒的習慣。如何對方是有葡萄酒的習慣。顧客就可以當葡萄酒禮物。通常是以紅葡萄酒比較多

Interviewer: 除了把葡萄酒當成禮物外，您是否認為它代表紀念品所“記住我”一樣的意思。

Retailer X: 有一些會用，上葡萄酒上面會年份那就一些把這個年份當做自己的生日的年，或是特別有紀念的年的

Interviewer: 您有沒有西班牙的葡萄酒？您的店裡有嗎？您覺得好喝嗎？

Retailer X: 有西班牙的葡萄酒，然後好喝的話，好喝

Interviewer: okay, 好, 那個西班牙的葡萄酒的名字，品牌是什麼呢？

Retailer X: Vega Sicilia

Interviewer: 您的商店裡最高級的西班牙的葡萄酒瓶是什麼呢？為什麼的？

Retailer X: 對啊, Vega Sicilia

Interviewer: OK, OK 大概一瓶多少錢？

Retailer X: 差不多兩萬元

Interviewer: 好, 比如比較法國的，義大利的多少錢，最高級的葡萄酒的？

Retailer X: 法國的 5 萬元，義大利需要，

Interviewer: 對啊

Retailer X: 應該 1 萬 5 千元

Interviewer: 您認識不認識 Rioja 葡萄酒？您喝過了嗎？您覺得怎麼樣？

Retailer X: 我們有 Rioja 的葡萄酒，我們有喝過了，然後覺得 Rioja, Rioja 的酒是比較重的種地，然後口感比較肉酸的

Interviewer: 顧客對 Rioja 西班牙葡萄酒的品牌感覺如何呢？他們如何形容呢？ 正面與負面的意見

Retailer X: 在台灣來說就是西班牙的葡萄酒台灣比較認識 Rioja 這個產局專人台灣認識比較多。所以客人解釋都會比較高，那另一反面就是比較負面認為 Rioja 的酒就是太過於商業化，它的產量太大。也有一些比較沒有收藏的價值，這是負面的地方

Interviewer: 您通常賣出葡萄酒給社會組織還是個人的客戶？您聯繫多少商店或客戶們在一個禮拜 / 一個月？

Retailer X: 都會用，用客人，用商店。然後一個禮拜多少，差不多 60

Interviewer: 顧客對於產品的反應是如何呢？顧客對您有百分之百的信任嗎？你的感覺是如何呢？

Retailer X: 正對西班牙的葡萄酒嗎還是都可以？

Interviewer: 都可以

Retailer X: 通常第一次接觸的客人會需要客人身處嘗試看看因為每個人喜歡的味道不太一樣，那就是通過 2, 3 次慢慢跟客人接觸慢慢知道客人想到怎麼樣的產品，慢慢去改變

Interviewer: 您覺得他們百分之百信任您呢嗎？為什麼呢？

Retailer X: 應該是 (大笑)

Interviewer: 對於西班牙的葡萄酒的反應是如何嗎？

Retailer X: 西班牙的葡萄酒嗎？我的反應還是客人的反應

Interviewer: 對啊您都

Retailer X: 我自己也蠻喜歡 Rioja 的酒，那我自己感覺的話西班牙的酒是通常都比較需要一點時間去成年

Interviewer: 陳年是什麼？

Retailer X: 陳年就是放一段時間

Interviewer: ok 如果他們比較喜歡這個葡萄酒比較旧嗎？

Retailer X: 是啊原老的

Interviewer: 比較老的，好的，下一個您通常提供多少酒？

Retailer X: 數量嗎？也是跟客人需要的只是一瓶還有只是一箱

Interviewer: okay

Retailer X：都會用

Interviewer：但是大概一禮拜提供多...

Retailer X：西班牙的葡萄酒...30 瓶

Interviewer：okay 現在，您賣的時候是什麼葡萄酒？為什麼呢？

Retailer X：這個問題我不太明白

Interviewer：這個問題比如說，什麼種類，什麼品牌賣出多

Retailer X：西班牙的

Interviewer：先您說大部分在酒店購買多少，什麼品種的葡萄酒，還是西班牙品牌是什麼呢

Retailer X：大部分是法國的，如果西班牙的話因該是賣品牌是 Muga，

Interviewer：還有法國的品牌嗎？

Retailer X：法國的牌蠻多 Bordeaux

Interviewer：您覺得什麼種類的酒精飲料會成為下一個趨勢？

Retailer X：葡萄酒因該會繼續成長，目前另外有威士忌

Interviewer：葡萄酒來說，哪一種葡萄酒在台灣將會成為下一個趨勢？

Retailer X：mmmmh 西班牙應該會

Interviewer：很棒！為什麼呢

Retailer X：西班牙的話，它的產量會比較多，選項是就會比較多，就是選項多的話，台灣的選擇就會更多

Interviewer：還有比如說西班牙比法國的也有便宜的

Retailer X：對啊

Interviewer：這樣的您也可以購買多呢

Retailer X：對啊

Interviewer：是女士或是男士，誰購買葡萄酒比較多？

Retailer X：男士

Interviewer：什麼種類的葡萄酒是男士最喜歡喝，是女士最喜歡喝的？為什麼呢？您認為是誰能夠承受更多的酒精程度？

Retailer X：男士的話比較喜歡喝 power 一點的，比較重的味道像次治智利的然後美國也會，女士的話比較喜歡喝清口一點，順口像次法國的勃根地，還有義大利的也西班牙

Interviewer : 您認為是誰能夠承受更多的酒精程度?

Retailer X : 應該是女士

Interviewer : 女士? 好的, 她們喜歡喝什麼呢? 汽包還有...

Retailer X : champing

Interviewer : 您的店裡也有嗎

Retailer X : 有啊

Interviewer : 好把我們結束了!

Retailer X : 好謝謝

Interviewer : 謝謝你

### **8.3. Appendix 3: Interview – Consumer C**

Interviewer: I will first start in English, and if anyone wants to participate, just please fell free. In general, as a member of this social wine club, what was your aim or purpose in joining this institution? Are many people enrolled? Is it aimed at upper-class clients or can everyone become a member?

Consumer C: Yeah, everyone can become a member of our club, and some members of this club... Our aim is to get to understand wine, and to get to know who is interested in wine and to see more friends interested in this field.

Interviewer: In this club, is there a connection between the wine and the clients? What are clients looking for while drinking wine?

Consumer C: Actually there is no connection between the wine and the client, just people who enjoy the wine can join the club and we provide different programs like wine tasting, as you can see today we have a whiskey tasting...so we do promote different availability of wine programs... to develop to our members...

Interviewer: okay, are the other members experts in the wine sphere, or just lovers of wine culture?

Consumer C: they are just lovers, but some of them they have a few experience on wine, and some of them they have background in wine, but we all join together and enjoy this. That's all.

Interviewer: Is the fact of drinking wine related to social activities? What do you usually talk about when drinking wine? Are clients consuming wine on a daily basis?



Consumer C: Here we don't call to our fans clubs as clients, because we all, we are not selling wine.

Interviewer: Oh, sorry, how then I should call you? Members?

Consumer Cs: Yeah members, or fans club members...we all enjoy wine and that why they participate in our program and when drinking wine we share about our feelings and taste notes about the wine and further maybe we will talk about, you know, feelings and...

Interviewer: Like more personal contact, more about relationships...okay. are clients consuming wine on a daily basis?

Consumer C: oh yeah, I think a few... a fifty percent of them they are drinking everyday.

Interviewer: Has this organization tried selling Spanish wine? Have you tried before any Spanish wine? What did you think about it?

Consumer C: we love Spanish wine, and we think is easy to drink, drinking... is like your country... (pausa 3'50 - 4'10 Consumer C got a phone call)

Interviewer: So, What do you think about Spanish wine?

Consumer C: Spanish wine is very passionate like your country, very vivid, very lively, like we enjoyed a lot, actually.

Interviewer: Can you tell me which one is your favorite?, Favorite region and so?

Consumer C: There is one region Priorat. It is a small region but they provide very good wine, very high quality. It's a female winemaker who is got the Robert Parker 100 percent wine arte, for the 3 years in a row.

Interviewer: Do you know the name of this wine?

Consumer C: oh sorry I forgot.

Interviewer: ok maybe later, do you know the Rioja wine? Have you tried it? Do you like it?

Consumer C: Yes, its very good, we like the strong concentration of the wine itself. Because we like Bordeaux wine, so Rioja it's a big similar to Bordeaux style.

Interviewer: Now the next one what are the cues of authenticity... From an expert's perspective, what gives a wine the character of authenticity?

Consumer C: uhm

Interviewer: Is there any wine that you consider as having the highest value of authenticity? Why?

Consumer C: I really don't get this.

Interviewer: its like 純正的意思, 正港...

Consumer C: You mean the wine has to reflect 的特化,

Interviewer: 特色 yeah, so from your point of view, what gives a wine the character of authenticity?

Interviewer : 從您的觀點來□ 葡萄酒的正港 (經典的) 給您什麼樣的特徵? 您覺得機種的葡萄酒有沒有這個純正的特徵? 為什麼呢?

Consumer C: 了解, 葡萄酒給妳怎麼樣的特徵呢

Interviewer : It is a bit more difficult?

Consumer C: No, difficult, but we are not getting the point.

Interviewer: Like I can explain to you, like in Taiwan you have ... from my perspective you have the 'wulongcha' 烏龍茶 is yours

Consumer C: ah, yeah, so it's like to the Rioja wine

Interviewer: no in general with the wine.

Interviewer: 隨便你們... (pausa) like for instance you like red wine, or white...

Consumer C : OK, actually we like white wine more, we are more into white wine, because here the weather here in Taiwan is very hot, you can see today... so if we can have a glass of champagne much better with ice cubs... white wine can be better, and.. I think the wine can give us relaxation, relax and drink a glass of wine. What we need and what we are looking for.

Interviewer: ok, I see, Can you see a desire for authenticity among the other clients? Is the authenticity of wine an important factor in your environment?

Consumer C: oh

Interviewer: When I see authenticity I mean the connection to the place, the origin, the place, the grape, like I want to drink only Tea from Taiwan because the Tea from India I don't like it.

Consumer C: For us, we have an idea, at what wine should be, so when we are drinking wine, we know what we are looking for. But a lot for people I think about a fifty percent of the people they don't know what they are drinking. When they need a wine they just grab relaxation and some times just get dizzy, just want to have fun that's all.

Interviewer: Could you explain what you understand under the concept of authentic wine? What is for you authentic in the Taiwanese culture while drinking wine? Do you think different cultures have different perception about the authenticity while drinking wine?

Consumer C: in our case, in my case, French wine, Spanish wine is all the same. When we are drinking we are comparing the 'tehua'特花, you know grape variety, how the winemaker is going to...you know ah, to show in the wine. So we make pairing, we try to pair with foo. But for French wine and Spanish wine we don't have preferences. They are both very nice, for us. But there are group of people they only focus in a special region in France, there are people like this in Tainan, especially for this medical doctors (laughs). They have strict preferences...

Interviewer: So personally, which you is your favorite, which one is your authentic wine, which one would you like to drink here in Taiwan?

Consumer C: We prefer Champagne or the sparkling wine and then white wine, any white wine and then red wine.

Interviewer: Could you please compare to me, compare the French culture when drinking wine with the Spanish culture in the immersion of the Taiwanese wine drinking culture. Have you experience this?

Consumer C: Personally...

Interviewer: A general idea... In your environment, how Taiwanese people feel about these two cultures...

Consumer C: For Taiwanese people I think we have a good range of everything, so if you would like to compare French and Spanish, I am not really getting your point, how to compare.

Interviewer: Okay, They are both from Europe and they are both countries with long traditional history about wine...maybe there is some relation...

Consumer C: Okay, for Taiwanese people they know French wine, Of course. Wine is made from French people, they are from France... but Spanish wine is maybe like a new...new world to wine, but actually it isn't right? You have the same winemaking history for this both countries. This is what Taiwanese people would think.

Interviewer: OK, thank you. OK next one. Where do you get the wine from? Are your suppliers close friends? What kind of relationship do you maintain?

Consumer C: yeah, we are buying our wine from our friends, most of them are importers and a lot of are retailers, and we are also getting wine from like a... supermarket.

Interviewer: Do you know any retailer in Taiwan, Tainan?

Consumer C: Yeah, yes

Interviewer: Can you give me the names, please? If you remember so.

Consumer C: Yes, Bright time and also Box, 'bakeshi' 巴克氏

Interviewer: Okay. I have been there today. And Bright time doesn't have Spanish wine.

Consumer C: oh yeah I don't know.

Interviewer: Are you loyal to them?

Consumer C: Yeah, we are buying regularly from them

Interviewer: Do you have a special brand/grape/year/country/taste preference?

Consumer C: Nothing in particular. We are very open.

Interviewer: Are you the one who chooses the wine for the organization or is the selection process based on other criteria?

Consumer C: I am, yeah, I am, normally I chose the wine first and I will share with my collages and friends.

Interviewer: Normally how much you paid per bottle of wine?

Consumer C: Arranging from 500-1000 NT\$

Interviewer: What are the most important factors when choosing a bottle of wine? Do you follow your friends' recommendations?

Consumer C: yeah, when we chose a wine we have to drinking it first, and if we really like it and we really enjoy it it is like ah fragrance content is what we like, and the texture...we chose a wine that we enjoy.

Interviewer: Which is your favorite choice when choosing wine? Do you consider yourself a traditional or new world buyer?

Consumer C: Champagne...

Interviewer: Do you consider yourself a traditional or new world buyer?

Consumer C: both. (laughs)

Interviewer: the next one is about gifts and social relationships, do you personally consider wine as a valued gift? Have you ever received wine as a gift?

Consumer C: yeah, we think is a value gift and we are getting them the whole time (laughs)

Interviewer: Which one and could you explain the moment? The most particular moment.

Consumer C: I don't get it.

Interviewer: Like saying, a new opening, or..

Consumer C: ahhh, a birthday. Mostly birthday

Interviewer: Do you normally give wine-gifts? If yes: to whom? And why? Is this a reciprocal fact to buy and get wine in the Taiwanese relationships? Like most of the presents are wines...

Consumer C: Yeah a lot of times, a lot of times, 50, 60 percent are wine presents, and champing will be the nice choice.

Interviewer: right, everyone likes Champing. There is a link between the past and traditions that connect our memories. Besides wine-gifts relation, do you think the wine can connect people like a souvenir for the memory, like a 'remember me'.

Consumer C: Yeah, when we receive, if it is a good wine vintage, we will keep it for a long time and it will remind me the person, think of him. And even if we finish the bottle we will keep the bottle. Like souvenir.

Interviewer: Are you pairing food when drinking?

Consumer C: Yes

Interviewer: What type of food do you usually eat when drinking? Could you give some examples of the food you pair?

Consumer C: Usually we chose first the food, and later we chose which wine would be good at pairing. But most of the times we like spicy food and then sparkling wine and white wine would be a good choice.

Interviewer: So then here you can do both the wine and the food taste?

Consumer C: yeah both

Interviewer: Could you give me some other examples about food? Like noodles or 'gongbaojiding' 宮保雞丁等

Consumer C: We like Italian food, because its like very similar to our chinese palate, and we like cheese and we put a lot of cheese in the noodles, that what we like also.

Interviewer: Have you tried Spanish food?

Consumer C: Actually we like 'ibiliqo' Iberico.

Interviewer: What is that?

Consumer C: I ibi li , there is a pork, its very nice

Interviewer: oh, Iberico! Nice,

Consumer C: Yeah, we like the ham, and the French also...

Interviewer: Can you find some Spanish food, here in Taiwan?

Consumer C: yeah its available on the fridge... (laughs)

Interviewer: (laughs) okay, that's cool. Do you use special glassware? Why? Like for cava, Champagne,

Consumer C: Yes, yes because it does makes difference, according to the variety of the grapes,

Interviewer: regarding sparkling and other...

Consumer C: yes, different wine glass to use...

Interviewer: Could you compare Taiwanese to Spanish culture (aspects of food and drinking). If you are close to the culture,

Consumer C: I think is not too far, Taiwanese people is very passionate, we like gathering with people, friends, to enjoy food and wine. And I think it's the same spirit like in Spain, right? This way after working you enjoy tapas and drinking glass of wine, enjoy with your company, your friends.

Interviewer: I think we have finish now the interview... Just last question I would like to ask you which wine is your favorite from Spanish? And which wine is your favorite French wine?

Consumer C: Yeah, maybe I can show you

Interviewer: Ok thank you.

Consumer C: This is the new vineyard, this is a new vineyard made from a winemaker female, 100 percent in her own. She and her husband ... is making their wine alone. It's special. (Photo)

Interviewer: This can be authentic for us. Because form my point of view, it's a small vineyard, they do small production and they do it especially with care. For you maybe it's the same perception.

Consumer C: yes, yes,

Interviewer: Last question, how do they sign in your bottle and how did you meet them?

Consumer C: We meet them, actually we are the host to a wine tasting event, so we invited them to our place.

Interviewer: Okay, thank you all very much, 'jieshule' 結束了

#### 8.4. Appendix 4: The Vineyards in the World

<b>The vineyard in the world</b>				
Source: Datos OIV; produced by OeMv				
<b>Figures (thousands of hectares)</b>	<b>2012</b>	<b>2013 (Prov.)</b>	<b>2014 (est)</b>	<b>% s/total</b>
Spain	1,017	1,021	1,021	13.52%
France	792	793	792	10.48%
Italy	712	705	690	9.13%
Portugal	233	229	224	2.97%
Romania	192	192	192	2.54%
Other EU contries	483	478	480	6.35%
<b>EU Total</b>	<b>3,429</b>	<b>3,418</b>	<b>3,399</b>	<b>45.00%</b>
USA	412	424	425	5.63%
Turkey	497	504	502	6.65%
China	709	760	799	10.58%
Argentina	222	224	227	3.01%
Chile	206	208	211	2.79%
South Africa	135	133	132	1.75%
Australia	162	157	152	2.01%
<b>Non EU Total</b>	<b>3,386</b>	<b>3,443</b>	<b>3,525</b>	<b>46.66%</b>
<b>WORLD TOTAL</b>	<b>7,498</b>	<b>7,546</b>	<b>7,554</b>	<b>100,00%</b>

(Source: The Spanish Wine Market Observatory, (2015))

#### 8.5. Appendix 6: Global Consumption of Wine

<b>Global Consumption of Wine</b>				
Source: OIV figures: compiled by: OeMv				
<b>Country</b>	<b>2013 prov</b>	<b>2014 est</b>	<b>Var. % con 2013/14</b>	<b>% s/total</b>
France	20,700	27,850	-2.96%	11.60%
Italy	21,795	20,395	-6.42%	8.50%
Germany	20,400	20,200	-0.98%	8.42%
United Kingdom	12,700	12,600	-0.79%	5.25%
Spain	9,800	10,00	2.04%	4.17%
Rest of EU-27*	25,791	28,955	12.27%	12.06%
<b>Total EU-27</b>	<b>119,186</b>	<b>120,000</b>	<b>0.68%</b>	<b>50.00%</b>
USA	30,200	30,700	1.66%	12.79%
China	17,000	15,700	-7.06%	6.58%
Argentina	10,400	9,900	-4.81%	4.13%
Australia	5,400	5,400	0,00%	2,25%
Rest of Non EU	56,186	58,200	3.58%	
<b>Non EU Total</b>	<b>119,186</b>	<b>120,000</b>	<b>0,3%</b>	<b>50.00%</b>
<b>GLOBAL TOTAL</b>	<b>242,000</b>	<b>240,000</b>	<b>-0,8%</b>	<b>100,0%</b>

\*EU-27: Germany, Austria, Belgium, Bulgaria, Cyprus, Denmark, Slovakia, Slovenia, Spain, Estonia, Finland, France, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxemburg, Malta, Netherlands, Poland, Portugal, United Kingdom, Czech Republic, Romania, Sweden

(Source: The Spanish Wine Market Observatory, (2015)).

Units: millions of hectolitres (Mhl).

## 8.6. Appendix 5: Wine Regions in Spain



(Source: The Spanish Wine Market Observatory, (2015))

The wine grapes colors differentiation is: **black** for the red wines; the white for the white wines grape variety; the **blue** ones are common used for the sparkling grapes wine and the **orange** ones are the grapes commonly used for a special wine dessert (sweet type).



## 8.7. Appendix 7: Taiwan's Wine Market Volume

**Table 2: Taiwan wine market volume: million liters, 2009–13**

Year	million liters	% Growth
2009	12.2	
2010	13.4	10.0%
2011	14.5	8.3%
2012	15.5	6.7%
2013	16.3	5.1%
CAGR: 2009–13		7.5%

SOURCE: MARKETLINE MARKETLINE

(Source: Wine Market in Taiwan. (2014, September))

## 8.8. Appendix 8: Wine Market Geography Segmentation

**Table 4: Taiwan wine market geography segmentation: \$ million, 2013**

Geography	2013	%
China	27,448.2	60.0
Japan	4,647.8	10.2
South Korea	726.7	1.6
Taiwan	515.6	1.1
Singapore	316.6	0.7
Rest of Asia-Pacific	12,078.8	26.4
Total	45,733.7	100%

SOURCE: MARKETLINE MARKETLINE

(Source: Wine Market in Taiwan. (2014, September))

## 8.9. Appendix 9: Taiwan's Wine Market Volume Forecast

**Table 8: Taiwan wine market volume forecast: million liters, 2013–18**

Year	million liters	% Growth
2013	16.3	5.1%
2014	17.6	8.1%
2015	19.1	8.5%
2016	20.6	8.1%
2017	22.2	7.8%
2018	23.9	7.6%
CAGR: 2013–18		8.0%

SOURCE: MARKETLINE MARKETLINE

(Source: Wine Market in Taiwan. (2014, September))

8.10. Appendix 10: Pictures of the retailer and the social drinking club.



