

“Critically evaluate the international brand development of Turkish Wines in UK market”

Introduction:

Over the years, wine has become the most evolving drink in various regions of the world. From the vines to the wineries, from the production to the consumption, it is considered to be the most discussed, arraigned or loved beverage. According to Brochado & Oliveira (2018), it can be said that the production and distribution of wine plays an important part in the development of countries, however, it has played an especially role in developing European economies and promoting their cultural values across the region. Argan (2016) stated that the European market has seen significant increase in the production, sales, and consumption in the late nineties, and since then it has changed the standard of social structure, it has also played an important role in changing the social standards of people. Though, the habits of people consuming wine changes from time to time however, it has increased the positive impact over the consumption and business of wine business across the region especially in European countries such as in Turkey and the UK (De Nisco & Mainolfi, 2016).

The Turkish Wine Sector:

Turkey is well known among the countries with the most suitable cultivating lands for viticulture. The favourable climate and soil enrich Turkey to produce a large variety of grapes. Turkey is ranked among the world's top grapes producing countries.

A significant role is played by the viticulture to the Turkish economy. According to the latest Food and Agriculture Organization (FAO) data, Italy, France, USA, Spain, China, and then Turkey has been ranked for largest grape production. The agricultural lands of Turkey covers about 2% that makes its product value to about 30% in total production. The region is rich in grapes and 1250 varieties are grown all over the country (Advameg, Inc., 2018). In the 2017, Food and Agriculture report by Ministry of Economy for the Republic of Turkey states;

“Turkey has traditionally specialized in producing table grapes and raisins; it also has 34 kinds of wine grapes, 22 of which are valuable native varieties. The most of Turkish wines are made from native wine grape varieties. Turkish wine producers also use the native grapes in

combination with European varieties to create high quality new wines with a new taste for the world wine market.”

Table 1: Grape Production in Turkey

YEAR	TONS
2008	3,918,442
2009	4,264,720
2010	4,255,000
2011	4,296,351
2012	4,234,305
2013	4,011,409
2014	4.175.356
2015	3,650,000
2016	4,000,000

Source: Turkish Statistical Institute

Herstein, et al (2014) determined that across the Turkey vineyards are spread, production is mainly based in the Aegean, Mediterranean, and Central Anatolian regions. Country's diversified soil and climate empower producers to cultivate varieties of grapes to process different wines in terms of the quality and taste.

Table 2: Wine Grape Varieties by Regions

Regions	White	Red
Marmara and Thrace	Clairette Pinot Chardonnay Riesling Semillion Beylerce Yapıncak Vasilaki	Pinot Noir Adakarası Papazkarası Karaşeker (kuntra) Gamay Karalahana Cinsaut

Aegean	Semillion Bornova Misketi Sultaniye	Carignane Çalkarası Grenache Merlot Cabarnet Alicante Bouschet
Central Anatolian	Emir Hasandede Narince Kabarcık	Öküzgözü Boğazkere Kalecik Karası Papazkarası Dimrit Sergikarası Burdur Dimriti
Mediterranean	Kabarcık Dökülgen	Sergikarası Boğazkere
South East	Dökülgen Kabarcık Rumi	Horozkarası Öküzgözü Boğazkere Sergikarası

Source: Turkish Statistical Institute

Turkish Wine Brand Development in UK Market:

Understanding towards Branding

Branding is based on different facts and facets. Possibly, there are many benefits in the outcome. It can be defined differently; it can be called as a unique idea or concept that a product owns inside the mind of the prospect as observed by Maguire & Lim (2015). Moreover, it is a name, term, sign, symbol or design, or a combination of these and is an envisioned identity for a product and service to differentiate from the competitors. It can be said by evaluating the research of Arıkan & Arıkan (2018) that superior brands possess high brand equity fetches a greater loyalty for the brand, image, integrity, quality and other chattels such as trademarks and

channel associations which helps to defend in the competitive markets. Further, wine industry today has an ever-increasing glut of brands.

Walley & Jackson (2017) observed that brand development can be more effective by promoting turkey as a wine producing country and the difference it keeps than other as a competitive advantage. It can be the history and mythology of wine producing culture of Turkey and can be more emphasised in order to attract attention and receive wider acceptance from wine consumers. Turkish wines are famous and investing more and more on a brand in a competitive market is always the right time. In the UK, people are interested in consumption of the Turkish wines as determined by Alonso (2016).

Uğurlu (2014) confers that capitalising on positive feedbacks and translating them in to wines can increase the sales to a greater extent. The key trade influencers in the UK market can be the target. The wine passion that exist in a wine producer and the fine qualities that are produced can make a positive impact. Consumers can be attracted by introducing the indigenous grape varieties among connoisseurs in the UK and promoting styles and delicacies of the wines from the Turkish grapes. Low-to-medium quality wine can be the product for the new wine drinkers, as the price can be lower than the premium beverage.

In a competitive market, selling your wine over another brand is the best branding. An international generic brand also requires sustainable domestic industry conditions for the wine industry to grow with an increasing value for the exported wine. The right product mix, quality standards, USP of the region and positioning in different target markets is the most important key for the brand success. Wine labels with an information and store shelves as extrinsic quality cues, in an attempt to reduce wine purchase risk (Argan, 2016).

Furthermore, Packaging, advertising, and free tasting of the beverage at events can have a strong impact on the consumption patterns. Advertising, selecting the convenient bottling, labelling, and setting the right price influence the purchase choice of the consumers. Decreasing the prices is not always the perfect choice; sometimes it can have a negative impact on the consumer. What matters the most to a consumer is how trained is the seller and how much the seller know about the wine. A way to present and serve wine at the restaurants has a strong impact on consumer preference. Different wines should be produced for every segment.

International varieties can be blended with the Turkish wines. Understanding the obsession with health, diet/low-calorie versions for the wine can be a different segment (Herstein, et al., 2014). Less alcoholic in volumes wines can lead to a strong segmentation in the next few years. These wines can be sold at premium prices but the consideration is more on quality. In terms of packaging, single serving bottles with the screw top is more appealing which can be used by any brand even at the entry level. Wines can be available for special occasions. Online sales of wine are an additional benefit every winery or producer can have (Walley & Jackson, 2017).

Understanding Buyers

“Every decade or two, a winemaker comes along who, through the force of his ideas, and the brilliance of his work, has the power to change the course of wine history.” Consumers usually pass through 5 cognitive stages during a purchase decision process: recognition, facts searching, available substitutes, purchase decision, and post purchase evaluation. When there is a need which desires to be met or in other words, an unsolved problem from the consumer perspective looking for a solution appears to be the start for the buying process (Uğurlu, 2014). A bottle of wine is needed for the dinner. In this case, the purchase for wine bottle would be a solution or satisfaction for the consumer. Conversely, similar buyer can also have preferences for the desired wine. For example, a buyer with a preference for wines with a more considering brand image or a high price, reflecting to a social status (Walley & Jackson, 2017).

Buyers consider the price range and utilisation. In a different case, buyers can be choosier in terms of the provided data by the shop and item bundling/naming. For instance, state, mark plan, 9 bundling, group, vintage, winery, and brand name (Alonso, 2016). The buyer once closes the data scan; an arrangement of elective wine would be built, individual utility will be assessed through it. Combined market segmentation, approach have been made in the past to segregate the wine lovers. Mostly, wide-ranging ones use the buyer’s level of learning and relationship as the most appropriate division criteria. It is obvious to deal with 4 types of wine buyers in any market (Maguire & Lim, 2015).

1. The Connoisseurs:

Highest level of wine consumption with the best quality can be found among this class. Wine education is their hobby and the preference is the wine presented in the magazines. Purchase decisions are made before shopping and mostly look to buy directly from the wineries (De Nisco & Mainolfi, 2016).

2. The Aspirational Drinkers:

Consumers who are reluctant to take risk, sufficient amount of time is spent on purchase of wine and also appreciate to take shop assistance in making a choice, which tends to make them buy in shop outlets with a good customer service. These consumers are affected or are strongly influenced by opinion leaders (like journalists and wine writers) and attracted by trendy and branded products, as they take in them as less risky and status boosters (Maguire & Lim, 2015).

3. The Beverage Wine Consumers:

This segment love to drink wine, crave, and craze is comparatively less in profundity. They are considered to be brand loyal and un-open to experience other brands. Preference is a consistent taste, reasonable prices and advertising campaigns. Therefore, the purchase for wine in impersonal stores like big retail outlets and supermarkets (Walley & Jackson, 2017).

4. The New wine drinkers:

Wine market segment comprises the new and first-time wine drinkers, following the behaviours of social groups or family. Social drinkers, but their inclinations are not well developed and place and occasions can switch the preferences, such as parties and special events. Price is the most important factor in buying process (Argan, 2016).

Considering the United Kingdom as a Wine Consumption Market

The Great Britain have great association with the alcohol consumption. Following the trend; on the birth of a new born, apparently a Vintage port bottle of the same year is bought by the parents, and, if is pocket friendly, the whole box. The wine is consumed, with dignity to celebrate the age of majority of the child. The UK is among the largest wine consumers of the world. The most profitable wine businesses are connected to the place. The market is vivid, ever-

changing, and quite competitive. Here a question arises, which wine is preferred more. Consumption of white wine tends to be greater as compared to the red wine in overall volume. On the contrary, rose has got 10 percent of the market (Herstein, et al., 2014). New style products such as fruit flavoured wine and lower alcohol wine are potentially growing. In the year 2016, UK wine consumption including sparkling and special wine estimated to 12.9 million of hectolitres (OIV Statistics 2017). International Wine & Spirit Research (IWSR) predicts that by 2018, the UK will be the top still wine market with a value of USD 26 billion respectively (Uğurlu, 2014).

Conclusion

Where the concern is wine, it is familiar to everyone, practically, and there are endless references to events that have helped to form a wine brand has achieved. However, it is more demanding to study individual wine brands. A lot of information is available on which a recreation or development of any brand is based. Turkish wineries have worked hard to reach the status they have now and seems like that the current scenario would have been more and more better if the current situations of the domestic wine selling and consumption or tourism wine campaigns would be allowed. Such constraints make it difficult to stay in the business and survive in a saturated market. It is often discussed that does wine marketing takes places at all, it has a clear image that wine marketing has always existed, although it avoids the most traditional ways of advertising and focuses more on creating relations with the consumers. Today, brands may rely strongly on their heritage despite the fact that digitalism is changing the consumer behaviour, also wine producers are forced to update their brand, in order to attract all the market segments, also the younger generations.

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