



**BRAND ORIENTATION IN THE WINE SECTOR:
A CASE STUDY IN GERMANY**

GINO SEPULVEDA LANGE

**MASTER OF SCIENCE (M.Sc.) IN INTERNATIONAL AGRIBUSINESS
FACULTY OF AGRICULTURAL SCIENCES**

ABSTRACT

This research describes the brand orientation of German wine growers. It can be split into three groups or clusters: the first with a Positive orientation to the brand, a second group with a "Perceptible orientation" to the brand and a third group "Nonoriented" to the brand. Three factors were found: an ambitious factor "Development of the brand", and second factor .Protection of the brand. and a third factor "Marketing training activities". The data used come from a survey of wine producers with 20.75 % of return. Multivariate analysis was used with factor analysis and cluster analysis as technique.