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COUNTRY REPUTATION AND BRAND IDENTITY: WHAT IS THE IMPACT IN THE MARKET PERFORMANCE OF INTERNATIONALIZED FAMILY-OWNED BRAZILIAN WINERIES

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Introdução

Many family businesses are involved in international business directly or indirectly. Consequently, the study of the internationalization processes of family businesses has grown significantly in the last decades (Monticelli et al., 2018). The internationalization level of the family businesses is also related to the social, geographical, and economic context of the business (Ramadani et al., 2017). Family business contributions also depend on their access to strategic resources, such as skills, knowledge, networks, finance, location, and brand management.

Problema de Pesquisa e Objetivo

This paper aims to analyze the influence of country reputation and brand identity on the market performance of internationalized family-owned Brazilian wineries. The following research question guides this study: How do the country's reputation and family business brand identity influence the international and domestic performance of family-owned Brazilian wineries? Thus, we aim to extend knowledge about the internationalization of family businesses regarding the relevance of the brand identity and country reputation.

Fundamentação Teórica

Brand identity impacts on construction of family branding, and it is an important resource that can align the capabilities of a firm and the external environment (Tatoglu et al., 2018), but must be implemented in domestic market (Monticelli et al., 2018). Taking the outside-in view, the country-of-origin (COO) is an important indication that influences consumers' perception of a brand (Rodrigues et al., 2020). Together, country reputation and the brand identity of family business are relevant factors to the continuity of the family business.

Metodologia

Based on a qualitative approach, this research is characterized by a multiple case study developed in the Brazilian wine industry. This industry was selected due to different criteria. First, it is composed of a large amount and heterogeneity of family business. Second, it presents different levels of internationalization between the family wineries. Third, there is a perception from the market about the influence of geographical indications to promote Brazilian wine. Thus, the analysis unit used in this research was the industry, that is, how the internationalization of family-owned Brazilian

Análise dos Resultados

Brand identity and country reputation can provide resources (whether they are financial or non-financial ones, such as the COO) to promote the internationalization of family businesses. For example, they can promote learning, relationship networks, relationship strategies, production and dissemination of technical knowledge, branding, and business internationalization. However, it can result in differences between the governance mode of the family business because they can appropriate the value in different ways (e. g. strategic alliance, clusters).

Conclusão

In this sense, the results make it possible to understand the functioning of the Brazilian wine market and suggest the importance of the brand identity and country reputation to create competitive advantage. In addition to the market analyzed, we believe that the insights of the article must be

important for the wine market of “new world’s country,” and other markets that need to create competitive situations in international markets.

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