A Review of Literature for Quality Assurance Programs in the Food Sector and Potential Impacts in Developing Wine Brands from Texas

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How do quality standards impact the development of a brand? Quality Assurance Standards (QAS) provide a key means to offering better and safer products. Minimum Quality Standards (MQS) that constrain production to meet standard also have potential related to quality. Research identifies that these concepts can play an essential role in brand development and enhancing consumer confidence, not to mention potentials for food safety. Using effective quality assurance is often part of Private Labeling (PL) efforts that further separate products and promote quality. The research here considers their roles in developing a brand and how market structure and consumer trust affect this process?

Food manufacturers increasingly use quality assurance systems (QASs) to provide information about product attributes to consumers and/or downstream processors (Carriquiry & Babcock, 2004). The authors identify types of QASs include certification marks, traceability programs, third-party auditing programs, and producer-signed affidavits. Firms use QASs to obtain a market advantage and to build their reputation as a provider of products with claimed attributes. Managing the supply chain can not only potentially prove claims, but in many cases are an important part of defining a brand and delivering consistent satisfaction to a loyal customer base. In 2008, Giraud and Hammoudi found in their examination of European wines that brand success is related to wine marketing in certain conditions where price supports stringent standards. Strategies for brand development are affected by market structure, competition and consumer trust. McCarthy and Henson (2005) illustrated consumer attitudes regarding a product can impact adoption of quality standards and in their theoretical model estimate differences in adoption. Strategic behavior of the firm, competition, supply of inputs and competition also play a role in adopting quality standards (Ronen, 1991; Crampes and Hollander, 1995; Scarpa, 1998).

In 2006, Barber, Nelson, Kolyesnikova and Dodd surveyed Texas Wine consumers regarding their attitude towards Texas wines with an aspect of measuring their satisfaction and purchasing frequency of Texas wines as well as other wines from other regions. Also, Hanagriff and Lau (2007) surveyed Texas wineries regarding their interest in QAS and their opinion of marketing objectives essential to the industry. This research reviews the literature for QAS and MQS along with previous research on Texas brand development. This will define potential strategies for Texas wine brands to continue growth and forward market penetration.