This research explores the attributes of the identity-based mechanisms of group collective action. Recognizing that wine trails are organizational collectives that market themselves and the region in which they reside, the research tests for the presence of identity-based attributes that reflect the social, institutional, cultural and physical aspects of the region.

Using exploratory and confirmatory factor analysis, this research finds that the content of both external and internal stakeholders’ expectations and perceptions used in the reputational comparative process includes attributes of institutional, place-based, cultural, and social norms. This confirms that the specific content of stakeholders’ expectations and perceptions are developed in part from institutional norms, social categories, and structural roles associated with the wine trail organization and the geographic region in which they reside.