

# THE OPPORTUNITY OF USING SHARED MEDIA FOR WINE MARKETING

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**Keywords:** Social Media, Wine Marketing, Millennials, Photo

The digital age has changed the way marketers communicate with purchasers. A majority of U.S. adults use social media, with 73% using YouTube and 68% using Facebook (Smith and Anderson, 2018). Advertising has evolved with changes in consumer media use and marketing managers are now content managers, managing four types of media: paid, owned, earned, and shared (Armstrong and Kotler, 2017). Brands have been using influencers on social media to generate excitement and interest in their brands (Maheshwari, 2018). Research conducted among 286 wineries revealed that 93% of wineries include social media as part of their marketing strategy, while only 7% use television, 18% use radio, and 32% use newspaper advertising (Wolf, Higgins, and Wolf, 2016).

Since most wineries use social media, the aim of this research is to identify the wine consumers that are active on social media by posting photos of wine (aka the *wine-socials*). This information will provide wineries with a consumer segment to target for sharing their brands. The survey instrument created was designed to collect information needed to generate a profile of the wine-socials: demographics, alcohol drinking behavior, preferences for varietals and country of origin of wines, the wine information search process, and wine characteristics that are desirable in the purchase decision. A convenience sample of 747 wine purchasers was collected in 2017 and 2018 using a mall intercept approach in California. Independent sample t-tests and paired-samples t-tests were used to identify statistical differences in the means for ratio data and interval data. Chi-square tests are used to identify statistical differences in nominal and ordinal variables.

This research found that wine-socials make up 25% of wine consumers. Since there are 78.749MM wine consumers in the U.S., wine-socials are a substantial market of 19.69MM adults (GfK MRI MediaMark, 2017). Wine-socials are more likely to be Millennials (47%), with Generation X and Baby Boomers making up 27% and 21% of wine-socials, respectively. Most wine-socials are female (73%) and 40% of wine-socials are single. Wine-socials are more engaged with alcoholic beverages; they are more likely

to drink beer, craft beer, hard cider, sparkling wine, craft spirits and spirits. Although wine-socials spend the same on wine as non-socials, they are more likely to go wine tasting and attend wine events. Compared to other wine drinkers, wine-socials purchase more types of wine with 77% purchasing sparkling wines and 71% rosé. They are more likely to purchase Sauvignon Blanc, Chardonnay, Pinot noir, and blends. When making a purchase decision, wine-socials rate the following more desirable than non-socials: brand recommended by friends, fun to drink, good for socializing, produced in California, produced sustainably, attractive label, and great for photos on social media. Both the wine-socials (93%) and the non-wine-socials (85%) learn about wine from friends and family. Wine-socials are more likely to learn about wine from a variety of sources: the internet (48%), winery websites, (36%), magazines (35%), Facebook (39%), Instagram (33%), wine blogs (21%), Pinterest (13%), smartphone apps (10%), snapchat (10%), and Twitter (5%).

Wine-socials are engaged in social sharing. Since most wine consumers learn about wine from their friends and family, wineries that produce the types of wine shared by wine-socials may find an opportunity in taking advantage of their social media posts and engage them as brand ambassadors and influencers.

## References

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