The Joy of Wine: Exploring Emotions on Wine Websites

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Purpose: To understand whether the emotions expressed on wine estate websites can significantly predict sentiment.

Methodology: Ten wine estates from five countries well-known for their diverse and high-quality wines (South Africa, Australia, New Zealand, France, United States) were selected. Content from the wine estates' websites was analyzed using IBM's Watson to assess the sentiment expressed on each website. Watson output was then used in a multiple regression analysis with emotions predicting sentiment. Findings: Findings showed that emotions are not related significantly to overall sentiment on the winery websites. Interestingly, findings contradict two findings from recent research.

Practical Implications: The practical implications of this research show that wine estates and wine marketers can test whether the content of their websites mirrors the emotions that they desire to express to consumers and visitors, which can assure that appropriate expectations are set for the consumption experience.

KEYWORDS: Wine estate websites, emotions, content analysis, sentiment analysis, Watson