

# Instagram & Wine – a Quantitative Analysis of the Usage Behaviour of Wine Consumers and Wineries on Instagram

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*Purpose:* In this study, we examine the usage behaviour of wine consumers and producers on Instagram in Germany and draw practical conclusions for wineries.

*Design/methodology/approach:* One online survey was developed to evaluate the usage behaviour on Instagram of wine consumers based on current literature. Another study was used for collecting data on how German wineries use social media platforms. Research questions were tested by using descriptive analysis, t-test, Chi-Square test and univariate ANOVA.

*Findings:* The results of this research empirically support the anecdotal evidence, that the way wine is bought and consumed by wine consumers has an influence on their usage behaviour on Instagram. It also shows the potential of communication between wine producers and wine consumers.

*Practical implications:* This study has provided evidence that wineries benefit from using Instagram and that different target group are represented on Instagram.

**Key words:** Social Media Marketing, Instagram, Wine Marketing, German Wine Consumers

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