

Weinakademie Österreich

UNIT 7 THESIS

The Influence of Social Media on Wine- Instagram Focus

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ABSTRACT

The objective of this thesis is to investigate the influence of social media on wine especially focusing on Instagram. Social media were adopted by consumers so rapidly. It has grown dramatically over the past decade with estimates of more than 35% of the global population using social media platforms in 2019. According to findings and recent reports shows that 98% percent of internet users has social media accounts.

Eventhough the wine business mostly relies on traditional marketing techniques such as printing materials, the wine business can no longer neglect the social media. This study researched the influence on social media on wine. Our findings shows that having a successfull social media presence on wine business increases sales, consumption, brand awereness and loyalty and promotes wine events. Moreover new research shows that the main method tourists use to determine which winery to visit is "word of mouth," and increasingly this is being accomplished using social media.

Today, consumers expect more than the product, they want stories and they want engagement. The number one reason people purchase a wine is from a recommendation. Social media offers an opportunity for consumers to make and receive peer recommendations of wine through their social media. In business, Instagram is regarded as "The King of Social Engagement". Instagram has more than 1 billion monthly active users at the end of 2018. For wine brands looking to market themselves, Instagram also presents an enormous consumer audience.

In this study the most popular wine accounts and wine related hashtags on instagram are investigated in detail. Engagement rates are often used by social media marketers to define the success of a campaign, as well as social media influencers as evidence of their engaged audience. Our findings concluded that the engagement rate of the wine account's on Instagram are very low.

In order to increase their engagement rate on Instagram, they need to fully understand how Instagram works. In this study, "A road to success on Instagram" section gives very important insights from Wineisanart, a successful wine account on Instagram to establish a successful social media presence. These "lessons learned" explained under the following topics;

- Good photography
- Be a good visual storyteller
- Best time for engagement

- Using the right hashtags
- Attractive Instagram profile
- Emotional connection
- Ask a question at the description
- Showing behind the scenes
- Others to avoid

Today the wine market is characterized by a surplus of brands. In this crowded marketplace, it is vital for a wine business to adapt Instagram as a part of their social media plan. For sure, learning how to use Instagram in the most efficient way would sustain a competitive advantage to any wine business to outperform its rival.