

Sensory Gap Analysis on Port Wine Promotion and Perceptions

Authors : José Manue Carvalho Vieira, Mariana Magalhães, Elizabeth Serra

Abstract : The Port Wine industry is essential to Portugal because it carries a tangible cultural heritage and for social and economic reasons. Positioned as a luxury product, brands need to pay more attention to the new generation's habits, preferences, languages, and sensory perceptions. Healthy lifestyles, anti-alcohol campaigns, and digitalisation of their buying decision process need to be better understood to understand the wine market in the future. The purpose of this study is to clarify the sensory perception gap between Port Wine descriptors promotion and the new generation's perceptions to help wineries to align their strategies. Based on the interpretivist approach - multiple methods and techniques (mixed-methods), different world views and different assumptions, and different data collection methods and analysis, this research integrated qualitative semi-structured interviews, Port Wine promotion contents, and social media perceptions mined by Sentiment Analysis Enginius algorithm. Findings confirm that Port Wine CEOs' strategies, brands' promotional content, and social perceptions are not sufficiently aligned. The central insight for Port Wine brands' managers is that there is a long and continuous work of understanding and associating their descriptors with the most relevant perceptual values and criteria of their targets to reposition (when necessary) and sustainably revitalise their brands. Finally, this study hypothesised a sensory gap that leads to a decrease in consumption, trying to find recommendations on how to transform it into an advantage for a better attraction towards the young age group (18-25).

Keywords : port wine, consumer habits, sensory gap analysis, wine marketing

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