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**MASTER THESIS**

**Enlarging storytelling methods to influence wine customer buying  
behavior**

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**Internship developed at Catavino/theLab**

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## TABLE OF CONTENTS

|                                                                                             |           |
|---------------------------------------------------------------------------------------------|-----------|
| <b>ABSTRACT, KEYWORDS AND LIST OF ABBREVIATIONS .....</b>                                   | <b>0</b>  |
| <b>1. INTRODUCTION.....</b>                                                                 | <b>1</b>  |
| <b>2. DESCRIPTION OF THE COMPANY AND THE INTERNSHIP .....</b>                               | <b>2</b>  |
| 2.1 Company Overview .....                                                                  | 2         |
| 2.2 Tasks during the Internship.....                                                        | 3         |
| 2.2.1 Social Media Marketing.....                                                           | 3         |
| 2.2.2 Online shop content .....                                                             | 3         |
| 2.2.3 Wine shop, tasting event space and other on-spot activities .....                     | 4         |
| <b>3. LITERATURE REVIEW.....</b>                                                            | <b>4</b>  |
| 3.1 What does Storytelling Imply? .....                                                     | 4         |
| 3.2 Key features of stories and storytelling.....                                           | 5         |
| 3.3 Marketing of Storytelling / Storytelling in Marketing .....                             | 6         |
| 3.4 Social Media and Online Wine Shop .....                                                 | 8         |
| 3.5 Conveying emotional effect with Storytelling and its results .....                      | 9         |
| 3.6 From storytelling to purchase .....                                                     | 11        |
| 3.7 Storytelling effect on customers after purchase and elements that needs developing .... | 12        |
| <b>4. METHODOLOGY .....</b>                                                                 | <b>14</b> |
| <b>5. RESULTS AND DISCUSSION .....</b>                                                      | <b>15</b> |
| 5.1 <b>Analysis of the interviews</b> .....                                                 | 15        |
| 5.1.1 Exploring tourism practices and motivations of the estates.....                       | 16        |
| 5.1.2 The main narrative and key features of storytelling.....                              | 17        |
| 5.1.3 The storytelling method and encountered challenges .....                              | 18        |
| 5.1.4 Functionality of storytelling and assessment of feedbacks .....                       | 20        |
| 5.1.5 Storytelling effect on sales .....                                                    | 21        |
| 5.1.6 Differentiation of storytelling and its effects .....                                 | 22        |
| 5.2 <b>Survey Data Analysis</b> .....                                                       | 24        |
| 5.2.1 Descriptive analysis .....                                                            | 24        |
| 5.2.2 Test of Hypothesis through statistical analysis .....                                 | 26        |
| <b>6. PROPOSALS.....</b>                                                                    | <b>27</b> |
| <b>7. CONCLUSIONS .....</b>                                                                 | <b>29</b> |
| <b>ACKNOWLEDGEMENTS.....</b>                                                                | <b>31</b> |
| <b>REFERENCES.....</b>                                                                      | <b>32</b> |
| <b>ANNEXES .....</b>                                                                        | <b>37</b> |
| A1: Qualitative Interviews .....                                                            | 37        |
| A2: Survey results.....                                                                     | 45        |

## ABSTRACT

This paper explores the significance of storytelling in the wine industry and proposes relevant methods that may be applied to any wine estate. When the topic is wine, people tend to focus on the varieties, soil types, and characteristics of wines rather than their contextualized narrations—the tales behind the grapes, people, or regions in which they are made. When discussing a certain wine or listening to someone describe it, these stories often go unmentioned. Incorporating storytelling as a technique in wine tourism can enhance enthusiasm for specific wine styles or regions. By sharing stories about the land, the winemaking process, historical significance, and cultural heritage, wine producers can offer customers a unique perspective which may boost product attractiveness and influence buying behavior. To achieve this, companies may employ narrative-based marketing campaigns through various communication channels, personalize storytelling experiences for different customer segments, incorporate multimedia elements to captivate attention, involve wine experts in the narrative, curate immersive wine engagements, encourage user-generated storytelling content, leverage social media platforms, and invest in analyzing competitors. By adopting these strategies, wine producers can effectively differentiate themselves, strengthen their market position, and influence buying behavior while appealing to consumers' emotional connection with the brand. In an attempt to trace how the experience of storytelling affects the buying behavior, this research was conducted as part of a professional internship at Catavino, a destination management company with a wine shop and an event space with plenty of visiting wine customers called theLAB. The study is made through a survey, data analysis of the survey and qualitative interviews with industry experts about how they incorporate storytelling and its results.

**KEYWORDS:** Storytelling, customer behavior, marketing, purchase, emotions.

## LIST OF ABBREVIATIONS

**SMM:** Social Media Marketing

**WOM:** Word Of Mouth

**UX:** User Experience

**PS:** Parallax Scrolling,

**WINTOUR:** International Master on Wine Tourism Innovation

## 1. INTRODUCTION

As Mckee (2015) put it, storytelling is the most powerful way to put ideas into the world today. Through stories we voluntarily discover and enter into new worlds of events connected together by paths as yet unknown (Bianchi, 2014). The telling of stories can have very real effects on individuals and contribute to the shaping of their lives (White, 1993). When it comes to stories, the people are the main element since they are the narrated. There is no possibility that people could exist without stories or stories without people. Storytelling is a commonly taught skill that can be practiced, learned and improved. In fact, it is already done informally all the time, from parents to children, from friend to friend and peer to peer, from teachers to students, around the water cooler, at the bar, around the campfire, and on and on. It is an integral part of popular culture and entertainment, as TV, movies, and books all show (Herskovitz & Crystal, 2010). Storytelling exists everywhere, and it's an important part of any business that wants to show or tell something about their brand. As Woodside (2010) put it, storytelling is pervasive through life. Much information is stored, indexed, and retrieved in the form of stories. Although lectures tend to put people to sleep, stories move them to action. People relate to each other in terms of stories — and products and brands often play both central and peripheral roles in their stories. This master thesis addresses and discusses the importance, concept and operationalization of storytelling within the wine world since “Wine as a cultural product acts as a catalyst between culture, history, and landscape, through storytelling (Quadri-Felitti & Fiore, 2013). When talking about wine, people tend to focus on the varieties, soil types, and characteristics of wines rather than the stories behind the people, or in regions they are made. When hearing about a certain wine, these stories often go unmentioned. Unlike most other agricultural products, wine is distinguished and valued for its provenance. It gains its consumer appeal from its geographic origin, individual stories and lineages. The different grapes, how they are blended, the winescape, the region, the methods used and the family and ethnic history of the winemakers and growers vary from winery to winery, providing individual nuances to the stories that may be told to consumers and visitors (Frost et al., 2020). Using storytelling as a method to introduce products has proven to be an effective way to engage with customers. The stories of the land where the wine is made, challenges of the people involved in its production, the rich historical significance, and the deep-rooted heritage that shapes the wines can provide companies with a fresh perspective to share with their customers. This approach has a potential to enhance the appeal of the product and influence consumer purchasing behavior positively. As Júnior et al. (2022) mentions, the use of storytelling in company communications can directly influence the purchasing behavior of individuals. If used properly, storytelling may enhance the enthusiasm and buying behavior for any wine.

As part of a professional internship at Catavino/theLAB, this research was conducted with the aim of examining how the storytelling experience impacts consumer purchase behavior. The company has a

wine shop with a good deal of customers and an event space. theLAB is a retailer and it is an additional sales outlet for producers. They also assist in gaining marketing intelligence for producers who partner up for the events, through feedback from customers. The research took place in Portugal, which is a country with a strong wine tradition.

In this work, the researcher seeks to discover how storytelling affects customers in two different aspects; Firstly by surveying customers about the effect of storytelling in the wine world online and assessing their feedback, check if it is appealing and if it is influencing the buying behavior of the customers. Secondly by interviewing with the winemakers and sector professionals in exploring the effect when they are using storytelling about their heritage on their customers.

To tackle these aspects, the researcher seeks for answers to the questions in the literature and through his own research:

- What does storytelling imply?
- What are the key features of the stories that are told to customers?
- Can storytelling be considered an effective marketing strategy?
- Does storytelling convey any emotional effect to customers and produce results?
- How does storytelling benefit a company in terms of purchase and what are the effects of it on customers post-purchase?
- Do producers consider storytelling to be an important part to convey the heritage to customers?
- Do the customers value the narrative from the wine producers?

The study has been conducted with comprehensive literature review on the subject of storytelling and its potential outcomes. Additionally, a survey has been administered to a sample of customers from theLAB to gather their experiences with storytelling in events and to determine its possible effects. Furthermore, interviews have been conducted with industry experts to gain insights into their rationale for incorporating storytelling into their business practices and to explore its effectiveness. The data collected from these sources have been analyzed thoroughly to draw accurate and reliable conclusions.

## **2. DESCRIPTION OF THE COMPANY AND THE INTERNSHIP**

### **2.1 Company Overview**

Catavino is a destination management company and an incoming tour operator located in Porto, Portugal, founded back in 2013, by an adventurous couple, Ryan and Gabriella Opaz. They pride themselves with designing highly customized experiences throughout the Iberian Peninsula. These experiences are occasionally guided by Ryan Opaz himself and sometimes with assistance of other experts. Ryan is an educated professional who specializes in different beverages including wine and vermouth. He is also a certified Port educator and a member of the Port Wine Brotherhood. He showed

his innovator spirit by focusing on wine tourism in Portugal and Spain before Portugal's tourism industry had taken off and before it was recognized as an industry. Gabriella on the other hand is a renowned blog writer that helps build Catavino's online presence and generates interest in their tours. They work with the luxury market segment and their customer base is mainly North American. As the service is very personalized, the offers can be modified to fit anyone's wishes and needs.

Apart from the office of Catavino, their space includes a natural wine shop and event space named theLAB. In here, there are numerous specialty beverage styles such as wines, vermouth, ciders etc. that are represented by different producers all over Portugal. In this space, there are tasting events happening as well with different producers of various styles of specialty beverages that are forementioned. The wine shop has its consistent customer base and since its creation, the wine shop has been successful with those interested in natural wines and the tasting events frequently fill up quickly, demonstrating how desired they are.

## 2.2 Tasks during the Internship

The scope of the internship is focused on storytelling and promoting theLAB as a separate entity for the public. As storytelling being the basis of the internship and the research, this is mainly done in three different aspects. These include optimizing the social media marketing and online shop content to have an online presence related to theLAB and the producers that it's promoting, and lastly physical presence at the wine shop and the event space to develop multiple strategies about wine stories and communicate them to the clients effectively.

### 2.2.1 Social Media Marketing

Social media marketing (SMM) is a form of internet marketing that uses social media apps as a marketing tool (LaFleur, 2021). In theLAB, the researcher was tasked to optimize the SMM for developing diverse strategies about communication of different stories related to wine to online audiences. These include telling stories about different producers and specialty beverages including wine that can be found in theLAB, promoting tasting events that are featuring some of these producers on social media channels, analyzing the engagement and feedback from the social media in order to develop new strategies of communication on social media channels.

### 2.2.2 Online shop content

Building an online wine shop as a complementary part to the actual wine shop was a part of the company plan and strategy, to have a wider reach to their customers. Although, the plan is not to make the online shop like any other wine shop there is, where people see a bottle, read tasting notes and there is nothing related to the producer. The plan was to develop one that talks about the producer, their journey while creating the wine and instead of giving tasting notes, telling people what sort of feelings the wines trigger, which occasions the wines are more suitable for etc. in a more informal way. To do this, further

research was required to obtain data about different producers, and to make it more accurate, a series of interviews were done with different winemakers around Portugal and sector professionals such as Ryan Opaz who is in contact with the producers that are highlighted in the online wine shop.

### *2.2.3 Wine shop, tasting event space and other on-spot activities*

Being present for the customers that arrive to theLAB was vital during the research. The intern's duty was attending to clients in the shop with various stories related to different producers and through that viewing their reactions and observing their buying behavior became possible. The clients were invited to all the tasting events that take place in the event space, which increases the bond between the customer and the producer. These events took place every two weeks featuring winemakers from different regions of Portugal. As for planning, there were weekly meetings to discuss progress. Additionally, monthly visits to wineries and other suppliers were planned to see how the company can better communicate and sell their stories to the customers. Apart from that, the intern was in different events representing Catavino such as Simplesmente Vinho, where over hundred producers were a part of and waiting to communicate their stories with the professionals and the public, which helped for the topic of the research.

## **3. LITERATURE REVIEW**

To fulfill the purpose of this study, an exploratory and descriptive research was carried out through a systematic literature review procedure. The researcher has utilized a qualitative literature review method to explore what storytelling implies, the key features of stories, marketing of storytelling including the online platforms, conveying the emotional effect to customers through stories, relationship between storytelling and its impact on wineries and customers. Through a comprehensive examination of relevant literature, the researcher has identified key themes and insights related to storytelling, such as the power of narrative to shape the purchase behavior, the significance of different storytelling practices, and the ways in which storytelling can be used to promote desired change. By synthesizing the existing research on storytelling, the researcher provides a deeper understanding of the role of storytelling in the wine world related to purchase. The literature review employed in this paper allows for a thorough and insightful exploration of the topic, helping to inform future research and practice in this important area.

### *3.1 What does Storytelling Imply?*

Without a compelling story, we are told, our product, idea, or personal brand, is dead on arrival. When we read dry, factual arguments, we read with our dukes up. We are critical and skeptical. But when we are absorbed in a story we drop our intellectual guard (Gotschall, 2012). As individuals are homo fabulans who create stories to present themselves and their context in a desirable way (Boje, 2001), narratives allow entrepreneurs to contextualize their own entrepreneurial action through the stories they tell (Markowska & Welter, 2018). Research by Tacchi (2009) or Touri (2020), among others, has

argued that storytelling can be a highly democratic and inclusive cultural form that draws on existing oral, visual, textual and, increasingly, digital practices of recording and sharing one's experiences. As McAdams (2001) puts it, storytelling is a way of making sense of experience. It is a process in which individuals play an important part. Through storytelling, the storyteller can contribute to achieving a certain aim by telling the story in the desired way (Markowska & Lopez-Vega, 2018). Creating and telling a convincing story allows the entrepreneur to present himself or herself in the most positive way, validate his or her claims, and differentiate the entrepreneur from others (McMahon & Watson, 2013; Wry et al., 2011). According to Markowska & Lopez-Vega (2018), telling stories can also help transform a nonproductive situation into a favorable one, which makes stories and storytelling valuable resources for enterprising individuals. Also, it is essential to stress that storytelling is what allows brands to become icons (Mora & Livat, 2013). Wine is an element that has been present within human history for a long time. It is a cultural product and stories around it are countless. These stories are important for consumers to know more about a wine. As a cultural product, wine acts as a catalyst between culture, history, and landscape, through storytelling. Each sip of wine not only fills the mouth with sensations, but simultaneously fills the mind with images and the soul with feelings. The wines produced in a region, establish a relationship with the traditions and its inhabitants and with the local history and heritage (Bonarou et al., 2019). This relationship creates a connection between the wine and customer through stories. In the agri-food sector, the connection between consumer and brand is often based on associations between the product and its values. This bond can refer to: intrinsic organoleptic characteristics, to the product's status symbol and tribe symbol, the consumption patterns, the product's association with the country of origin and so forth (Antonio et al., 2019). These elements that are mentioned are creating a term called *terroir*, which is a socio-cultural construction embedded in storytelling practices with a broad scientific, economic, social and cultural exchange. *Terroir* is not just the land or the soil, the climate or the grape qualities, not even the villages and their traditions, the marketing, or the final product and taste. It is about the interaction of all these aspects articulated in stories told by humans, by organizations, by stakeholders (Castello, 2021).

### 3.2 Key features of stories and storytelling

Regional context and identity are a starting point for many individuals in their consideration of whether to engage in entrepreneurial action or not (Markowska & Lopez-Vega, 2018). On a strategic comprehensive level, the story can clarify why the company exists and how value is created for its owners. On a marketing level, the story can clarify how the organization differentiates itself on a market (Mossberg, 2008). By working with storytelling, a producer can create a holistic image of the concept, shape the brand and generate an experience in the servicescape for consumers (Mossberg & Johansen, 2006, as cited in Mossberg, 2008). Storytelling is seen as a useful strategy to engage with consumers and the importance of authenticity, both intrinsic and existential, was emphasized as a means of competitive advantage (Frost et al., 2020). Beverland (2005) found that combining region, history and

culture were important for creating the appropriate sense of authenticity. Furthermore, interviews with winemakers identified attributes of authenticity that were seen as influencing wine tourists. These included using place or terroir as a referent, emphasizing tradition and providing sincere and passionate stories (Frost et al., 2020). It takes rationality but little creativity to design an argument using conventional rhetoric. But it demands vivid insight and storytelling skill to present an idea that packs enough power to be memorable (Woodside, 2010). For the story to capture the attention of visitors, the narrative must contain elements of authenticity and emotion that coincide with the intention of the visit. The fact that each region and producer use different grapes and vinification methods, allied to the specific conditions of the wine terroir and the winescape, allows to build personalized narratives (Trauer, 2006, as cited in Santos et al., 2022a). However, to develop reputation, it is important to tell stories that meet audience expectations, i.e. stories in which stakeholders can recognize themselves and that are different from those of competitors thus promoting competitive advantage. While hard components refer to the environment (natural, artistic, structural, urban and infrastructure), soft components refer to customs, and traditions that, as is well known, cannot easily be reproduced by competitors. Both of these components become important elements for the construction of the place story and are useful for positioning or repositioning the region (Bassano et al., 2019). Charters et al. (2009) mentions that cellar-doors, which are typically in rural areas, should be aesthetically pleasing and have ‘character’. These authors’ interviews with visitors revealed that, “the distinctive character, some suggested a wine should reflect the identity of the winery and the winemaker” (p. 126).

Since Catavino/theLAB and collaborating producers are using the event space like a cellar door experience for the customer, the feedback highlights the importance of products reflecting the producer. Although the wine knowledge of customers may vary. Vigar-Ellis et al. (2015, as cited in Woldarsky, 2019) claim that wine knowledge is threefold: it can be objective – what the consumer actually knows about the product; or subjective – what they believe they know, and experiential – the knowledge derived from the number of times experiencing the product. In view of all this, stories help consumers connect and identify with brands, but a simple narrative is not enough to achieve the desired purpose of marketing which is to influence the consumer to purchase and repurchase and to stay loyal to the brand. The narrative must be mentally engaging and emotionally compelling, because “if the story does not sustain our attention, then the brain will look for something else more interesting to do” (Zak, 2015, as cited in Woldarsky, 2019).

### 3.3 Marketing of Storytelling / Storytelling in Marketing

The brand–consumer storytelling and pleasure outcome builds on Bagozzi & Nataraajan’s (2000, as cited in Woodside, 2010) idea “that people need help in finding what makes them happy, and this is where marketing comes in”. Stories are meaningful and actively utilized in marketing (Mora & Livat, 2013). Using narration or narrative as a communication technique can be an effective instrument of

persuasion and a form of connection with consumers through shared values and sub-cultural group identity (Boldosova & Luoto, 2019), but a lecture cannot evoke emotions like storytelling (Mora & Livat, 2013). To understand storytelling as a marketing tool, it is essential to consider how consumers respond to messages (Junior et al., 2022). González Romo et al., (2017) argue that storytelling is a critical marketing strategy that seeks to curate interactions with the public and convince them to engage in desired behaviors. It is evident from this study's results that marketers can use storytelling to bring the brand closer to its customers (through identification), elicit an emotional response from consumers, and promote engagement. These factors are directly linked to persuasion (Van Laer et al., 2019 as cited in Junior et al., 2022), which favors the purchase process and the consumer's willingness to pay more for the product (Lundqvist et al., 2013 as cited in Junior et al., 2022). Belyh (2019) mentions that storytelling is the process of making a connection with the customer first, and selling a product second. When we focus on storytelling as a marketing and communication technique, it can help create a connection with the consumer, building brand trust and developing consumer empathy.

While a story can tap into the emotions of the consumer, brand authenticity and shared values have become increasingly important in the consumer-brand relationship (Paharia et al., 2011, as cited in Woldarsky, 2019). Customers want to know whether they are making 'the right decision' with each purchase, but deciding what's 'right' isn't just about facts and figures. People also make decisions based on feelings, and feelings are powerful. Sometimes you can address these feelings and instincts with statistics and case studies. More often, however, a story, fictional or otherwise, can persuade in ways which facts won't and communicate brand value that case studies can't (Piontek, 2015). Wine customers are a type of customer that need this sort of support of feelings from the producers since they are a type that is curious to learn about the product in general. However, the global wine market is an intensely competitive environment. As in any market, competing brands must find ways to set themselves apart in the eyes of consumers, in order to secure a competitive advantage, build brand value and generate sales.

Wine brands face significant challenges in achieving differentiation due to the sheer number of global producers, and overall improvements in viticulture, bottling and distribution mean that producing 'quality' wines alone is not enough for differentiation (Olsen et al., 2016 as cited in Smith Maguire et al., 2022). Heritage and authenticity may therefore be vital ingredients in the marketing of wine and wine tourism, providing competitive advantages in a crowded global marketplace (Harvey et al., 2014; Laing and Frost, 2013; Peters, 1997 as cited in Frost et al., 2020). Dawson et al. (2011) also refer to place marketing based on heritage as an element of differentiation, involving stories that are unique of a place, winery or wine brand: 'Such stories may serve as a source of building an emotional connection between the winery, the region, and the visitor, which may lead to brand loyalty' (p. 5). The storytelling around wines and their producers is invariably linked to the region to which they belong, and to their terroir (climate, soils, and grapes) (Santos et al., 2022a). According to Bossano et al. (2020),

storytelling about (wine destination) places is recognized as a tool to enhance the reputation of regions. To enhance this reputation, storytelling requires various media to spread the story effectively.

The use of local resources does not ensure the visibility and notoriety of a place. To contact nonresidents, it is necessary to select communication channels and services (advertising and communications agencies, public relations agencies, dealers, press agencies, providers etc.) that are available outside the region. Also, traditional media can be bypassed through the creation of a blog where users can post new blog entries and re-post their stories on their social networking profiles. New technologies and internet diffusion contribute to the success of storytelling in several fields such as marketing, media, communication, management, etc. where storytelling has become a powerful weapon of persuasion (Bassano et al., 2019). Apart from that, in theLAB, word of mouth marketing is an important element since customers take information from the workers just like an everyday conversation or -in case of events- from the producers about the wines. As cited in Bruwer & Reilly (2006), Gilly et al. (1998) found that WOM communications differ from non-personal sources of external information in that the WOM channel is immediately bi-directional and interactive. Therefore, the WOM search is proactive rather than the passive, informal information exchange that tends to occur unsolicited in everyday conversation. In view of all that, it is important to mention that the value of storytelling in the marketing and communications process should be given greater recognition (Bassano et al., 2019).

### 3.4 Social Media and Online Wine Shop

Social media are spaces of storytelling as millions of stories representing multiple identities, realities and brands are circulating within them, influencing values and perceptions (Lund et al., 2018). More than 70 percent of Internet users around the world are connected to the social networks, and further, more than 50 percent of social network users used to interact with brands on the social platforms. Consumers are spending an increasing amount of time on social media, brands have discovered their power marketing opportunity to attract consumers, encourage consumption and build relationships (Antonio et al., 2019). The digital era presents broad opportunities to enhance customer engagement through advanced technologies that can facilitate storytelling (Lim et al., 2022; Van Laer et al., 2019 as cited in Junior et al., 2020). The importance of storytelling for brands and the prominence of digital means (social media) for storytelling imply that storytelling, utilizing technology-mediated storytelling, is a valuable strategy brands can use to reach consumers and make them customers (Junior et al., 2020). Pera & Viglia (2016) note that e-storytelling (stories conveyed digitally) is a powerful value generator for consumers and companies. As a result, marketers have been actively transforming branding strategies through digital networks (Trachuk et al., 2021). According to Szolnoki et al. (2016), social media are becoming increasingly important for obtaining and giving feedback on wine. Social media gives an opportunity to consumers to change the narrative. While a brand may initially embody a manufactured commercialized story, consumers' storytelling of personal experiences and opinions

becomes absorbed into the brand narrative, hence changing, diluting or disintegrating its identity (Lund et al., 2018). Lund et al. also mentions that a large part of the global population is now connected in online social networks in social media where they share experiences and stories and consequently influence each other's perceptions and buying behavior. Some agents obviously have more resources with which to produce and establish stories about terroir. However, people visiting places, taking pictures and sharing on social media also do a job. Their stories reach the collective account of terroir (Castello, 2021). Thach & Olsen (2015, as cited in Antonio et al., 2019) mention three different types of users of the wine: Low, Moderate and High Spenders. All wine users allocate more wine purchases to different channels, but it is interesting that all three user groups use wine apps and social media applications. However, the low spender uses wine apps to find coupons for grocery stores, whereas the Moderate and High Spenders use social media for information and, perhaps, to communicate with friends in their social media networks.

Digital media provides an additional platform for stories to be told, as online shops act as a medium by which the narrative may be presented from various perspectives. Online shop attractiveness positively influences explicit and implicit brand attitudes, which, in turn, positively trigger users' purchase intention and willingness to pay a higher price (Karampournioti & Wiedmann, 2022). According to Mileski et al. (2013), customers who are exposed to stories in an online environment are more emotionally intrigued by a product's presentation and more likely to take a deeper look into the product details. However, it is important to consider the user experience (UX) in online shops. UX is composed of pragmatic and hedonic key elements that occur due to the interaction between humans and digital products (Rauschenberger et al., 2013; Laugwitz et al., 2008, as cited in Karampournioti & Wiedmann, 2022). Throughout visitors' interaction with the communication channel (here, the online shop), brands/companies can build a relationship with the user, which is often determined by the UX provided (Bilgihan, 2016). Furthermore, practitioners need to communicate their brand identity online in an engaging, unique and memorable way (Roto et al., 2018), which makes website UX an even more relevant and central success factor (Karampournioti & Wiedmann, 2022).

### 3.5 Conveying emotional effect with Storytelling and its results

Stories and storytelling are essential for achieving a deep understanding of consumer psychology. Consumers' thoughts and actions involving tourism behavior frequently include elements of good stories (Woodside, 2010). Stories are powerful and they have taken on a new dimension in the marketing world. Using storytelling or narrative as a communication technique can be an effective tool for persuasion, as well as a way to connect with the consumer on shared values (Woldarsky, 2019). Stories should be used to evoke emotional reactions, build emotional relationships with the consumer and thus anchor companies in the minds of consumers in a sustainable and persistent way (Gutjahr, 2015; Leventhal and Papadatos, 2006; Merchant et al., 2010; Delgado-Ballester and Fernandez-Sabiote,

2016; Herskovitz and Crystal, 2010; Hasford et al., 2015 as cited in Karampournioti & Wiedmann, 2022). According to Denning (2001), storytelling is natural, easy, entertaining and energizing, and it helps humans understand complexities and enhance or change their perceptions. Stories are easy to remember, engage feelings and enable individuals to see themselves in a different light. Consequently, consumers can make decisions and change their behavior in accordance with these new perceptions, insights and identities. A creative and authentic story that is told and shared allows the creation of a bond between brands and consumers, while this relationship-building experience moves customers to take action (Lim and Childs, 2020), which consequently represents an important success factor in a competitive environment (Escalas, 2004; Singh and Sonnenburg, 2012 as cited in Karampournioti & Wiedmann, 2022). Studies show that emotions directly affect the purchase of products (Borondo et al., 2019) Storytelling can arouse consumers' emotions and affect purchasing behavior through desires and attitudes (Junior et al., 2022). When the products and services a consumer evaluates generate positive emotions, these emotions increase the value for the consumer (Yeung & Wyer, 2004; Yeh et al., 2012), who thus becomes more favorably disposed to buy the product (Oliver et al., 1997; Bagozzi et al., 1999; Shiv & Fedorikhin, 1999, as cited in Borondo et al., 2019). A good story that evokes emotions (Brechman & Purvis, 2015) and brings consumers value (Boldosova & Luoto, 2019) can change consumers' attitudes more easily (Grace & Kaufman, 2013), making the consumer stay in the marketplace and spending more time and money (Clarke et al., 2012).

Storytelling not only serves to arouse consumer emotions but can also communicate the brand's values and how they relate to the consumer (Anaza et al., 2019 as cited in Junior et al. 2022). Stories build identities, realities, and relationships between brands and consumers (Lund et al., 2018). Narratives help consumers identify with the brand, evoking their empathy and values (Song et al., 2019), facilitating engagement behaviors (Morton, 2017), and creating brand love (Dias & Cavaleiro, 2022). The relevance of storytelling lies in the story's ability to achieve an emotional connection with the consumer (Lim & Childs, 2020). This emotional connection that allows visitors to absorb the cultural heritage, from social and landscape elements of the region and its producers, often starts with wine tasting. By establishing an emotional connection with visitors, producers can position themselves in their minds as 'brands of love'. This positioning allows them to differentiate themselves from their competitors, whether they are regions or direct competitors (Santos et al., 2022a). In result, it creates a wine excitement for the customer. Santos et al. mentions that this wine excitement makes the visitor more receptive to absorb the stories that make the wines, the producer and the region, to stand out in their minds and to make it a memorable experience. Wine tourism provides the producer the chance to tell their story and build a special relationship. In order to connect with the consumer, a new, unique and fresh approach to communicating with the consumer is required (Woldarsky, 2019). Storytelling allows territories to tell stories which arouse special atmospheres and involve real or future clients emotionally, which increases their sense of territorial belonging and identification (Bassano et al.,

2019). It is through storytelling that the region as a whole and each producer individually can involve visitors and transport them to another emotional level, which allows them later to consider the experience not only as positive (Back et al., 2021), but memorable.

The use of storytelling in wine tourism allows the visitor to absorb the history of the producer and the wine brand, the region's heritage, its myths, traditions, and rituals (Santos et al., 2022b). Closely related research concerns family stories, which are found to contribute to family companies' competitiveness and sales by enhancing consumers' perceptions of a firm's commitment, trustworthiness, credibility (e.g. in contrast with 'big brands' or 'big corporations') and brand authenticity (Zanon et al., 2019). These perceptions enhance brand trust and loyalty while offering consumers opportunities for self-identification and communitarian identification, which in turn can drive sales (Andreini et al., 2020; Binz Astrachan et al., 2018 as cited in Smith Maguire et al., 2022). Which points out that consumers connect with sincere concepts rather than big brands and it affects the purchases. Customers feel that the consumer's role has changed from being isolated to becoming united, from uninformed to informed and from passive to active (Mossberg, 2008). Customers who are looking for relevance and connection in their own lives are more likely to buy from a company that fills those basic needs. Sharing personal stories is one of the most powerful forms of storytelling because it demonstrates a level of transparency and vulnerability from the company. By allowing customers to see first-hand the tragedies and triumphs you've experienced, it cultivates trust and reliability, strengthening your relationship with them (Belyh, 2019). It is possible to see that producers connecting with customers may increase the relationship thus the purchasing behavior. In sum, storytelling arouses consumers' emotions (Lee et al., 2016; Padilla-Zea et al., 2014; Woodside et al., 2008), directly affecting their desires and attitudes (Mora & Livat, 2013) and indirectly impacting their purchasing behavior (Lee et al., 2016; Mora & Livat, 2013; Padilla-Zea et al., 2014; Woodside et al., 2008).

### 3.6 From storytelling to purchase

When consumers assimilate the information conveyed by storytelling, they are willing to pay more (Nie et al., 2017). To put this view in a wine context; effective, compelling provenance stories communicate where a wine was produced, by whom, how and when, rendering these attributes as tangible, legible and credible for consumers (Maguire, 2018). Winemakers may tell many stories about the wine production: Their families, their heritage, and their winemaking approach. The wine tourist may also evaluate the stories when deciding which wine to buy (Mora & Livat, 2013). Information on product or service information or advice from opinion leaders -in this case winemakers or sector professionals- can be easily accessed and transmitted during a conversation or dialogue without any technical requirements. Because opinion leaders often base their product comments on firsthand experience, their advice reduces the perceived risk or anxiety of opinion receivers often inherent in buying new products (Bruwer & Reilly, 2006). Brand attitudes have a positive effect on brand-related behavioral intentions

in terms of purchase intention and the willingness to pay a higher price for the brand (Karampournioti & Wiedmann, 2022). To minimize the perceived risk of purchasing the wrong wine, consumers will often use various strategies when it comes to purchasing (Platania et al., 2016). These include selecting based on intrinsic attributes of wine such as color and taste through tasting notes, or extrinsic aspects such as grape variety, vintage, origin, and alcohol content. In the same fashion, wine communication has also tended to focus on the extrinsic attributes or sensory properties of wine. This is most evident at a wine fair or event, where an attendee can walk from one stand to another and hear very similar descriptions from one producer to another.

Typically, wine is broken down into its various components, such as alcohol percentage, acidity, pH levels, or by its creation process, such as maceration time, fermentation period and processes, aging time, barrel type and porosity, etc. In another setting, such as a leisure setting at a restaurant or wine bar, customers have access to a very knowledgeable wine professional, the sommelier. The terminology used to taste wine, such as the descriptions for color, body, acidity and finish are easily understood by trade and professionals, but not always easily understood by consumers. While these extrinsic and intrinsic attributes of wine are important in consumer decision-making, when confronted with an overwhelming number of wines and brands, such as in the supermarket or wine shop, consumers often feel insecure and unconfident (Platania et al., 2016). Furthermore, the use of “hard facts” of wine as a communication technique creates a gap between the product and the consumer (Woldarsky, 2019). Which shows the need for focusing on storytelling as a communication tool rather than showcasing the hard facts. The elucidations from the theoretical tendencies and emphases made it possible to understand storytelling as a symbolic artifact of consumption that directly influences consumer behavior (Junior et al., 2022).

### 3.7 Storytelling effect on customers after purchase and elements that needs developing

Simply put, stories not only portray actors’ agency but also provide a vehicle for change (Markowska & Lopez-Vega 2018). In the case of Catavino and theLAB, the enlargement of the stories by the staff or the producers might encourage customers to visit the regions and go through winescape. It may create a curiosity that may benefit the wine estates. Peters (1997) coined the term winescape to describe: ‘The winsome combination of vineyards, wineries, and supporting activities necessary for modern wine production, [which] yields regions that offer sojourners and dwellers alike a certain charm – a warm ambience, a memorable experience of place – not found in most other agricultural landscapes’. This conceptualization of place with respect to wine makes a subtle allusion to mythologies of rurality (Williams, 2001; Getz & Brown, 2006). Wine storytelling appears as a most significant dimension due to the fact that visits to the wine cellars begin and end with the wine tour guide/winemaker/wine producer, where there are authentic stories related to wine and wine tourism, which are much appreciated by wine tourists. The tasting of the wine also creates delight through a wine sensorial

excitatory stimulus. It is also common for wine tourists to be involved during the visits where wine tourists appreciate the wine scenery in the cellar winescape (Santos et al., 2022b). Although there are some important elements to keep in mind. While educating visitors about the winemaking process is important, it is also important to find the right balance between educating, entertaining and stimulating the good feelings of the visitor. By overloading them with wine information, the visitor will tune out and disengage (Woldarsky, 2019). Herein lies a further rationale for focusing on stories rather than certifications as vehicles for ethical value creation: stories and storytelling have significant potential to facilitate inclusion of non-traditional voices and marginalized groups (Smith Maguire, 2022). Brand stories are key devices, through marketing communications on labels and websites, or the frontline storytelling of cellar door staff and retailers (Aqueveque, 2015; Boatto et al., 2011; Charters & O'Neill, 2001 as cited in Smith Maguire, 2022). Yet, despite the evidence that multiple, diffuse networks of stakeholders contribute to the cultural production of credible, effective provenance stories, farmworkers (and agricultural labor more broadly) remain conspicuously absent from brand provenance stories, and related academic research (for exceptions, see Herman, 2014; Touri, 2020; Weiler, 2022). That suggests there may be missing components in storytelling by wine producers, which leads to the need for more insightful storytelling and more grounds for producers to showcase their products.

For this purpose, wine-related events -small or big scale- are a great way for producers to reach new customers. Some research suggests that winegrowers should attach the concept of terroir to their wines to create a media frame, given that products under this discourse are more expensive and that they should not only commercialize their product but also engage in parallel, terroir-related activities such as events, fairs and networking (Spielmann et al., 2014, as cited in Castello, 2021). Catavino/theLAB is a small wine shop that is organizing events and selling wines which represents the value of a region by stressing the landscape, the good wines and wine culture by doing events and giving people the opportunity to enjoy the terroir from a different aspect; with a winemaker from the area promoting their ecological brand and sharing concerns about biodiversity, who ends up telling the story of the terroir to better sell their product. The impact on customer behaviors is not only achieved at the event itself. When a consumer opens the bottle after such events, they witness an explosion of stories: stories told by the people they saw, about the wine itself, and also about the region and its history. Hence, terroir is more likely to be experienced on Friday evenings with colleagues, during an after-work tapas meal, on a romantic date with our partner, or at a Sunday lunch at home with friends or family. And, of course, we can also have the terroir experience alone at home, with a good meal or listening to music. So, terroir is perceived as a pleasant exchange between the wine and the consumer, and all the situations just listed are examples of terroir appearing among consumers. In this respect, terroir is a happening (Castello, 2021). Therefore, stories are an element that affects not only the pre-purchase period, they are an important element for producers during the purchase and the post purchase period as well. By telling stories, brands can create valuable experiences for their audience, differentiate themselves from their

competitors and reinforce positive brand associations (Lundqvist et al., 2013; Fog et al., 2010 as cited in Karampournioti & Wiedmann, 2022).

Having assessed the available literature on the subject, it is apparent that there is plentiful research about customers' purchase behaviors when a narrative is present. However, there is a gap in academic research addressing the viewpoint of the producer (for exceptions see Frost et al., 2020, Silva & Santos, 2019, Markowska & Lopez-Vega, 2018, Castello, 2021), and whether their stories are resulting in the desired effect on sales. This research seeks to bridge this gap by interviewing wine producers to measure their perception of how effective their stories are in influencing sales as well as surveying a portion of their customers to assess if they are having the desired effect. Overall, the literature review and the research objectives are closely linked, as they both aim to explore the role of stories in the purchase behavior of wine consumers from different angles. The literature review provides a theoretical foundation for the research, while the research objectives seek to apply this knowledge in a practical setting by gathering data from wine producers and customers.

#### 4. METHODOLOGY

The main approach to perform this research utilizes a mixed method approach placing emphasis on qualitative methodology, with an interpretivist focus that gives a thorough analysis of the topic. The aim is to provide a deep meaning and understanding on what storytelling is and to discover to what extent it is being applied in the wine business and while also evaluating its effect on customer purchase behavior. In order to do this, the researcher compares and contrasts the available literature, examines case studies with interviews, and gathers opinions from customers via survey.

As previously stated, this research seeks to understand the impact of storytelling on customers, whether it affects their purchasing behavior and if industry professionals are aware of its potential effect when used as part of their customer relations narrative. The research employs a mixed-methods approach, using both qualitative and quantitative data collection methods. The participants in this study will include both wine producers and wine customers. Wine producers are selected based on their partnership with theLAB wine shop, their willingness to participate and their utilization of storytelling practices in their wineries. Wine customers are selected from the customer base of theLAB wine shop, the attendees of the wine related events theLAB is organizing and the subscribers of their monthly newsletter based on their interest in storytelling and the survey tries to measure their purchase behavior towards wine.

Qualitative data has been collected through in-depth interviews with wine producers. A structured interview method is developed with a list of questions for wine producers to cover topics such as the reasons for implementing tourism and storytelling practices, challenges faced during this

implementation period, what sort of topics are highlighted and which context is given to customer and discovering the difference in perceived benefits of storytelling in their winery and other promotion channels. The interviews were recorded and transcribed for analysis. Furthermore, the analysis was done by developing a comparative argument through the responses given. The researcher compares the answers in a subjective, interpretivist way. A different set of data has been collected through a survey of wine customers. The survey has been administered online through Google Forms and includes different questions for it to be as holistic as possible. The questions include the age range of the participants, their gender, their online habits related to wine -such as following people in social media or purchase through online shops-, about their purchasing behavior related to different aspects of storytelling, and if they would recommend a wine for other people due to its story. The survey was distributed through the newsletter of theLAB wine shop, and email to a convenience sample of wine customers. Afterwards, this data was analyzed using the statistics provided by the survey through Google Forms to identify relationships between the results, the answers were read and carefully differentiated, and then organized into categories to identify different patterns.

This mixed-method approach does provide a comprehensive understanding of the perceptions of both wine producers and wine customers towards storytelling practices in the wine world. The results of this study may have implications for the wine industry, particularly for wine producers looking to implement storytelling practices and for wine customers interested in purchasing wine in relation to its narrative.

## 5. RESULTS AND DISCUSSION

### 5.1 Analysis of the interviews

Interviews were conducted with five distinct wineries situated in three diverse wine regions of Portugal. The first winery, Sem Igual, is located in Portugal's Vinho Verde region and emphasizes the significance of family in their narrative. Founded by João Camizão and Leila Camizão Rocha in 2012, this winery was represented by Leila Camizão Rocha (referred to as R1) during the interview. The second winery, Gardunha Sul, is a small-scale wine estate situated in the Beira Baixa region of Portugal. The interview was conducted with winemaker André Lourenço (referred to as R2). Moving on to the third estate, Quevedo, it is the largest brand among the five wineries involved in this research and is located in the Douro Valley. This family-owned winery has been active in the Douro wine scene since 1993 and was represented by its owner, Oscar Quevedo Jr (referred to as R3). Another winery from the Douro Valley that participated in this research is Quinta de Tourais, which belongs to winemaker Fernando Coelho (referred to as R4). Lastly, the sample obtained was from Quinta da Costa do Pinhão, situated on the north bank of the Douro River. Filipa Silva, one of the owners responsible for marketing and tourism operations, represented the winery during the interview (referred to as R5). When choosing the wineries, the researcher prioritized interviewing the places that have a potential to develop their

customer relations through tourism and storytelling. Consequently, the places that are chosen are small to medium size wineries. Each of the five interviews was conducted with the owners of the properties, individuals responsible for overseeing the management of the tourism area and customer relations.

#### *5.1.1 Exploring tourism practices and motivations of the estates*

In this section, the current tourism practices of the five different estates and the reason they wanted to implement tourism are discussed.

R1: “Currently we are providing accommodation, wine tastings, wine facility tours, masterclasses, walks and picnics in vineyards to tell our story. It was important to have a space of our own more than the wine facility. We needed to show what we have to the people and we used the family concept. So that our guests can see how we can do the wine and hear our story.”

R2: “The Gardunha Sul project doesn't have any tourism focus area, since I'm still developing the productive system with several investments in that area. Enotourism is still a part of the project that is under development.”

R3: “The reason was to extend awareness, spreading the brand. Putting some pressure on the local market where the consumers come from to ask for our wines -mainly people from Spain, and of course the revenue from tourism. Still, the main reason is the effect that brand awareness can have. We have 2 centers to receive tourists, one in the Vila Nova de Gaia Tasting room which gets a lot of people, most people who visit have no idea about port production but they want to know more and learn more. The center in Gaia leads a way to give the first contact. Second visitor center is in Douro by the winery, which organizes visits, tastings that last about an hour or more, and sometimes lunch. It is two hours away from Porto so we get the ones who really want to get to know us. We get people with some knowledge about wine even though they don't know much about port. They may not come on purpose but some of them are driving around Douro and see the winery, visit, and learn about the place.”

R4: “We are receiving people here just for wine tastings. For us, tourism is a way to sell our wines here and not to have an intermediary. We directly sell to the consumer and we gain more like that as a business. I can communicate myself better with people that come here. We produce low numbers so it is better for the business in general not to have an intermediary. Also, of course it is more important that people hear about us from us.”

R5: “Currently we are doing winery visits and wine tastings. It is impossible to go back to a time where globalization or aggressive economic systems don't exist. Which makes participating tourism in our region a must. We also wanted to give people an honest, genuine overview of wines within the Douro.”

Out of the five participants interviewed, four of them engage in various levels of organized tourism practices. Regarding these practices, R3 stands out with multiple options to attract customers through tourism activities in two distinct wine lodges. Following closely is R1, which provides several tourism options for customers to choose from. On the other hand, R5 and R4 offer visits and tastings, while R2 does not have any organized tourism practices. The respondents' feedback indicates that only R1 implemented tourism due to their eagerness to share their narrative. In contrast, R2 and R5 prioritize their wine products over storytelling, relegating narratives to a secondary role in their tourism implementation. R4, from a business perspective, considers the reception of visitors beneficial in order to avoid intermediaries. Similarly, R3 shares similar motivations with R4, but instead of eliminating intermediaries, their primary goal is to establish brand awareness and generate revenue through tourism.

### *5.1.2 The main narrative and key features of storytelling*

In this segment, the key elements of the narratives from the wineries are discussed. Mainly what they wanted to bring out and if they are taking into account the different elements in their region that may affect their story such as wine, soil, history, heritage, landscape, traditions, local community and similar factors.

R1: “For us it's very important to give content to those who are visiting us. We are in a very popular wine region so we need to show how the region is developing. It's important why we do it and how we started with the family heritage and it's important to give this idea to people with a different wine profile. We always give an introduction about wines, then the story about us, info about terroir, the characteristics about soil and wine, grapes, how the traditions are important.”

R2: “The story of Gardunha Sul is based on the terroir and the will to make a difference, both in the Portuguese general winemaking scene as well as the local scene - it's one of a kind in the Beira Baixa Region. It's very important to relate all the elements that influence the final product. The soil, the absent rainfall of the region, the temperature, and the philosophy behind the project are all key points to the project.”

R3: “Personally, I like hiking in the vineyards of Douro and I like to share what I see, what I smell there with people. Of course the soil and the varieties are important but to be honest, you need to know the difference between them to actually understand. The people, they rather want something simple and emotional, which is what we are trying to give. Yes, we include the wine and soil in what we tell but we also talk about the landscape, history and winemaker because they are very important elements for our story. In short, I like to share what I like.”

R4: “Mostly, I talk about the history of the region and the estate. Our estate is one of the oldest in the region which I believe deserves recognition. We talk about the environment and landscape, the grapes and the sustainability element as well. Our main focus is on the family heritage like how our ancestors used to do wine and we try to do the same style as them, much like a lot of people in the Douro Valley. The reason I focus on the family element is because this is a family business for 3 generations. Apart from all that, I also talk about difficulties about growing wines in Douro.”

R5: “We want to highlight that wines are made by people. People and culture together are part of the terroir. We believe that in wine tastings and visits, it's a must to show our values. We want to bring out the element of people as much as the wine making culture.”

The respondents' answers demonstrate both similarities and differences in their approaches to storytelling and key elements. Firstly, there are notable similarities among R1, R3, R4, and R5, as they all value the importance of sharing their history, heritage, and values with visitors. They aim to provide meaningful content and establish emotional connections through storytelling. Additionally, R2, R3, and R5 recognize the significance of terroir, including soil, climate, and geographical factors, in shaping the characteristics of their wines. They strive to convey this information to visitors to enhance their understanding of the final product. Moreover, R1, R3, R4, and R5 emphasize the importance of showcasing the people involved in winemaking and their cultural background, recognizing the role of human involvement in creating a holistic terroir experience. On the other hand, there are differences in their approaches. R1 and R4 particularly highlight their family heritage, tracing their winemaking practices through multiple generations. R1 focuses on preserving and sharing their family's narrative, while R4 emphasizes the legacy and historical significance of their estate. In contrast, R2 centers on the heritage of grapes, traditions, and terroir. R3 takes a more personal approach, sharing sensory aspects of the vineyards in Douro, such as the landscape, smells, and emotions, to create a unique and immersive experience. Furthermore, R4 specifically discusses the region's history, viticultural challenges, and commitment to sustainability, setting their perspective apart from the others. In summary, while the respondents share common themes of storytelling, terroir, and human involvement, they bring their own distinct perspectives. Some emphasize family heritage, others focus on sensory experiences or historical context, and sustainability. These differences allow each respondent to differentiate their narratives and provide visitors with unique and engaging experiences.

### *5.1.3 The storytelling method and encountered challenges*

In this part, the sector professionals were asked how they wanted to tell their story and what were the challenges when building, and telling their stories to their customers.

R1: “We wanted to tell the story ourselves and present our distinct wines to get the attention we want. The main challenge we face is a lot of our customers are waiting for some kind of specific profile of wine that we don’t have a lot of here. -Vinho Verde is known for the fizzy and acidic wine profile.- Our wine region is known not to be a wine region but a style of wine but it’s a good challenge to face. It’s just people not knowing what is in the region. We explain the wine style that we make and showcase that there are different styles.”

R2: “The story behind the Gardunha Sul project is simple things getting together for a great wine result. Over the last years, the grape varieties produced in Portugal have changed significantly and several varieties became more popular compared to the traditional ones. I wanted to make a stand and this is the base of our story. This is also a story of resilience against the pressure of dropping old varieties for the more popular varieties that everyone produces. That is our challenge.”

R3: “Even though I think we still fail to do it properly, when communicating with a customer, we do not deliver a pre-written script and prefer our staff to communicate without following a routine based on how the customer is interacting. As long as you feel what’s right you can say the same thing 100 times in different ways. We have a few challenges such as we don’t always communicate with customers in their native language, our team is very inexperienced, their wine experience is not much in general. Also, we are still trying to discover what works or not, what people prefer to see. I believe the most important thing is to be consistent and truthful. As Mark Twain says; ‘If you tell the truth, you don’t ever have to remember anything.’

R4: “Connection is important, which is what we try to create with people. When building the story we didn’t have much of a challenge since the material was already there like family heritage and the landscape and so on. The only issue would be that sometimes there are people just coming for a tour and not interested in wine or the story of the place, which makes it harder to connect with them.”

R5: “We wanted people to see us being genuine, so we decided to tell the story ourselves. Sadly, due to economic reasons we don’t have tourism staff which is a big challenge, although it helps in a way that since people see us winemakers and get an authentic experience.”

As it may be seen from the responses, R1 emphasizes their desire to tell their story personally and showcase their unique wines, but they face the challenge of customers expecting a different wine profile in their region. R2’s story revolves around preserving traditional grape varieties in the face of popular ones, representing their challenge of resisting industry pressure. R3 prioritizes genuine communication, allowing staff to interact with customers without a scripted routine, while facing challenges such as language barriers and an inexperienced staff. R4 emphasizes the importance of connection and highlights the challenge of engaging visitors who may not be interested in the wine or the place’s story.

R5 highlights their intention to convey authenticity by telling their own story and faces the challenge of limited tourism staff due to economic reasons. Overall, the similarities lie in the professionals' desire to tell their own stories, connect with customers, and overcome various challenges, such as customer expectations, language barriers, limited resources, or the need to adapt their narratives to diverse audiences in order to deliver an authentic and meaningful experience.

#### *5.1.4 Functionality of storytelling and assessment of feedbacks*

This section delves into the perspectives of industry professionals whether their stories have an effect on customers, as well as the customer feedback as reported by these professionals.

R1: “We absolutely think that our story works! First of all we are a couple working together, a family owned business, we have a house that we live here, people can see all that and it works to create an emotional bond with them. Our guests leave with more knowledge and human connection than a regular big wine house. Due to that, we have extremely positive feedback. We always get a review or feedback from customers for our services in general. For example, we have accommodation and each room is decorated with a type of wine we make (such as sparkling, white, red, rose). People really enjoy this theme and feedback overall for our products are very positive including our story that we convey to them.”

R2: “Until now, our story helped to sell most of the wine. Customers seem touched with the fight we are giving to keep the tradition alive and they realize that it is an uphill fight and as a result, the feedback we get from them is positive.”

R3: “Our story works for sure, but I believe we are still not conveying it properly. We are nowhere near perfect and in time, especially when the experience of the team grows, it will be better conveyed and get better. Although, customer feedback is very good in general. People express satisfaction with what they see, hear and taste and they are quite happy with what we present to them. We can definitely improve and we are improving in our Douro and Gaia centers slowly and we feel that could enrich the experience. Although still, what we have is solid and good.”

R4: “I think our story works. We usually get great feedback which proves that. When I show people what the previous generations of the family built, how a family environment can cause a great business and the history of my family, people are really enjoying it so far. So, we get very positive feedback overall.”

R5: “Our story works, it definitely does. People do see that it is original and genuine, and they see us, people who make the wine and our passion, which we believe creates a bond with the visitors and that is moving. The feedback we have seen is very positive. I think people have proof detectors inside of them. You can tell a great story, people can buy it but when it is real, people will understand and get attached to it, creating a truthful connection. When you get to go to a place and you meet with the actual people who are living the story that they are telling without any script, people react very positively to the human touch. No one is perfect and they can relate to that.”

According to the sector professionals' responses, R1 believes their story works effectively, creating an emotional bond through their family-owned business and personal connection with guests. They receive positive feedback overall, including for the thematic accommodation. R2 states that their story has helped sell their wine, as customers appreciate their fight to preserve tradition, leading to positive feedback. R3 acknowledges the effectiveness of their story but believes there is room for improvement in conveying it. However, customer feedback is generally good, indicating satisfaction with what they see, hear, and taste. R4 is confident in the success of their story, supported by the positive feedback they receive when showcasing their family history and business. R5 believes their genuine and original story resonates with people, creating a truthful connection and receiving positive feedback. They emphasize the impact of meeting the actual people behind the story, generating a positive reaction. While all professionals perceive their stories as effective and receive positive feedback, they differ in their self-assessment, with R3 acknowledging the need for improvement. Nonetheless, they all highlight the importance of authenticity and personal connection in engaging their audience.

#### *5.1.5 Storytelling effect on sales*

This section explores the viewpoints held by industry professionals, delving into their convictions regarding the influence of storytelling on the outcomes of their sales.

R1: “I see that storytelling has a direct effect on our sales, although I think we are not that strong yet. When I say not that strong I mean that we are a little bit discreet sometimes until you meet us. Sadly, we are not that strong in marketing yet, which influences sales a lot and nowadays I really believe you buy wine because of the stories and people behind the wine. This is mainly a fact for the small producers.”

R2: “Storytelling is very effective. Customers are providing support and buying wines for the cause of keeping the tradition alive.”

R3: “Storytelling absolutely has an effect on the sales. For example, you may have two brothers that were taught the same info. One is more outspoken, the other one is more shy. The outspoken one would

make more sales than the other because he was able to pass his message better. I really think the sale depends on how we communicate and depends on the person who does it. If the guide is doing his job properly, the story works. I believe you need some intuition for that, especially of your business and surroundings, depending on what people are interested in. I really believe in storytelling.”

R4: “Of course, I see storytelling having a direct effect. Wine is storytelling itself. If you don’t have a story, it is difficult to sell wine. You should have something to talk about when it comes to wine and that should be your story. It is much harder to sell a wine without a story for sure, it does not have a soul then.”

R5: “We believe it does have an effect. I can’t say that it is exactly direct, but what it does is that it changes the way that people see and taste the wines. For us, a great story in a friend-like environment creates a great tasting and this translates to a sale.”

The responses from industry professionals shows that; R1 acknowledges the importance of storytelling but feels their marketing efforts are not strong enough yet, recognizing the influence of stories and the people behind the wine on purchasing decisions, especially for small producers. R2 affirms the effectiveness of storytelling in their sales, as customers support their cause of preserving tradition. R3 strongly believes that storytelling directly affects sales, emphasizing the role of effective communication and understanding the interests of customers. R4 asserts that wine itself is storytelling, emphasizing the necessity of having a story to sell wine successfully, as it adds depth and soul to the product. R5 believes that while the effect of storytelling may not be direct, it changes the way people perceive and experience the wines, leading to sales, particularly in a friendly environment. Overall, the professionals agree that storytelling plays a significant role in influencing sales, whether through creating connections, preserving tradition, effective communication, adding depth to the product, or enhancing the tasting experience. Only R5 is hesitant about the direct effects of storytelling, but they do agree that storytelling leads to sales.

#### *5.1.6 Differentiation of storytelling and its effects*

This part explores if sector professionals are differentiating their narrative across different channels and if they perceive any distinct effects while doing so.

R1: “We don’t differentiate our story that much but we know that is important. Although, we do adapt our narrative a little for sure depending on the audience in front of us. Some things are solid like who we are, the region etc. but some things change, the story is more or less the same but sometimes we may go more technical or emotional depending on the customer. For example, in professional fairs we

introduce the wines on a more technical level, in Instagram we try to be more connected with the potential customer through different values, such as highlighting the wine being organic and so on.”

R2: “The differentiation is not done until now. Currently, the focus has been producing and selling through the already opened channels. Someday, media marketing will follow. I believe it is important to keep people interested through various stories.”

R3: “We definitely differentiate the stories we have. On social media we have an approach to the final consumer, who doesn’t really know that much about wine and mainly acting emotional. On the other hand, in a catalog we try to focus on more technical information of the wine that differentiates the communication. But to be honest I can’t really tell you what the difference is in the final results.”

R4: “I can’t say that we differentiate our story a lot. We don’t work much with social media, but sometimes we do differentiate our narrative when it comes to professional events and fairs, but I can’t say that we perceive any different effects when it comes to sales.”

R5: “We don’t exactly differentiate our stories. Due to being a small size winery, our promotional materials are quite limited. Only in professional environments the concept may be a little too technical, but apart from that it is the same and due to that we can’t perceive any effects.”

The respondents’ answers demonstrate that; R1 acknowledges the importance of differentiation and adapts their narrative based on the audience, presenting more technical or emotional aspects as needed. They mention tailoring their approach for professional fairs and Instagram, highlighting different values. R2 states that differentiation has not been a priority yet, focusing on production and sales through existing channels, but recognizes the importance of keeping people interested with various stories. R3 confirms that they differentiate their stories, emphasizing an emotional approach on social media for consumers and a more technical focus in catalogs. However, they are uncertain about the specific impact on final results. R4 mentions some differentiation in narrative for professional events but does not perceive any distinct effects on sales. R5 states that they do not significantly differentiate their stories, with limited promotional materials, except for some technical aspects in professional environments, and they do not perceive any effects. Overall, while some professionals recognize the importance of differentiation and tailor their narratives based on the channel or audience, others do not and there is a range of approaches and mixed perceptions regarding the effects of differentiation on sales.

## 5.2 Survey Data Analysis

### 5.2.1 Descriptive analysis

In this analysis, the researcher examines the choices of respondents based on their age and gender by utilizing the survey results provided. By exploring these demographic factors, we can gain insights into the preferences and tendencies of different groups within the sample.

Gender plays a role in shaping the choices related to wine consumption. Table 1 in ANNEX shows that when it comes to following wine producers on social media, a slightly higher proportion of female respondents expressed an interest in doing so compared to males. This suggests that women may have a greater inclination to engage with wine producers through online platforms, potentially driven by a desire for connection, information, or inspiration. Furthermore, Figure 1 demonstrates that all respondents expressed a willingness to purchase wines based on stories they have heard. Notably, a slightly higher percentage of females and individuals identifying as "Other" reported being influenced by these stories compared to males. This suggests a stronger resonance of storytelling among female and non-binary consumers, potentially due to their deeper appreciation for the emotional and narrative aspects of wine. Females consistently scored higher than males across all factors related to the influence of storytelling on wine purchasing decisions. Their tendency to be influenced by storytelling elements indicates that compelling narratives about producers/winemakers, wine regions, landscapes and soil, as well as local communities and traditions, can positively impact their purchasing decisions and likelihood to recommend wine brands. Although males generally scored lower, they still displayed a moderate level of influence from storytelling. It's important to note that the limited data available for individuals identifying as "Other" (all scores being 4) makes it challenging to draw definitive conclusions regarding their preferences.

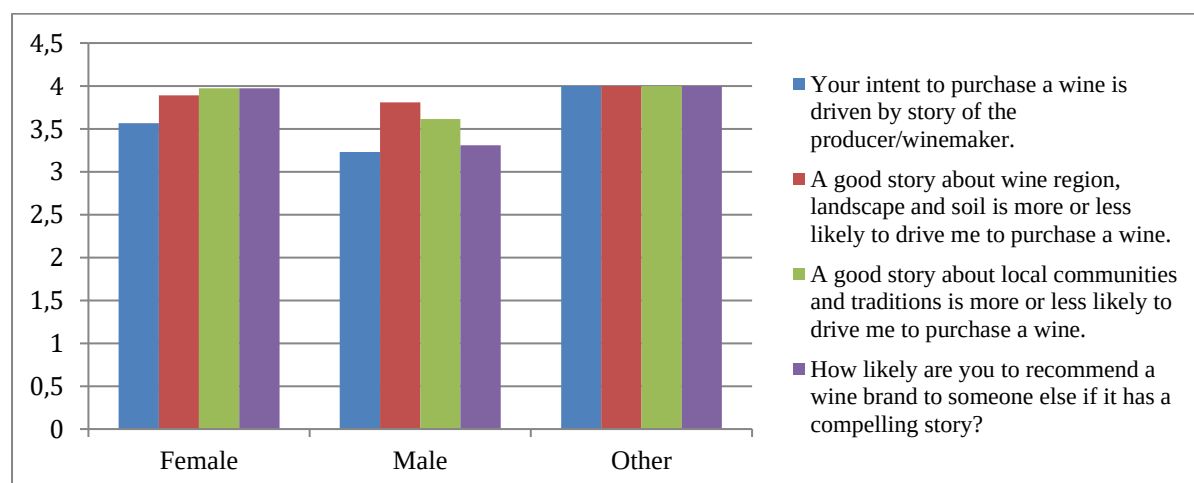


**Figure 1: Comparison of responses between gender groups**

Source: Own elaboration

Age also plays a significant role in shaping wine preferences and choices. Table 2 in ANNEX shows that younger age groups, particularly those aged 18-25 and 25-34, exhibit a higher frequency of wine consumption, with multiple times a week or once a week being the most common purchase frequency. This suggests that younger individuals are more actively engaged with wine and may have a greater interest in exploring different varietals, regions, and producers. Moreover, younger respondents, especially those in the 18-25 age group, showed a higher likelihood of attending wine-related events such as tastings. This age group's enthusiasm for such events can be attributed to a combination of factors, including a sense of adventure, a desire for social experiences, and a willingness to expand their wine knowledge. Conversely, older age groups, such as those aged 45-60 and 60+, demonstrated a lower frequency of attending wine events. This could be attributed to factors such as family or professional commitments, limited availability, or a more settled and discerning approach to wine consumption. The use of online channels, particularly online shops are not embraced by all respondents. Therefore, 59.1% of the respondents in the survey do not utilize online channels such as online shops in their lives for their wine purchases. This suggests that traditional methods of wine procurement, such as physical stores or other offline channels, remain prevalent among a significant segment of the respondents. In addition, the comparison of survey responses in Figure 2 shows that the story of the producer/winemaker influences the intent to purchase a wine across all age groups to a certain degree. However, the impact of a good story about the wine region, landscape, and soil, as well as local communities and traditions, varies. The age groups of 34-45 and 45-60 show the highest likelihood of being driven by these stories, with the former group having a slightly stronger influence overall. The younger age groups (18-25 and 25-34) also consider these stories, but to a lesser extent. When it comes to recommending a wine brand with a compelling story, the likelihood varies with age, with the 60+ group being the most likely to recommend, followed by the 34-45 age group.

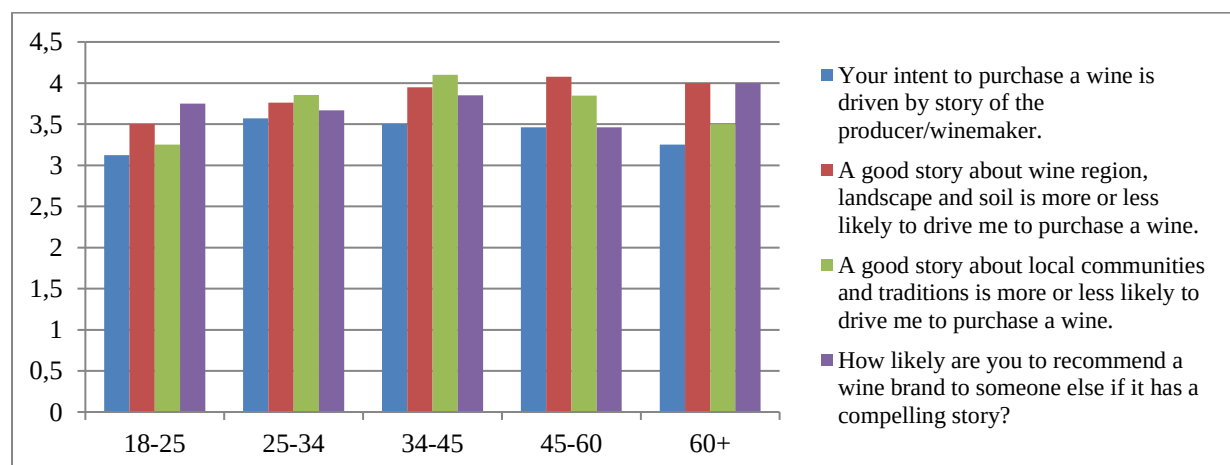


**Figure 2: Comparison of responses between age groups**

Source: Own elaboration

In summary, the analysis reveals a range of choices and preferences based on age and gender within the respondents of this survey. Females tend to exhibit a stronger interest in engaging with wine producers through social media and -together with non binary group- are more likely to be influenced by storytelling. Younger age groups demonstrate a higher level of engagement with wine, attending events more frequently and purchasing wine on a regular basis. These findings provide valuable insights for the wine industry, enabling producers and marketers to tailor their strategies and messaging to different demographic segments.

### 5.2.2 Test of Hypothesis through statistical analysis

In the descriptive analysis, the researcher examines the variations in responses among different age groups and genders. While exploring the dataset, it becomes evident that respondents' choices and preferences exhibit a diverse range. However, upon closer examination of Figure 16 and Figure 17 in the ANNEX, it becomes apparent that there are no significant disparities between age groups or genders that would allow for the formulation of conclusive hypotheses regarding their distinct preferences. In order for data to be considered significant, the p-value (Sig.) displayed should be less than 0.005.

Yet, upon analyzing the data, it becomes evident that one notable distinction arises when considering the influence of social media on the various age groups. Specifically, Figure 3 provides compelling evidence indicating that younger individuals, particularly those within the age groups of 18-25 and 25-34, display a greater inclination towards following wine producers on social media platforms compared to the older age group of 60+ -the p-value (Sig.) displayed is less than 0.005.- This difference in social media engagement presents an opportunity to formulate a hypothesis regarding the potential impact of generational differences on the adoption of digital platforms for accessing information and engaging with wine-related content. The results indicate that younger age groups are likely to be more receptive and influenced by social media marketing strategies used by wine producers.

|                                               |       |       |        |      |       |       |      |
|-----------------------------------------------|-------|-------|--------|------|-------|-------|------|
| Do you follow wine producers on social media? | 18-25 | 25-34 | ,262   | ,212 | ,887  | -,46  | ,98  |
|                                               |       | 34-45 | ,150   | ,218 | ,997  | -,58  | ,88  |
|                                               |       | 45-60 | -,115  | ,261 | 1,000 | -,94  | ,71  |
|                                               |       | 60+   | -,500  | ,189 | ,217  | -1,22 | ,22  |
|                                               | 25-34 | 18-25 | -,262  | ,212 | ,887  | -,98  | ,46  |
|                                               |       | 34-45 | -,112  | ,145 | ,996  | -,54  | ,32  |
|                                               |       | 45-60 | -,377  | ,204 | ,515  | -1,02 | ,26  |
|                                               |       | 60+   | -,762* | ,095 | <,001 | -1,06 | -,47 |
|                                               | 34-45 | 18-25 | -,150  | ,218 | ,997  | -,88  | ,58  |
|                                               |       | 25-34 | ,112   | ,145 | ,996  | -,32  | ,54  |
|                                               |       | 45-60 | -,265  | ,211 | ,889  | -,92  | ,39  |
|                                               |       | 60+   | -,650* | ,109 | <,001 | -,99  | -,31 |
|                                               | 45-60 | 18-25 | ,115   | ,261 | 1,000 | -,71  | ,94  |
|                                               |       | 25-34 | ,377   | ,204 | ,515  | -,26  | 1,02 |
|                                               |       | 34-45 | ,265   | ,211 | ,889  | -,39  | ,92  |
|                                               |       | 60+   | -,385  | ,180 | ,365  | -,99  | ,22  |
|                                               | 60+   | 18-25 | ,500   | ,189 | ,217  | -,22  | 1,22 |
|                                               |       | 25-34 | ,762*  | ,095 | <,001 | ,47   | 1,06 |
|                                               |       | 34-45 | ,650*  | ,109 | <,001 | ,31   | ,99  |
|                                               |       | 45-60 | ,385   | ,180 | ,365  | -,22  | ,99  |

**Figure 3: Comparison of responses about social media**

Own elaboration

## 6. PROPOSALS

Based on the descriptive and statistical analysis of the survey results along with the valuable insights shared by the respondents R1, R2, R3, R4 and R5, a range of strategic proposals can be formulated to effectively harness the power of storytelling in shaping customer purchase behavior within the wine industry. These proposals aim to enhance customer engagement, brand perception, and ultimately drive sales within the wine industry.

- **Employ narrative-based marketing campaigns:** To differentiate themselves from their competitors and to create a strong connection with consumers, companies should apply an authentic identity-building communication strategy that is achieved by telling a sincere story (Molleda, 2009). Implementing strategic storytelling techniques to construct engaging narratives that emphasize the cultural heritage, craftsmanship, and distinctive narratives associated with the wine brand would assist the wineries to publicize their stories more effectively. These narratives can be disseminated through diverse communication channels, such as websites, social media platforms, and targeted advertising campaigns.
- **Customize and differentiate the storytelling experiences:** Interviews with several sector professionals revealed that the differentiation of stories is important within their business approach. To use differentiated marketing strategy means to design a different strategy and plan for each market that the wine establishment targets. If wine companies tailor their storytelling approach to suit different customer segments by aligning the narratives with their unique preferences and demographics, they might forge a deeper emotional connection with the target audience and personalized storytelling endeavors can effectively influence customer purchase behavior.
- **Incorporate multimedia storytelling:** The survey results show that the majority of the respondents are not purchasing wine from online shops. Integrating diverse multimedia elements, including visual and interactive content to the storytelling approach may make customers notice the product in this platform. This strategy aims to captivate customers' attention and facilitate a memorable and immersive experience, thereby affecting the likelihood of purchase. Online shops act as a medium by which the narrative may be presented from various perspectives. According to Karampournioti & Wiedmann (2022), online shop attractiveness positively influences explicit and implicit brand attitudes, which, in turn, positively trigger users' purchase intention and willingness to pay a higher price. The UX might be positively affected if parallax scrolling (PS) gets incorporated to the websites as a way to transform UX in online shops. The PS effect allows multiple backgrounds in a webpage to move simultaneously at different speeds, thereby creating the illusion of depth. In addition to its aesthetic appeal, PS offers web designers an opportunity to directly draw the users'

attention and guide them to their products or “call to actions.” For example, designers can create stories that can be revealed to users while scrolling down the webpage or in other cases, show users the functionality of a product in animated fashion (Frederick et al., 2015). Karampournioti & Wiedmann (2022) mentions the effects of PS in the results of their questionnaire that is administered by them: The results indicate that the parallax storytelling technique enhanced the website’s performance in terms of hedonic and pragmatic UX and overall attractiveness.

- Include wine experts in the narrative: The interviewed wine professionals revealed that by cultivating the information from winemakers to endorse and communicate personal stories and experiences related to wine may create a bond with customers. The involvement of such experts in storytelling can amplify brand messaging and enhance consumer trust, ultimately influencing their purchasing decisions.
- Curate a variety of wine engagements: Majority of survey respondents revealed that they made a purchase related to a story associated with wine. By curating immersive wine tastings, vineyard tours, and other events that offer customers firsthand encounters combined with the storytelling elements associated with wine may foster emotional attachment to the brand and enhance customers' inclination to make a purchase.
- Encourage user-generated storytelling content: The findings of the survey shows that the majority of respondents would suggest a wine to someone else if it has a compelling story. By facilitating platforms that encourage customers to share their own stories, experiences, and reviews concerning wine products may create a sense of community and authenticity, and this user-generated storytelling content can influence potential buyers and contribute to building brand loyalty.
- Leverage social media platforms: According to the survey results, the age groups of 18-25 and 25-34 displayed a greater tendency towards following wine producers on social media compared to the older generations. By capitalizing on the potential of social media platforms to disseminate storytelling content and engage directly with customers, -for instance with behind-the-scenes content- may allow brands to reach a wider audience and cultivate long-lasting connections with consumers.
- Invest in analyzing competitors: It is important for wine producers to allocate resources towards the comprehensive analysis of their competitors and the factors that differentiate them. The research findings suggest that a significant proportion of these producers tend to perceive similar factors as their company's strengths, indicating a potential lack of investment in assessment of their unique competitive advantages and distinctive marketing narratives. Thus, it becomes crucial for

companies to engage in a thorough examination of their relative positioning with their competitors, evaluating areas where competitors excel, areas of parity, and areas where competitors may be at a disadvantage. Such analysis may be essential for companies to gain strategic insights, identify areas of improvement, and effectively differentiate their offerings in a competitive marketplace within wine tourism.

## 7. CONCLUSIONS

This thesis aimed to learn the key features of stories that are told to customers, if storytelling can be considered as an effective marketing strategy, if it conveys any emotional effect and produce results, does having a narrative benefit a wine company, does sector professionals consider storytelling as an important part to convey themselves to customers and if the customers value this narrative. The result of the research, based on the analysis of the survey by demographics and the valuable insights gained from the interactions with sector professionals, as well as the proposed strategies and relevant literature, several significant conclusions can be drawn regarding the broader topic of influencing consumer purchase behavior in the wine industry.

Firstly, the findings highlight the influential role of storytelling in shaping consumers' purchasing decisions. The majority of survey respondents expressed a strong inclination to recommend wines that possess compelling narratives. This suggests that effective storytelling can create a deeper emotional connection with consumers, enhance their engagement and promote brand loyalty. Thus, it may be seen as an effective marketing strategy, conveys emotional effect and benefits the company since a sample of customers value the narrative from wineries. The interviewed sector professionals also reported that storytelling has a direct effect on their sales and they can observe this through their interactions with their customers, thus, sector professionals consider storytelling as an important element. Therefore, wine producers should invest in crafting authentic and captivating stories that resonate with their target audience, emphasizing the unique qualities and experiences associated with their products.

Yet, the interview results also revealed that many wine producers tend to consider similar factors as their company's strengths, and the proposals underscores the critical importance of conducting a thorough examination of competitors and their points of differentiation, to present unique factors to the customer. This can enable them to position themselves effectively in the market and identify areas for improvement that set them apart. In addition, the research findings emphasize the significance of leveraging multimedia marketing strategies that include social media, particularly for targeting younger age groups. The data revealed that younger consumers exhibit a higher receptiveness and influenceability towards social media platforms. Therefore, wine producers should prioritize incorporating effective social media campaigns into their marketing efforts to engage with this

demographic, share captivating stories to create an emotional bond with customers and build brand awareness and loyalty.

Overall, these conclusions highlight the importance of integrating storytelling, competitor analysis, and digital engagement strategies for wine producers. By focusing on these key areas, wine producers can effectively shape consumer purchasing behavior, strengthen their market position, and drive sales growth and customer satisfaction in the wine industry. In conclusion, while there are some nuanced differences among age groups and genders, the overall preferences and choices regarding wine remain quite similar. There is a shared interest in learning about the producer and region, the impact of storytelling on purchase decisions, and the use of online platforms to connect with wine producers. These findings underscore the crucial role of storytelling and digital engagement as powerful tools that evoke emotional responses from customers within the wine industry. After all, wines are basically stories in bottles, and who doesn't love a good story?

While this thesis provides valuable contributions to the understanding of consumer purchase behavior in the wine industry, it is important to acknowledge its limitations. The research involved qualitative interviews with a small number of sector professionals in Portugal and a survey with a specific sample from Porto, Portugal, which may restrict the generalizability of the findings. Additionally, the study relied on self-reported data, which may be subject to potential biases or recall inaccuracies. Future research should broaden the study's scope by including a larger and more diverse sample from different regions and cultural backgrounds to gain deeper insights into consumer motivations and decision-making processes. Moreover, the literature addressing how storytelling influences consumer behavior within the wine world is scarce and the number of studies was relatively low compared to the other topics. The short data collection period during the off-season suggests the need to evaluate wine experiences during peak seasons and compare them with other wine destinations.

Furthermore, while age and gender were considered in the analysis, other factors may have a more significant impact on individuals' wine choices and preferences. The findings indicate that younger age groups are particularly receptive to social media marketing strategies employed by wine producers, highlighting the need for additional research on social media's influence on consumer behavior in the wine industry.

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## ANNEXES

### A1: Qualitative Interviews

#### **Interview 1 with R1: Leila Camizão Rocha, owner of Sem Igual Winery**

What is your implementation of Tourism in your winery today and why did you want to implement it?

L.C.R: We are a small producer that started back in 2012 with no proper winery from our brand. We were doing wine in the winery of the grandfather of my husband, when we grew a little we passed to our wine and started doing wines there. We decided to create our own winery and this is where we have majority of our vineyards. Currently we are providing accommodation, wine tastings, wine facility tours, masterclasses, walks and picnics in vineyards to tell our story. It was important to have a space of our own more than the wine facility. Overall, we needed to show what we have to the people and we used the family concept. So that our guests can see how we can do the wine, get masterclasses and hear our story.

What did you want to bring out in your story? Do you include all elements (like wine, soil, history, landscape, winemaker, local community etc.)? If not, what is the reason not to?

L.C.R: Absolutely, for us its very important to give content to who are visiting us. We are in a very popular wine region so we need to show how the region is developing. It's important why we do it and how we started with family heritage and its important to give this idea to people with another wine profile. We always give that kind of introduction, after that the story about us, info about terroir, the characteristic about soil and wine, grapes, how the traditions are important and so on even though we are using tech in the winery.

How did you want to tell your story? And what were the challenges in building your story for your customers?

L.C.R: We wanted to tell the story ourselves and present our distinct wines to get the attention we want. The main challenge we face is a lot of our customers are waiting for some kind of specific profile of wine that we don't have a lot of that here. Our wine region is known as not to be a wine region but a style of wine but it's a good challenge to face. It's just people not knowing what is in the region. We explain the wine style that we make and showcase that there are different styles. That is how we get attention from people.

Do you think your story works?

L.C.R: We absolutely think that our story works! First of all we are a couple working together, a family owned business, we have a house that we live here, people can see all that and it works to create an emotional bond with them. Our guests leave with more knowledge and human connection than a regular big wine house.

Have you seen any feedback from your customers related to your stories, if yes, how are they?

L.C.R: We have extremely positive feedback. We always get a review or feedback from customers for our services in general. For example, we have accommodation and each room is decorated with a type of wine we make (such as sparkling, white, red, rose). People really enjoy this theme and feedback overall for our products are very positive including our story that we convey to them.

Do you see storytelling having a direct effect on your sales?

L.C.R: I see that storytelling has a direct effect on our sales, although I think we are not that strong yet. When I say not that strong I mean that we are a little bit discreet sometimes until you meet us. Sadly, we are not that strong in marketing yet, which influences sales a lot and nowadays I really believe you buy wine because of the stories and people behind the wine. This is mainly a fact for the small producers.

Do you differentiate your stories taking place in different channels (in promotional materials and websites; in the social media; or in person with customers / wine tourists)? Are there any different effects you perceive?

L.C.R: We don't differentiate our story that much but we know that is important. Although, we do adapt our narrative a little for sure depending on the audience in front of us. Some things are solid like who we are, the region etc. but some things change, the story is more or less the same but sometimes we may go more technical or emotional depending on the customer. For example, in professional fairs we introduce the wines on a more technical level, in Instagram we try to be more connected with the potential customer through different values, such as highlighting the wine being organic and so on.

## **Interview 2 with R2: André Lourenço, owner of Gardunha Sul**

What is your implementation of Tourism in your winery today and why did you want to implement it?

A.L: The Gardunha Sul project doesn't have any tourism focus area, since I'm still developing the productive system with several investments in that area. Enotourism is still a part of the project that is under development.

What did you want to bring out in your story? Do you include all elements (like wine, soil, history, landscape, winemaker, local community etc.)? If not, what is the reason not to?

A.L: The story of Gardunha Sul is based on the terroir and the will to make a difference, both in the Portuguese general winemaking scene as well as the local scene - it's one of a kind in the Beira Baixa Region. It's very important to relate all the elements that influence the final product. The soil, the absent rainfall of the region, the temperature, and the philosophy behind the project are all key points to the project.

How did you want to tell your story? And what were the challenges in building your story for your customers?

A.L: The story behind the Gardunha Sul project is simple things getting together for a great wine result. Over the last years, the grape varieties produced in Portugal have changed significantly and several varieties became more popular compared to the traditional ones. I wanted to make a stand and this is the base of our story. This is also a story of resilience against the pressure of dropping old varieties for the more popular varieties that everyone produces. That is our challenge.

Do you think your story works?

A.L: Until now it helped sell most of the wine before tastings.

Have you seen any feedback from your customers related to your stories, if yes, how are they?

A.L: Customers seem touched with the fight we are giving to keep the tradition alive and they realize that it is an uphill fight and as a result, the feedback we get from them is positive.”

Do you see storytelling having a direct effect on your sales?

A.L: Storytelling is very effective. Customers are providing support and buying wines for the cause of keeping the tradition alive.

Do you differentiate your stories taking place in different channels (in promotional materials and websites; in the social media; or in person with customers / wine tourists)? Are there any different effects you perceive?

A.L: The differentiation is not done until now. Currently, the focus has been producing and selling through the already opened channels. Someday, media marketing will follow. I believe it is important to keep people interested through various stories.

### **Interview 3 with R3: Oscar Quevedo, owner and sales manager of Quevedo**

[What is your implementation of Tourism in your winery today and why did you want to implement it?](#)

O.Q: The reason was to extend awareness, spreading the brand. Putting some pressure on the local market where the consumers come from to ask for our wines -mainly people from Spain, and of course the revenue from tourism. Still, the main reason is the effect that brand awareness can have. We have 2 centers to receive tourists, one in the Vila Nova de Gaia Tasting room which gets a lot of people, most people who visit have no idea about port production but they want to know more and learn more. The center in Gaia leads a way to give the first contact. Second visitor center is in Douro by the winery, which organizes visits, tastings that last about an hour or more, and sometimes lunch. It is two hours away from Porto so we get the ones who really want to get to know us. We get people with some knowledge about wine even though they don't know much about port. They may not come on purpose but some of them are driving around Douro and see the winery, visit, and learn about the place.

[What did you want to bring out in your story? Do you include all elements \(like wine, soil, history, landscape, winemaker, local community etc.\)? If not, what is the reason not to?](#)

O.Q: Personally, I like hiking in the vineyards of Douro and I like to share what I see, what I smell there with people. Of course the soil and the varieties are important but to be honest, you need to know the difference between them to actually understand. The people, they rather want something simple and emotional, which is what we are trying to give. Yes, we include the wine and soil in what we tell but we also talk about the landscape, history and winemaker because they are very important elements for our story. In short, I like to share what I like.

[How did you want to tell your story? And what were the challenges in building your story for your customers?](#)

O.Q: Even though I think we still fail to do it properly, when communicating with a customer, we do not deliver a pre-written script and prefer our staff to communicate without following a routine based on how the customer is interacting. As long as you feel what's right you can say the same thing 100 times in different ways. We have a few challenges such as we don't always communicate with customers in their native language, our team is very inexperienced, their wine experience is not much in general. Also, we are still trying to discover what works or not, what people prefer to see. I believe

the most important thing is to be consistent and truthful. As Mark Twain says; ‘If you tell the truth, you don’t ever have to remember anything.

Do you think your story works?

O.Q: Our story works for sure, but I believe we are still not conveying it properly. We are nowhere near perfect and in time, especially when the experience of the team grows, it will be better conveyed and get better.

Have you seen any feedback from your customers related to your stories, if yes, how are they?

O.Q: Customer feedback is very good in general. People express satisfaction with what they see, hear and taste and they are quite happy with what we present to them. We can definitely improve and we are improving in our Douro and Gaia centers slowly and we feel that could enrich the experience. Although still, what we have is solid and good.”

Do you see storytelling having a direct effect on your sales?

O.Q: Storytelling absolutely has an effect on the sales. For example, you may have two brothers that were taught the same info. One is more outspoken, the other one is more shy. The outspoken one would make more sales than the other because he was able to pass his message better. I really think the sale depends on how we communicate and depends on the person who does it. If the guide is doing his job properly, the story works. I believe you need some intuition for that, especially of your business and surroundings, depending on what people are interested in. I really believe in storytelling.

Do you differentiate your stories taking place in different channels (in promotional materials and websites; in the social media; or in person with customers / wine tourists)? Are there any different effects you perceive?

O.Q: We definitely differentiate the stories we have. On social media we have an approach to the final consumer, who doesn’t really know that much about wine and mainly acting emotional. On the other hand, in a catalog we try to focus on more technical information of the wine that differentiates the communication. But to be honest I can’t really tell you what the difference is in the final results.

#### **Interview 4 with R4: Fernando Coelho, owner of Quinta de Tourais**

What is your implementation of Tourism in your winery today and why did you want to implement it?

F.C: We are receiving people here just for wine tastings. For us, tourism is a way to sell our wines here and not to have an intermediary. We directly sell to the consumer and we gain more like that as a

business. I can communicate myself better with people that come here. We produce low numbers so it is better for the business in general not to have an intermediary. Also, of course it is more important that people hear about us from us.

What did you want to bring out in your story? Do you include all elements (like wine, soil, history, landscape, winemaker, local community etc.)? If not, what is the reason not to?

F.C: Mostly, I talk about the history of the region and the estate. Our estate is one of the oldest in the region which I believe deserves recognition. We talk about the environment and landscape, the grapes and the sustainability element as well. Our main focus is on the family heritage like how our ancestors used to do wine and we try to do the same style as them, much like a lot of people in the Douro Valley. The reason I focus on the family element is because this is a family business for 3 generations. Apart from all that, I also talk about difficulties about growing wines in Douro.

How did you want to tell your story? And what were the challenges in building your story for your customers?

F.C: Connection is important, which is what we try to create with people. When building the story we didn't have much of a challenge since the material was already there like family heritage and the landscape and so on. The only issue would be that sometimes there are people just coming for a tour and not interested in wine or the story of the place, which makes it harder to connect with them.

Do you think your story works?

I think our story works. We usually get great feedback which proves that.

Have you seen any feedback from your customers related to your stories, if yes, how are they?

F.C: When I show people what the previous generations of the family built, how a family environment can cause a great business and the history of my family, people are really enjoying it so far. So, we get very positive feedback overall.

Do you see storytelling having a direct effect on your sales?

F.C: Of course, I see storytelling having a direct effect. Wine is storytelling itself. If you don't have a story, it is difficult to sell wine. You should have something to talk about when it comes to wine and that should be your story. It is much harder to sell a wine without a story for sure, it does not have a soul then.

Do you differentiate your stories taking place in different channels (in promotional materials and websites; in the social media; or in person with customers / wine tourists)? Are there any different effects you perceive?

F.C: I can't say that we differentiate our story a lot. We don't work much with social media, but sometimes we do differentiate our narrative when it comes to professional events and fairs, but I can't say that we perceive any different effects when it comes to sales.

#### **Interview 5 with R5: Filipa Silva, owner of Quinta da Costa de Pinhão**

What is your implementation of Tourism in your winery today and why did you want to implement it?

F.S: Currently we are doing visits and tastings. It is impossible to go back to a time where globalization or aggressive economic systems don't exist. Which makes participating tourism in our region a must. We also wanted to give people an honest, genuine overview of wines within the Douro.

What did you want to bring out in your story? Do you include all elements (like wine, soil, history, landscape, winemaker, local community etc.)? If not, what is the reason not to?

F.S: We want to highlight that wines are made by people. People and culture together are part of the terroir. We believe that in wine tastings and visits, it's a must to show our values. We want to bring out the element of people as much as the wine making culture.

How did you want to tell your story? And what were the challenges in building your story for your customers?

F.S: We wanted people to see us being genuine, so we decided to tell the story ourselves. Sadly, due to economic reasons we don't have tourism staff which is a big challenge, although it helps in a way that since people see us winemakers and get an authentic experience.

Do you think your story works?

F.S: Our story works, it definitely does. People do see that it is original and genuine, and they see us, people who make the wine and our passion, which we believe creates a bond with the visitors and that is moving.

Have you seen any feedback from your customers related to your stories, if yes, how are they?

F.S: The feedback we have seen is very positive. I think people have proof detectors inside of them. You can tell a great story, people can buy it but when it is real, people will understand and get attached to it, creating a truthful connection. When you get to go to a place and you meet with the actual people who are living the story that they are telling without any script, people react very positively to the human touch. No one is perfect and they can relate to that.”

Do you see storytelling having a direct effect on your sales?

F.S: We believe it does have an effect. I can't say that it is exactly direct, but what it does that it changes the way that people see and taste the wines. For us, a great story in a friend-like environment creates a great tasting and this translates to sale.

Do you differentiate your stories taking place in different channels (in promotional materials and websites; in the social media; or in person with customers / wine tourists)? Are there any different affects you perceive?

F.S: Not exactly, due to being a small size winery, our promotional materials are quite limited. Only in professional environments the concept may be a little too technical, but apart from that it is the same and we can't perceive any effects.

## A2: Survey results

Please specify your age.

66 responses

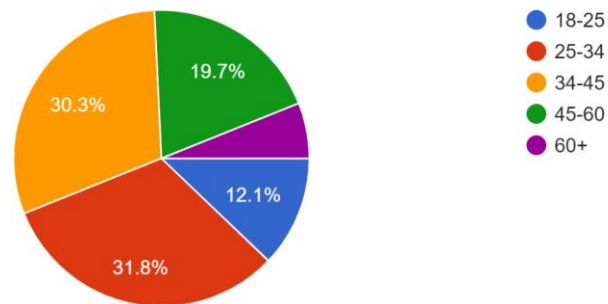


**Figure 4: Responses of the age groups**

Source: Own elaboration

Please specify your gender.

66 responses

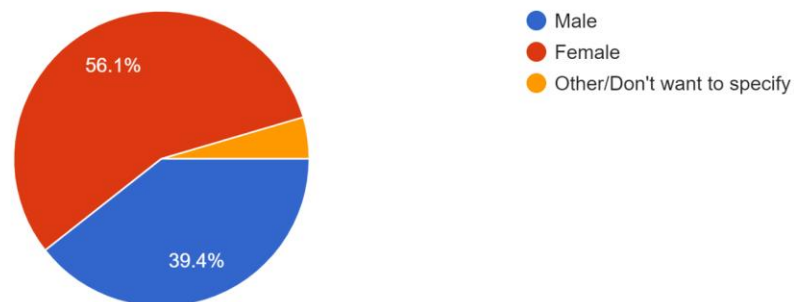


**Figure 5: Responses of the gender groups**

Source: Own elaboration

How often do you purchase wine?

66 responses

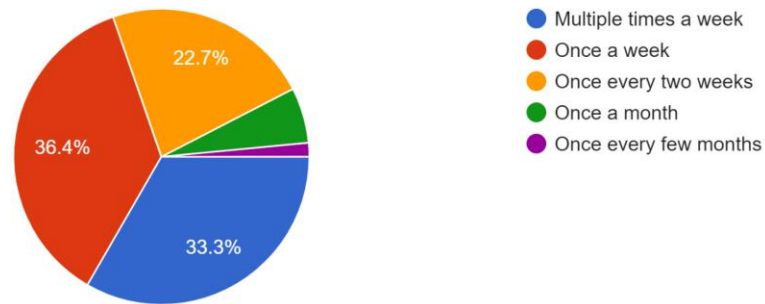


**Figure 6: Responses chart, Question: How often do you purchase wine?**

Source: Own elaboration

When purchasing a wine, are you interested in learning about the producer and the region?

66 responses

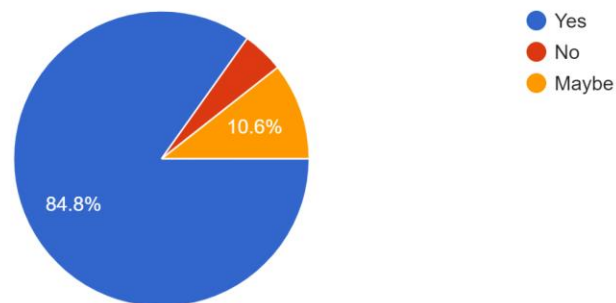


**Figure 7: Responses chart, Question: When purchasing a wine, are you interested in learning about the producer and the region?**

Source: Own elaboration

Have you ever made a purchase based on a story you heard about a wine?  
66 responses

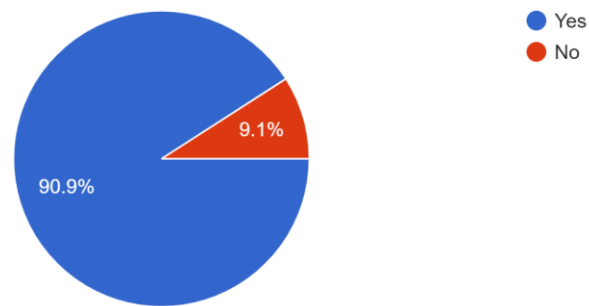


**Figure 8: Responses chart, Question: Have you ever made a purchase based on a story you heard about a wine?**

Source: Own elaboration

Do you follow wine producers on social media?  
66 responses

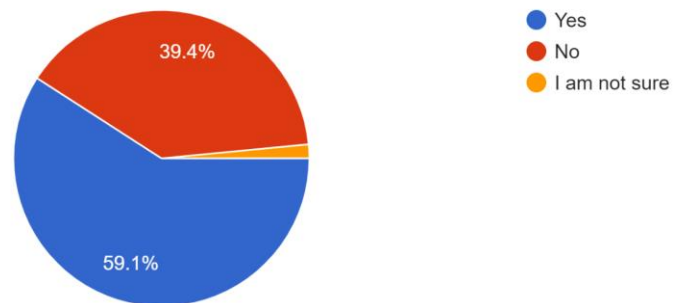


**Figure 9: Responses chart, Question: Do you follow wine producers on social media?**

Source: Own elaboration

Do you purchase wine from online shops?

66 responses

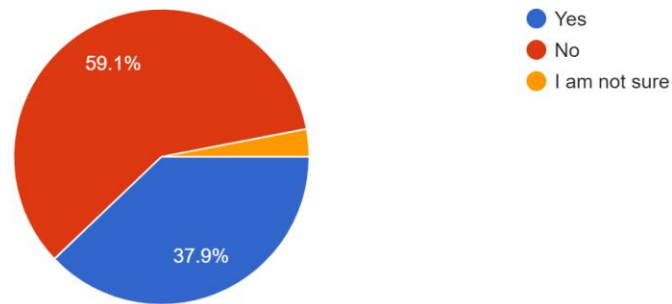


**Figure 10: Responses chart, Question: Do you follow wine producers on social media?**

Source: Own elaboration

If you have an opportunity, how often would you attend to wine related events such as tastings?

66 responses

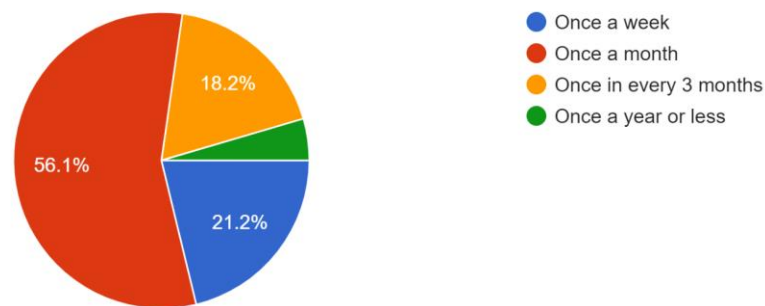


**Figure 11: Responses chart, Question: If you have an opportunity, how often would you attend to wine related events such as tasting?**

Source: Own elaboration

Your intent to purchase a wine is driven by story of the producer/winemaker.

66 responses

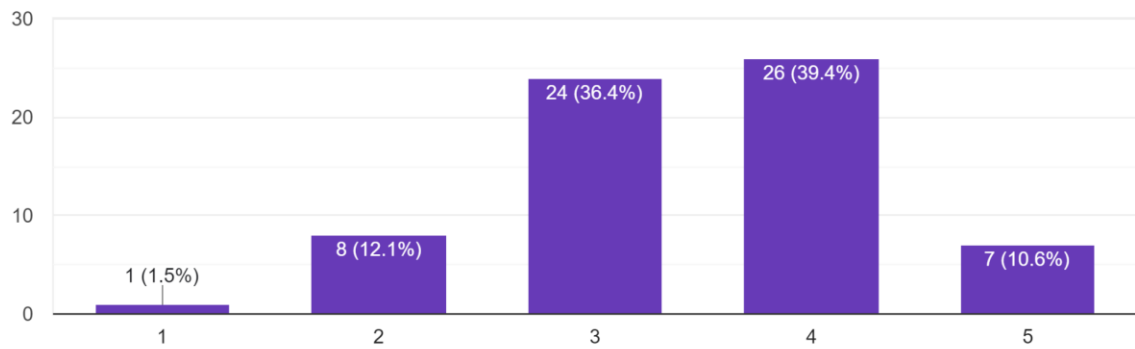


**Figure 12: Responses chart, Question: Your intent to purchase a wine is driven by the story of the producer/winemaker.**

Source: Own elaboration

A good story about wine region, landscape and soil is more or less likely to drive me to purchase a wine.

66 responses

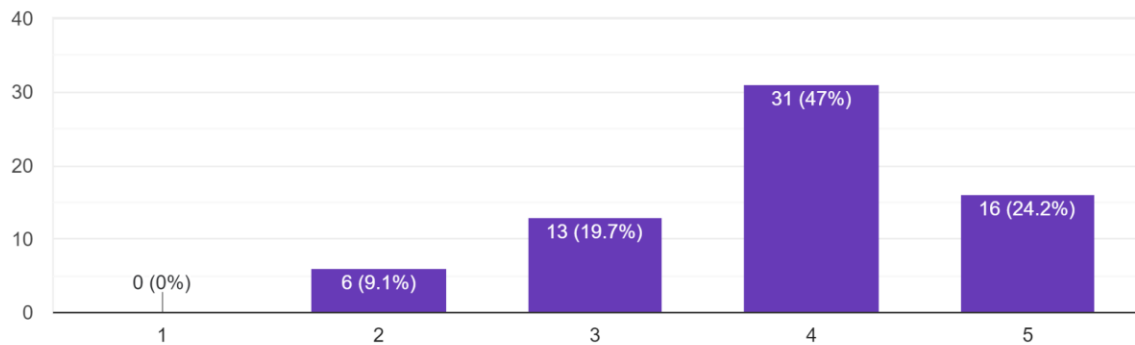


**Figure 13: Responses chart, Question: A good story about wine region, landscape and soil is more or less likely to drive me to purchase a wine.**

Source: Own elaboration

A good story about local communities and traditions is more or less likely to drive me to purchase a wine.

66 responses

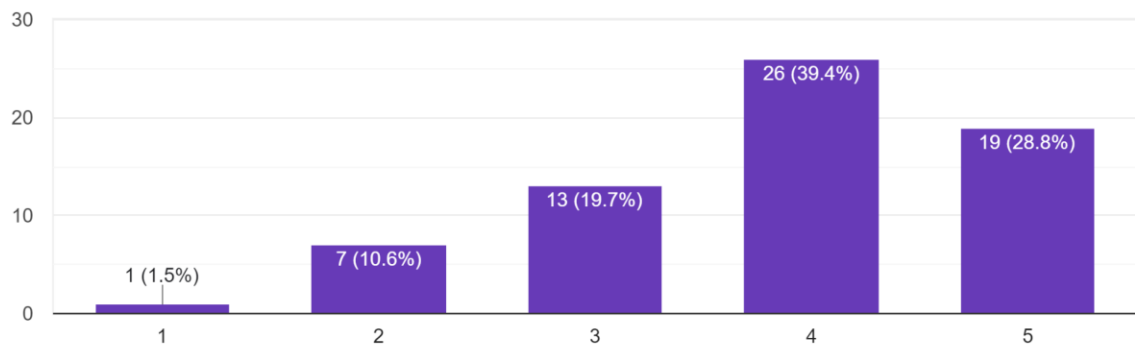


**Figure 14: Responses chart, Question: A good story about local communities and traditions is more or less likely to drive me to purchase a wine.**

Source: Own elaboration

How likely are you to recommend a wine brand to someone else if it has a compelling story?

66 responses

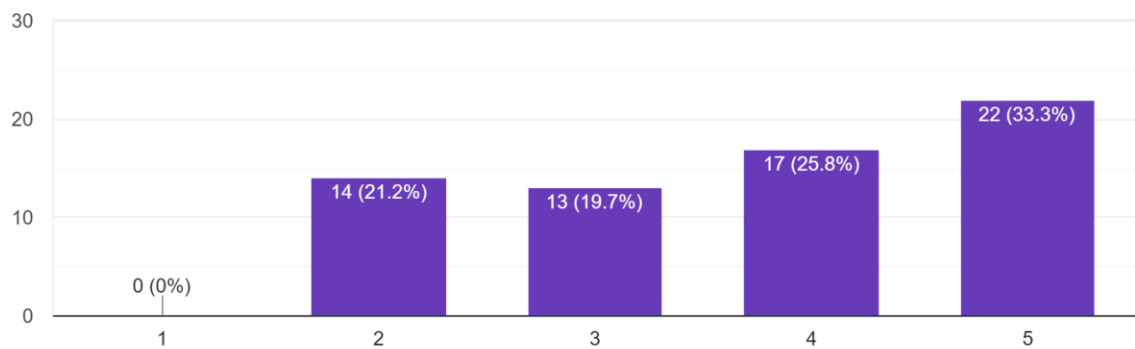


**Figure 15: Responses chart, Question: How likely are you to recommend a wine brand to someone else if it has a compelling story?**

Source: Own elaboration

| ANOVA                                                                                                      |                |                |    |             |       |      |
|------------------------------------------------------------------------------------------------------------|----------------|----------------|----|-------------|-------|------|
|                                                                                                            |                | Sum of Squares | df | Mean Square | F     | Sig. |
| How often do you purchase wine?                                                                            | Between Groups | 3,053          | 4  | ,763        | ,793  | ,534 |
|                                                                                                            | Within Groups  | 58,704         | 61 | ,962        |       |      |
|                                                                                                            | Total          | 61,758         | 65 |             |       |      |
| When purchasing a wine, are you interested in learning about the producer and the region?                  | Between Groups | 1,331          | 4  | ,333        | ,803  | ,528 |
|                                                                                                            | Within Groups  | 25,290         | 61 | ,415        |       |      |
|                                                                                                            | Total          | 26,621         | 65 |             |       |      |
| Have you ever made a purchase based on a story you heard about a wine?                                     | Between Groups | ,820           | 4  | ,205        | 2,698 | ,039 |
|                                                                                                            | Within Groups  | 4,635          | 61 | ,076        |       |      |
|                                                                                                            | Total          | 5,455          | 65 |             |       |      |
| Do you follow wine producers on social media?                                                              | Between Groups | 2,685          | 4  | ,671        | 2,652 | ,041 |
|                                                                                                            | Within Groups  | 15,436         | 61 | ,253        |       |      |
|                                                                                                            | Total          | 18,121         | 65 |             |       |      |
| Do you purchase wine from online shops?                                                                    | Between Groups | 3,298          | 4  | ,825        | 3,207 | ,019 |
|                                                                                                            | Within Groups  | 15,686         | 61 | ,257        |       |      |
|                                                                                                            | Total          | 18,985         | 65 |             |       |      |
| If you have an opportunity, how often would you attend to wine related events such as tastings?            | Between Groups | 2,342          | 4  | ,585        | 1,008 | ,410 |
|                                                                                                            | Within Groups  | 35,416         | 61 | ,581        |       |      |
|                                                                                                            | Total          | 37,758         | 65 |             |       |      |
| Your intent to purchase a wine is driven by story of the producer/winemaker.                               | Between Groups | 1,365          | 4  | ,341        | ,408  | ,802 |
|                                                                                                            | Within Groups  | 50,999         | 61 | ,836        |       |      |
|                                                                                                            | Total          | 52,364         | 65 |             |       |      |
| A good story about wine region, landscape and soil is more or less likely to drive me to purchase a wine.  | Between Groups | 2,090          | 4  | ,523        | ,642  | ,635 |
|                                                                                                            | Within Groups  | 49,683         | 61 | ,814        |       |      |
|                                                                                                            | Total          | 51,773         | 65 |             |       |      |
| A good story about local communities and traditions is more or less likely to drive me to purchase a wine. | Between Groups | 4,603          | 4  | 1,151       | 1,122 | ,355 |
|                                                                                                            | Within Groups  | 62,564         | 61 | 1,026       |       |      |
|                                                                                                            | Total          | 67,167         | 65 |             |       |      |
| How likely are you to recommend a wine brand to someone else if it has a compelling story?                 | Between Groups | 1,583          | 4  | ,396        | ,288  | ,885 |
|                                                                                                            | Within Groups  | 83,947         | 61 | 1,376       |       |      |
|                                                                                                            | Total          | 85,530         | 65 |             |       |      |

\*. The mean difference is significant at the 0.05 level.

**Figure 16: Comparison of responses of the age groups**

Source: Own elaboration

|                                                                                                            |                | ANOVA          |    |             |       |      |
|------------------------------------------------------------------------------------------------------------|----------------|----------------|----|-------------|-------|------|
|                                                                                                            |                | Sum of Squares | df | Mean Square | F     | Sig. |
| How often do you purchase wine?                                                                            | Between Groups | 4,613          | 2  | 2,306       | 2,543 | ,087 |
|                                                                                                            | Within Groups  | 57,145         | 63 | ,907        |       |      |
|                                                                                                            | Total          | 61,758         | 65 |             |       |      |
| When purchasing a wine, are you interested in learning about the producer and the region?                  | Between Groups | ,792           | 2  | ,396        | ,965  | ,386 |
|                                                                                                            | Within Groups  | 25,830         | 63 | ,410        |       |      |
|                                                                                                            | Total          | 26,621         | 65 |             |       |      |
| Have you ever made a purchase based on a story you heard about a wine?                                     | Between Groups | ,178           | 2  | ,089        | 1,063 | ,352 |
|                                                                                                            | Within Groups  | 5,277          | 63 | ,084        |       |      |
|                                                                                                            | Total          | 5,455          | 65 |             |       |      |
| Do you follow wine producers on social media?                                                              | Between Groups | ,252           | 2  | ,126        | ,444  | ,643 |
|                                                                                                            | Within Groups  | 17,869         | 63 | ,284        |       |      |
|                                                                                                            | Total          | 18,121         | 65 |             |       |      |
| Do you purchase wine from online shops?                                                                    | Between Groups | ,001           | 2  | ,001        | ,002  | ,998 |
|                                                                                                            | Within Groups  | 18,984         | 63 | ,301        |       |      |
|                                                                                                            | Total          | 18,985         | 65 |             |       |      |
| If you have an opportunity, how often would you attend to wine related events such as tastings?            | Between Groups | 4,613          | 2  | 2,306       | 4,384 | ,016 |
|                                                                                                            | Within Groups  | 33,145         | 63 | ,526        |       |      |
|                                                                                                            | Total          | 37,758         | 65 |             |       |      |
| Your intent to purchase a wine is driven by story of the producer/winemaker.                               | Between Groups | 2,667          | 2  | 1,334       | 1,691 | ,193 |
|                                                                                                            | Within Groups  | 49,696         | 63 | ,789        |       |      |
|                                                                                                            | Total          | 52,364         | 65 |             |       |      |
| A good story about wine region, landscape and soil is more or less likely to drive me to purchase a wine.  | Between Groups | ,167           | 2  | ,083        | ,102  | ,903 |
|                                                                                                            | Within Groups  | 51,606         | 63 | ,819        |       |      |
|                                                                                                            | Total          | 51,773         | 65 |             |       |      |
| A good story about local communities and traditions is more or less likely to drive me to purchase a wine. | Between Groups | 2,040          | 2  | 1,020       | ,987  | ,379 |
|                                                                                                            | Within Groups  | 65,127         | 63 | 1,034       |       |      |
|                                                                                                            | Total          | 67,167         | 65 |             |       |      |
| How likely are you to recommend a wine brand to someone else if it has a compelling story?                 | Between Groups | 7,019          | 2  | 3,509       | 2,816 | ,067 |
|                                                                                                            | Within Groups  | 78,511         | 63 | 1,246       |       |      |
|                                                                                                            | Total          | 85,530         | 65 |             |       |      |

\*. The mean difference is significant at the 0.05 level.

**Figure 17: Comparison of responses of the gender groups**  
Own elaboration

## Multiple Comparisons

Dunnett T3

| Dependent Variable                                                                        | (I) Please specify your gender. | (J) Please specify your gender. | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval |             |
|-------------------------------------------------------------------------------------------|---------------------------------|---------------------------------|-----------------------|------------|------|-------------------------|-------------|
|                                                                                           |                                 |                                 |                       |            |      | Lower Bound             | Upper Bound |
| How often do you purchase wine?                                                           | Male                            | Female                          | ,520                  | ,260       | ,147 | -,13                    | 1,17        |
|                                                                                           |                                 | Other/Do not want to specify    | ,718                  | ,401       | ,329 | -,76                    | 2,20        |
|                                                                                           | Female                          | Male                            | -,520                 | ,260       | ,147 | -1,17                   | ,13         |
|                                                                                           |                                 | Other/Do not want to specify    | ,198                  | ,360       | ,920 | -1,52                   | 1,92        |
|                                                                                           | Other/Do not want to specify    | Male                            | -,718                 | ,401       | ,329 | -2,20                   | ,76         |
|                                                                                           |                                 | Female                          | -,198                 | ,360       | ,920 | -1,92                   | 1,52        |
| When purchasing a wine, are you interested in learning about the producer and the region? | Male                            | Female                          | ,195                  | ,175       | ,605 | -,24                    | ,63         |
|                                                                                           |                                 | Other/Do not want to specify    | ,385*                 | ,148       | ,044 | ,01                     | ,76         |
|                                                                                           | Female                          | Male                            | -,195                 | ,175       | ,605 | -,63                    | ,24         |
|                                                                                           |                                 | Other/Do not want to specify    | ,189                  | ,094       | ,143 | -,04                    | ,42         |

|                                                                                 |                                    |                                    |        |      |       |       |      |
|---------------------------------------------------------------------------------|------------------------------------|------------------------------------|--------|------|-------|-------|------|
|                                                                                 | Other/Do<br>not want to<br>specify | Male                               | -,385* | ,148 | ,044  | -,76  | -,01 |
|                                                                                 |                                    | Female                             | -,189  | ,094 | ,143  | -,42  | ,04  |
| Have you ever made a<br>purchase based on a<br>story you heard about a<br>wine? | Male                               | Female                             | ,100   | ,081 | ,533  | -,10  | ,30  |
|                                                                                 |                                    | Other/Do<br>not want to<br>specify | ,154   | ,072 | ,121  | -,03  | ,34  |
|                                                                                 | Female                             | Male                               | -,100  | ,081 | ,533  | -,30  | ,10  |
|                                                                                 |                                    | Other/Do<br>not want to<br>specify | ,054   | ,038 | ,401  | -,04  | ,15  |
|                                                                                 | Other/Do<br>not want to<br>specify | Male                               | -,154  | ,072 | ,121  | -,34  | ,03  |
|                                                                                 |                                    | Female                             | -,054  | ,038 | ,401  | -,15  | ,04  |
| Do you follow wine<br>producers on social<br>media?                             | Male                               | Female                             | ,122   | ,134 | ,745  | -,21  | ,45  |
|                                                                                 |                                    | Other/Do<br>not want to<br>specify | ,167   | ,348 | ,944  | -1,69 | 2,02 |
|                                                                                 | Female                             | Male                               | -,122  | ,134 | ,745  | -,45  | ,21  |
|                                                                                 |                                    | Other/Do<br>not want to<br>specify | ,045   | ,345 | ,999  | -1,85 | 1,94 |
|                                                                                 | Other/Do<br>not want to<br>specify | Male                               | -,167  | ,348 | ,944  | -2,02 | 1,69 |
|                                                                                 |                                    | Female                             | -,045  | ,345 | ,999  | -1,94 | 1,85 |
|                                                                                 | Male                               | Female                             | ,005   | ,141 | 1,000 | -,34  | ,35  |

|                                                                                                 |                              |                              |        |      |       |       |      |
|-------------------------------------------------------------------------------------------------|------------------------------|------------------------------|--------|------|-------|-------|------|
| Do you purchase wine from online shops?                                                         |                              | Other/Do not want to specify | -,013  | ,351 | 1,000 | -1,83 | 1,80 |
|                                                                                                 | Female                       | Male                         | -,005  | ,141 | 1,000 | -,35  | ,34  |
|                                                                                                 |                              | Other/Do not want to specify | -,018  | ,345 | 1,000 | -1,92 | 1,88 |
|                                                                                                 | Other/Do not want to specify | Male                         | ,013   | ,351 | 1,000 | -1,80 | 1,83 |
|                                                                                                 |                              | Female                       | ,018   | ,345 | 1,000 | -1,88 | 1,92 |
| If you have an opportunity, how often would you attend to wine related events such as tastings? | Male                         | Female                       | ,520*  | ,193 | ,028  | ,04   | 1,00 |
|                                                                                                 |                              | Other/Do not want to specify | ,718   | ,369 | ,316  | -,92  | 2,36 |
|                                                                                                 | Female                       | Male                         | -,520* | ,193 | ,028  | -1,00 | -,04 |
|                                                                                                 |                              | Other/Do not want to specify | ,198   | ,351 | ,915  | -1,61 | 2,01 |
|                                                                                                 | Other/Do not want to specify | Male                         | -,718  | ,369 | ,316  | -2,36 | ,92  |
|                                                                                                 |                              | Female                       | -,198  | ,351 | ,915  | -2,01 | 1,61 |
| Your intent to purchase a wine is driven by story of the producer/winemaker.                    | Male                         | Female                       | -,337  | ,235 | ,399  | -,92  | ,24  |
|                                                                                                 |                              | Other/Do not want to specify | -,769  | ,609 | ,588  | -3,90 | 2,36 |
|                                                                                                 | Female                       | Male                         | ,337   | ,235 | ,399  | -,24  | ,92  |

|                                                                                                            |                              |                              |       |      |      |       |      |
|------------------------------------------------------------------------------------------------------------|------------------------------|------------------------------|-------|------|------|-------|------|
|                                                                                                            |                              | Other/Do not want to specify | -,432 | ,592 | ,846 | -3,81 | 2,94 |
|                                                                                                            | Other/Do not want to specify | Male                         | ,769  | ,609 | ,588 | -2,36 | 3,90 |
|                                                                                                            |                              | Female                       | ,432  | ,592 | ,846 | -2,94 | 3,81 |
| A good story about wine region, landscape and soil is more or less likely to drive me to purchase a wine.  | Male                         | Female                       | -,084 | ,243 | ,980 | -,69  | ,52  |
|                                                                                                            |                              | Other/Do not want to specify | -,192 | ,200 | ,711 | -,70  | ,32  |
|                                                                                                            | Female                       | Male                         | ,084  | ,243 | ,980 | -,52  | ,69  |
|                                                                                                            |                              | Other/Do not want to specify | -,108 | ,139 | ,820 | -,45  | ,24  |
|                                                                                                            | Other/Do not want to specify | Male                         | ,192  | ,200 | ,711 | -,32  | ,70  |
|                                                                                                            |                              | Female                       | ,108  | ,139 | ,820 | -,24  | ,45  |
| A good story about local communities and traditions is more or less likely to drive me to purchase a wine. | Male                         | Female                       | -,358 | ,270 | ,465 | -1,02 | ,31  |
|                                                                                                            |                              | Other/Do not want to specify | -,385 | ,215 | ,232 | -,93  | ,16  |
|                                                                                                            | Female                       | Male                         | ,358  | ,270 | ,465 | -,31  | 1,02 |
|                                                                                                            |                              | Other/Do not want to specify | -,027 | ,162 | ,998 | -,43  | ,38  |
|                                                                                                            |                              | Male                         | ,385  | ,215 | ,232 | -,16  | ,93  |

|                                                                                                        |                                    |                                    |       |      |       |       |      |
|--------------------------------------------------------------------------------------------------------|------------------------------------|------------------------------------|-------|------|-------|-------|------|
|                                                                                                        | Other/Do<br>not want to<br>specify | Female                             | ,027  | ,162 | ,998  | -,38  | ,43  |
| How likely are you to<br>recommend a wine<br>brand to someone else if<br>it has a compelling<br>story? | Male                               | Female                             | -,665 | ,290 | ,074  | -1,38 | ,05  |
|                                                                                                        |                                    | Other/Do<br>not want to<br>specify | -,692 | ,620 | ,655  | -3,69 | 2,31 |
|                                                                                                        | Female                             | Male                               | ,665  | ,290 | ,074  | -,05  | 1,38 |
|                                                                                                        |                                    | Other/Do<br>not want to<br>specify | -,027 | ,605 | 1,000 | -3,21 | 3,16 |
|                                                                                                        | Other/Do<br>not want to<br>specify | Male                               | ,692  | ,620 | ,655  | -2,31 | 3,69 |
|                                                                                                        |                                    | Female                             | ,027  | ,605 | 1,000 | -3,16 | 3,21 |

\*. The mean difference is significant at the 0.05 level.

**Table 1: Comparison of gender groups in terms of data significance**

Source: Own elaboration

### Multiple Comparisons

Dunnett T3

| Dependent Variable | (I) Please<br>specify<br>your age. | (J) Please<br>specify<br>your age. | Mean<br>Difference<br>(I-J) | Std.<br>Error | Sig. | 95%<br>Confidence<br>Interval |
|--------------------|------------------------------------|------------------------------------|-----------------------------|---------------|------|-------------------------------|
|--------------------|------------------------------------|------------------------------------|-----------------------------|---------------|------|-------------------------------|

|                                    |       |       |       |      |       | Lower<br>Bound | Upper<br>Bound |
|------------------------------------|-------|-------|-------|------|-------|----------------|----------------|
| How often do you<br>purchase wine? | 18-25 | 25-34 | ,232  | ,454 | 1,000 | -1,36          | 1,83           |
|                                    |       | 34-45 | ,575  | ,465 | ,887  | -1,03          | 2,18           |
|                                    |       | 45-60 | ,144  | ,554 | 1,000 | -1,63          | 1,91           |
|                                    |       | 60+   | ,625  | ,489 | ,867  | -1,07          | 2,32           |
|                                    | 25-34 | 18-25 | -,232 | ,454 | 1,000 | -1,83          | 1,36           |
|                                    |       | 34-45 | ,343  | ,264 | ,877  | -,44           | 1,13           |
|                                    |       | 45-60 | -,088 | ,400 | 1,000 | -1,35          | 1,18           |
|                                    |       | 60+   | ,393  | ,304 | ,851  | -,80           | 1,59           |
|                                    | 34-45 | 18-25 | -,575 | ,465 | ,887  | -2,18          | 1,03           |
|                                    |       | 25-34 | -,343 | ,264 | ,877  | -1,13          | ,44            |
|                                    |       | 45-60 | -,431 | ,413 | ,960  | -1,72          | ,86            |
|                                    |       | 60+   | ,050  | ,320 | 1,000 | -1,14          | 1,24           |
|                                    | 45-60 | 18-25 | -,144 | ,554 | 1,000 | -1,91          | 1,63           |
|                                    |       | 25-34 | ,088  | ,400 | 1,000 | -1,18          | 1,35           |
|                                    |       | 34-45 | ,431  | ,413 | ,960  | -,86           | 1,72           |
|                                    |       | 60+   | ,481  | ,439 | ,943  | -,96           | 1,92           |
|                                    | 60+   | 18-25 | -,625 | ,489 | ,867  | -2,32          | 1,07           |
|                                    |       | 25-34 | -,393 | ,304 | ,851  | -1,59          | ,80            |

|                                                                                           |       |       |       |      |       |       |      |
|-------------------------------------------------------------------------------------------|-------|-------|-------|------|-------|-------|------|
|                                                                                           |       | 34-45 | -,050 | ,320 | 1,000 | -1,24 | 1,14 |
|                                                                                           |       | 45-60 | -,481 | ,439 | ,943  | -1,92 | ,96  |
| When purchasing a wine, are you interested in learning about the producer and the region? | 18-25 | 25-34 | ,155  | ,189 | ,991  | -,48  | ,79  |
|                                                                                           |       | 34-45 | ,000  | ,217 | 1,000 | -,68  | ,68  |
|                                                                                           |       | 45-60 | -,212 | ,293 | ,997  | -1,13 | ,71  |
|                                                                                           |       | 60+   | -,250 | ,526 | 1,000 | -2,92 | 2,42 |
|                                                                                           | 25-34 | 18-25 | -,155 | ,189 | ,991  | -,79  | ,48  |
|                                                                                           |       | 34-45 | -,155 | ,172 | ,987  | -,67  | ,36  |
|                                                                                           |       | 45-60 | -,366 | ,261 | ,811  | -1,20 | ,47  |
|                                                                                           |       | 60+   | -,405 | ,509 | ,981  | -3,21 | 2,40 |
|                                                                                           | 34-45 | 18-25 | ,000  | ,217 | 1,000 | -,68  | ,68  |
|                                                                                           |       | 25-34 | ,155  | ,172 | ,987  | -,36  | ,67  |
|                                                                                           |       | 45-60 | -,212 | ,282 | ,996  | -1,09 | ,67  |
|                                                                                           |       | 60+   | -,250 | ,520 | ,999  | -2,96 | 2,46 |
|                                                                                           | 45-60 | 18-25 | ,212  | ,293 | ,997  | -,71  | 1,13 |
|                                                                                           |       | 25-34 | ,366  | ,261 | ,811  | -,47  | 1,20 |
|                                                                                           |       | 34-45 | ,212  | ,282 | ,996  | -,67  | 1,09 |
|                                                                                           |       | 60+   | -,038 | ,556 | 1,000 | -2,55 | 2,47 |
|                                                                                           | 60+   | 18-25 | ,250  | ,526 | 1,000 | -2,42 | 2,92 |
|                                                                                           |       | 25-34 | ,405  | ,509 | ,981  | -2,40 | 3,21 |

|                                                                        |       |       |       |      |       |       |      |
|------------------------------------------------------------------------|-------|-------|-------|------|-------|-------|------|
|                                                                        |       | 34-45 | ,250  | ,520 | ,999  | -2,46 | 2,96 |
|                                                                        |       | 45-60 | ,038  | ,556 | 1,000 | -2,47 | 2,55 |
| Have you ever made a purchase based on a story you heard about a wine? | 18-25 | 25-34 | ,280  | ,194 | ,782  | -,41  | ,97  |
|                                                                        |       | 34-45 | ,325  | ,190 | ,621  | -,37  | 1,02 |
|                                                                        |       | 45-60 | ,375  | ,183 | ,443  | -,32  | 1,07 |
|                                                                        |       | 60+   | ,375  | ,183 | ,443  | -,32  | 1,07 |
|                                                                        | 25-34 | 18-25 | -,280 | ,194 | ,782  | -,97  | ,41  |
|                                                                        |       | 34-45 | ,045  | ,083 | 1,000 | -,20  | ,29  |
|                                                                        |       | 45-60 | ,095  | ,066 | ,784  | -,11  | ,30  |
|                                                                        |       | 60+   | ,095  | ,066 | ,784  | -,11  | ,30  |
|                                                                        | 34-45 | 18-25 | -,325 | ,190 | ,621  | -1,02 | ,37  |
|                                                                        |       | 25-34 | -,045 | ,083 | 1,000 | -,29  | ,20  |
|                                                                        |       | 45-60 | ,050  | ,050 | ,969  | -,11  | ,21  |
|                                                                        |       | 60+   | ,050  | ,050 | ,969  | -,11  | ,21  |
|                                                                        | 45-60 | 18-25 | -,375 | ,183 | ,443  | -1,07 | ,32  |
|                                                                        |       | 25-34 | -,095 | ,066 | ,784  | -,30  | ,11  |
|                                                                        |       | 34-45 | -,050 | ,050 | ,969  | -,21  | ,11  |
|                                                                        |       | 60+   | ,000  | ,000 | .     | ,00   | ,00  |
|                                                                        | 60+   | 18-25 | -,375 | ,183 | ,443  | -1,07 | ,32  |
|                                                                        |       | 25-34 | -,095 | ,066 | ,784  | -,30  | ,11  |

|                                               |       |       |        |      |       |       |      |
|-----------------------------------------------|-------|-------|--------|------|-------|-------|------|
|                                               |       | 34-45 | -,050  | ,050 | ,969  | -,21  | ,11  |
|                                               |       | 45-60 | ,000   | ,000 | .     | ,00   | ,00  |
| Do you follow wine producers on social media? | 18-25 | 25-34 | ,262   | ,212 | ,887  | -,46  | ,98  |
|                                               |       | 34-45 | ,150   | ,218 | ,997  | -,58  | ,88  |
|                                               |       | 45-60 | -,115  | ,261 | 1,000 | -,94  | ,71  |
|                                               |       | 60+   | -,500  | ,189 | ,217  | -1,22 | ,22  |
|                                               | 25-34 | 18-25 | -,262  | ,212 | ,887  | -,98  | ,46  |
|                                               |       | 34-45 | -,112  | ,145 | ,996  | -,54  | ,32  |
|                                               |       | 45-60 | -,377  | ,204 | ,515  | -1,02 | ,26  |
|                                               |       | 60+   | -,762* | ,095 | <,001 | -1,06 | -,47 |
|                                               | 34-45 | 18-25 | -,150  | ,218 | ,997  | -,88  | ,58  |
|                                               |       | 25-34 | ,112   | ,145 | ,996  | -,32  | ,54  |
|                                               |       | 45-60 | -,265  | ,211 | ,889  | -,92  | ,39  |
|                                               |       | 60+   | -,650* | ,109 | <,001 | -,99  | -,31 |
|                                               | 45-60 | 18-25 | ,115   | ,261 | 1,000 | -,71  | ,94  |
|                                               |       | 25-34 | ,377   | ,204 | ,515  | -,26  | 1,02 |
|                                               |       | 34-45 | ,265   | ,211 | ,889  | -,39  | ,92  |
|                                               |       | 60+   | -,385  | ,180 | ,365  | -,99  | ,22  |
|                                               | 60+   | 18-25 | ,500   | ,189 | ,217  | -,22  | 1,22 |

|                                         |       |       |        |      |       |       |      |
|-----------------------------------------|-------|-------|--------|------|-------|-------|------|
|                                         |       | 25-34 | ,762*  | ,095 | <,001 | ,47   | 1,06 |
|                                         |       | 34-45 | ,650*  | ,109 | <,001 | ,31   | ,99  |
|                                         |       | 45-60 | ,385   | ,180 | ,365  | -,22  | ,99  |
| Do you purchase wine from online shops? | 18-25 | 25-34 | -,155  | ,202 | ,995  | -,81  | ,50  |
|                                         |       | 34-45 | ,400   | ,197 | ,413  | -,24  | 1,04 |
|                                         |       | 45-60 | ,135   | ,216 | ,999  | -,55  | ,82  |
|                                         |       | 60+   | ,000   | ,299 | 1,000 | -1,22 | 1,22 |
|                                         | 25-34 | 18-25 | ,155   | ,202 | ,995  | -,50  | ,81  |
|                                         |       | 34-45 | ,555*  | ,161 | ,013  | ,08   | 1,03 |
|                                         |       | 45-60 | ,289   | ,183 | ,701  | -,27  | ,84  |
|                                         |       | 60+   | ,155   | ,276 | ,999  | -1,10 | 1,41 |
|                                         | 34-45 | 18-25 | -,400  | ,197 | ,413  | -1,04 | ,24  |
|                                         |       | 25-34 | -,555* | ,161 | ,013  | -1,03 | -,08 |
|                                         |       | 45-60 | -,265  | ,178 | ,761  | -,81  | ,28  |
|                                         |       | 60+   | -,400  | ,273 | ,761  | -1,67 | ,87  |
|                                         | 45-60 | 18-25 | -,135  | ,216 | ,999  | -,82  | ,55  |
|                                         |       | 25-34 | -,289  | ,183 | ,701  | -,84  | ,27  |
|                                         |       | 34-45 | ,265   | ,178 | ,761  | -,28  | ,81  |
|                                         |       | 60+   | -,135  | ,287 | 1,000 | -1,36 | 1,09 |

|                                                                                                 |       |       |       |      |       |       |      |
|-------------------------------------------------------------------------------------------------|-------|-------|-------|------|-------|-------|------|
|                                                                                                 | 60+   | 18-25 | ,000  | ,299 | 1,000 | -1,22 | 1,22 |
|                                                                                                 |       | 25-34 | -,155 | ,276 | ,999  | -1,41 | 1,10 |
|                                                                                                 |       | 34-45 | ,400  | ,273 | ,761  | -,87  | 1,67 |
|                                                                                                 |       | 45-60 | ,135  | ,287 | 1,000 | -1,09 | 1,36 |
| If you have an opportunity, how often would you attend to wine related events such as tastings? | 18-25 | 25-34 | ,018  | ,429 | 1,000 | -1,49 | 1,53 |
|                                                                                                 |       | 34-45 | -,325 | ,427 | ,993  | -1,83 | 1,18 |
|                                                                                                 |       | 45-60 | -,433 | ,449 | ,971  | -1,96 | 1,10 |
|                                                                                                 |       | 60+   | -,125 | ,398 | 1,000 | -1,64 | 1,39 |
|                                                                                                 | 25-34 | 18-25 | -,018 | ,429 | 1,000 | -1,53 | 1,49 |
|                                                                                                 |       | 34-45 | -,343 | ,222 | ,727  | -1,00 | ,31  |
|                                                                                                 |       | 45-60 | -,451 | ,262 | ,601  | -1,25 | ,35  |
|                                                                                                 |       | 60+   | -,143 | ,159 | ,985  | -,64  | ,35  |
|                                                                                                 | 34-45 | 18-25 | ,325  | ,427 | ,993  | -1,18 | 1,83 |
|                                                                                                 |       | 25-34 | ,343  | ,222 | ,727  | -,31  | 1,00 |
|                                                                                                 |       | 45-60 | -,108 | ,260 | 1,000 | -,90  | ,69  |
|                                                                                                 |       | 60+   | ,200  | ,156 | ,875  | -,29  | ,69  |
|                                                                                                 | 45-60 | 18-25 | ,433  | ,449 | ,971  | -1,10 | 1,96 |
|                                                                                                 |       | 25-34 | ,451  | ,262 | ,601  | -,35  | 1,25 |
|                                                                                                 |       | 34-45 | ,108  | ,260 | 1,000 | -,69  | ,90  |
|                                                                                                 |       | 60+   | ,308  | ,208 | ,764  | -,39  | 1,00 |

|                                                                              |       |       |       |      |       |       |      |
|------------------------------------------------------------------------------|-------|-------|-------|------|-------|-------|------|
|                                                                              | 60+   | 18-25 | ,125  | ,398 | 1,000 | -1,39 | 1,64 |
|                                                                              |       | 25-34 | ,143  | ,159 | ,985  | -,35  | ,64  |
|                                                                              |       | 34-45 | -,200 | ,156 | ,875  | -,69  | ,29  |
|                                                                              |       | 45-60 | -,308 | ,208 | ,764  | -1,00 | ,39  |
| Your intent to purchase a wine is driven by story of the producer/winemaker. | 18-25 | 25-34 | -,446 | ,404 | ,938  | -1,80 | ,91  |
|                                                                              |       | 34-45 | -,375 | ,403 | ,977  | -1,73 | ,98  |
|                                                                              |       | 45-60 | -,337 | ,441 | ,995  | -1,77 | 1,09 |
|                                                                              |       | 60+   | -,125 | ,430 | 1,000 | -1,62 | 1,37 |
|                                                                              | 25-34 | 18-25 | ,446  | ,404 | ,938  | -,91  | 1,80 |
|                                                                              |       | 34-45 | ,071  | ,283 | 1,000 | -,77  | ,91  |
|                                                                              |       | 45-60 | ,110  | ,336 | 1,000 | -,91  | 1,13 |
|                                                                              |       | 60+   | ,321  | ,321 | ,959  | -,87  | 1,51 |
|                                                                              | 34-45 | 18-25 | ,375  | ,403 | ,977  | -,98  | 1,73 |
|                                                                              |       | 25-34 | -,071 | ,283 | 1,000 | -,91  | ,77  |
|                                                                              |       | 45-60 | ,038  | ,334 | 1,000 | -,98  | 1,06 |
|                                                                              |       | 60+   | ,250  | ,319 | ,991  | -,94  | 1,44 |
|                                                                              | 45-60 | 18-25 | ,337  | ,441 | ,995  | -1,09 | 1,77 |
|                                                                              |       | 25-34 | -,110 | ,336 | 1,000 | -1,13 | ,91  |
|                                                                              |       | 34-45 | -,038 | ,334 | 1,000 | -1,06 | ,98  |
|                                                                              |       | 60+   | ,212  | ,367 | ,999  | -1,05 | 1,47 |

|                                                                                                           |       |       |       |      |       |       |      |
|-----------------------------------------------------------------------------------------------------------|-------|-------|-------|------|-------|-------|------|
|                                                                                                           | 60+   | 18-25 | ,125  | ,430 | 1,000 | -1,37 | 1,62 |
|                                                                                                           |       | 25-34 | -,321 | ,321 | ,959  | -1,51 | ,87  |
|                                                                                                           |       | 34-45 | -,250 | ,319 | ,991  | -1,44 | ,94  |
|                                                                                                           |       | 45-60 | -,212 | ,367 | ,999  | -1,47 | 1,05 |
| A good story about wine region, landscape and soil is more or less likely to drive me to purchase a wine. | 18-25 | 25-34 | -,262 | ,475 | 1,000 | -1,88 | 1,36 |
|                                                                                                           |       | 34-45 | -,450 | ,467 | ,970  | -2,06 | 1,16 |
|                                                                                                           |       | 45-60 | -,577 | ,458 | ,875  | -2,18 | 1,03 |
|                                                                                                           |       | 60+   | -,500 | ,423 | ,900  | -2,11 | 1,11 |
|                                                                                                           | 25-34 | 18-25 | ,262  | ,475 | 1,000 | -1,36 | 1,88 |
|                                                                                                           |       | 34-45 | -,188 | ,294 | ,999  | -1,06 | ,68  |
|                                                                                                           |       | 45-60 | -,315 | ,281 | ,944  | -1,15 | ,52  |
|                                                                                                           |       | 60+   | -,238 | ,217 | ,947  | -,91  | ,44  |
|                                                                                                           | 34-45 | 18-25 | ,450  | ,467 | ,970  | -1,16 | 2,06 |
|                                                                                                           |       | 25-34 | ,188  | ,294 | ,999  | -,68  | 1,06 |
|                                                                                                           |       | 45-60 | -,127 | ,266 | 1,000 | -,93  | ,67  |
|                                                                                                           |       | 60+   | -,050 | ,198 | 1,000 | -,67  | ,57  |
|                                                                                                           | 45-60 | 18-25 | ,577  | ,458 | ,875  | -1,03 | 2,18 |
|                                                                                                           |       | 25-34 | ,315  | ,281 | ,944  | -,52  | 1,15 |
|                                                                                                           |       | 34-45 | ,127  | ,266 | 1,000 | -,67  | ,93  |
|                                                                                                           |       | 60+   | ,077  | ,178 | 1,000 | -,52  | ,67  |

|                                                                                                            |       |       |       |      |       |       |      |
|------------------------------------------------------------------------------------------------------------|-------|-------|-------|------|-------|-------|------|
|                                                                                                            | 60+   | 18-25 | ,500  | ,423 | ,900  | -1,11 | 2,11 |
|                                                                                                            |       | 25-34 | ,238  | ,217 | ,947  | -,44  | ,91  |
|                                                                                                            |       | 34-45 | ,050  | ,198 | 1,000 | -,57  | ,67  |
|                                                                                                            |       | 45-60 | -,077 | ,178 | 1,000 | -,67  | ,52  |
| A good story about local communities and traditions is more or less likely to drive me to purchase a wine. | 18-25 | 25-34 | -,607 | ,567 | ,944  | -2,60 | 1,39 |
|                                                                                                            |       | 34-45 | -,850 | ,564 | ,744  | -2,84 | 1,14 |
|                                                                                                            |       | 45-60 | -,596 | ,593 | ,963  | -2,62 | 1,43 |
|                                                                                                            |       | 60+   | -,250 | ,600 | 1,000 | -2,34 | 1,84 |
|                                                                                                            | 25-34 | 18-25 | ,607  | ,567 | ,944  | -1,39 | 2,60 |
|                                                                                                            |       | 34-45 | -,243 | ,293 | ,993  | -1,11 | ,62  |
|                                                                                                            |       | 45-60 | ,011  | ,345 | 1,000 | -1,04 | 1,06 |
|                                                                                                            |       | 60+   | ,357  | ,357 | ,956  | -1,02 | 1,73 |
|                                                                                                            | 34-45 | 18-25 | ,850  | ,564 | ,744  | -1,14 | 2,84 |
|                                                                                                            |       | 25-34 | ,243  | ,293 | ,993  | -,62  | 1,11 |
|                                                                                                            |       | 45-60 | ,254  | ,341 | ,997  | -,79  | 1,30 |
|                                                                                                            |       | 60+   | ,600  | ,353 | ,635  | -,78  | 1,98 |
|                                                                                                            | 45-60 | 18-25 | ,596  | ,593 | ,963  | -1,43 | 2,62 |
|                                                                                                            |       | 25-34 | -,011 | ,345 | 1,000 | -1,06 | 1,04 |
|                                                                                                            |       | 34-45 | -,254 | ,341 | ,997  | -1,30 | ,79  |
|                                                                                                            |       | 60+   | ,346  | ,398 | ,983  | -1,07 | 1,76 |

|                                                                                            |       |       |       |      |       |       |      |
|--------------------------------------------------------------------------------------------|-------|-------|-------|------|-------|-------|------|
|                                                                                            | 60+   | 18-25 | ,250  | ,600 | 1,000 | -1,84 | 2,34 |
|                                                                                            |       | 25-34 | -,357 | ,357 | ,956  | -1,73 | 1,02 |
|                                                                                            |       | 34-45 | -,600 | ,353 | ,635  | -1,98 | ,78  |
|                                                                                            |       | 45-60 | -,346 | ,398 | ,983  | -1,76 | 1,07 |
| How likely are you to recommend a wine brand to someone else if it has a compelling story? | 18-25 | 25-34 | ,083  | ,552 | 1,000 | -1,80 | 1,96 |
|                                                                                            |       | 34-45 | -,100 | ,558 | 1,000 | -1,99 | 1,79 |
|                                                                                            |       | 45-60 | ,288  | ,582 | 1,000 | -1,64 | 2,22 |
|                                                                                            |       | 60+   | -,250 | ,639 | 1,000 | -2,49 | 1,99 |
|                                                                                            | 25-34 | 18-25 | -,083 | ,552 | 1,000 | -1,96 | 1,80 |
|                                                                                            |       | 34-45 | -,183 | ,365 | 1,000 | -1,26 | ,90  |
|                                                                                            |       | 45-60 | ,205  | ,401 | 1,000 | -1,01 | 1,42 |
|                                                                                            |       | 60+   | -,333 | ,480 | ,995  | -2,31 | 1,64 |
|                                                                                            | 34-45 | 18-25 | ,100  | ,558 | 1,000 | -1,79 | 1,99 |
|                                                                                            |       | 25-34 | ,183  | ,365 | 1,000 | -,90  | 1,26 |
|                                                                                            |       | 45-60 | ,388  | ,409 | ,980  | -,85  | 1,63 |
|                                                                                            |       | 60+   | -,150 | ,486 | 1,000 | -2,11 | 1,81 |
|                                                                                            | 45-60 | 18-25 | -,288 | ,582 | 1,000 | -2,22 | 1,64 |
|                                                                                            |       | 25-34 | -,205 | ,401 | 1,000 | -1,42 | 1,01 |
|                                                                                            |       | 34-45 | -,388 | ,409 | ,980  | -1,63 | ,85  |
|                                                                                            |       | 60+   | -,538 | ,514 | ,945  | -2,50 | 1,42 |

|  |     |       |      |      |       |       |      |
|--|-----|-------|------|------|-------|-------|------|
|  | 60+ | 18-25 | ,250 | ,639 | 1,000 | -1,99 | 2,49 |
|  |     | 25-34 | ,333 | ,480 | ,995  | -1,64 | 2,31 |
|  |     | 34-45 | ,150 | ,486 | 1,000 | -1,81 | 2,11 |
|  |     | 45-60 | ,538 | ,514 | ,945  | -1,42 | 2,50 |

\*. The mean difference is significant at the 0.05 level.

**Table 2: Comparison of age groups in terms of data significance**

Source: Own elaboration