

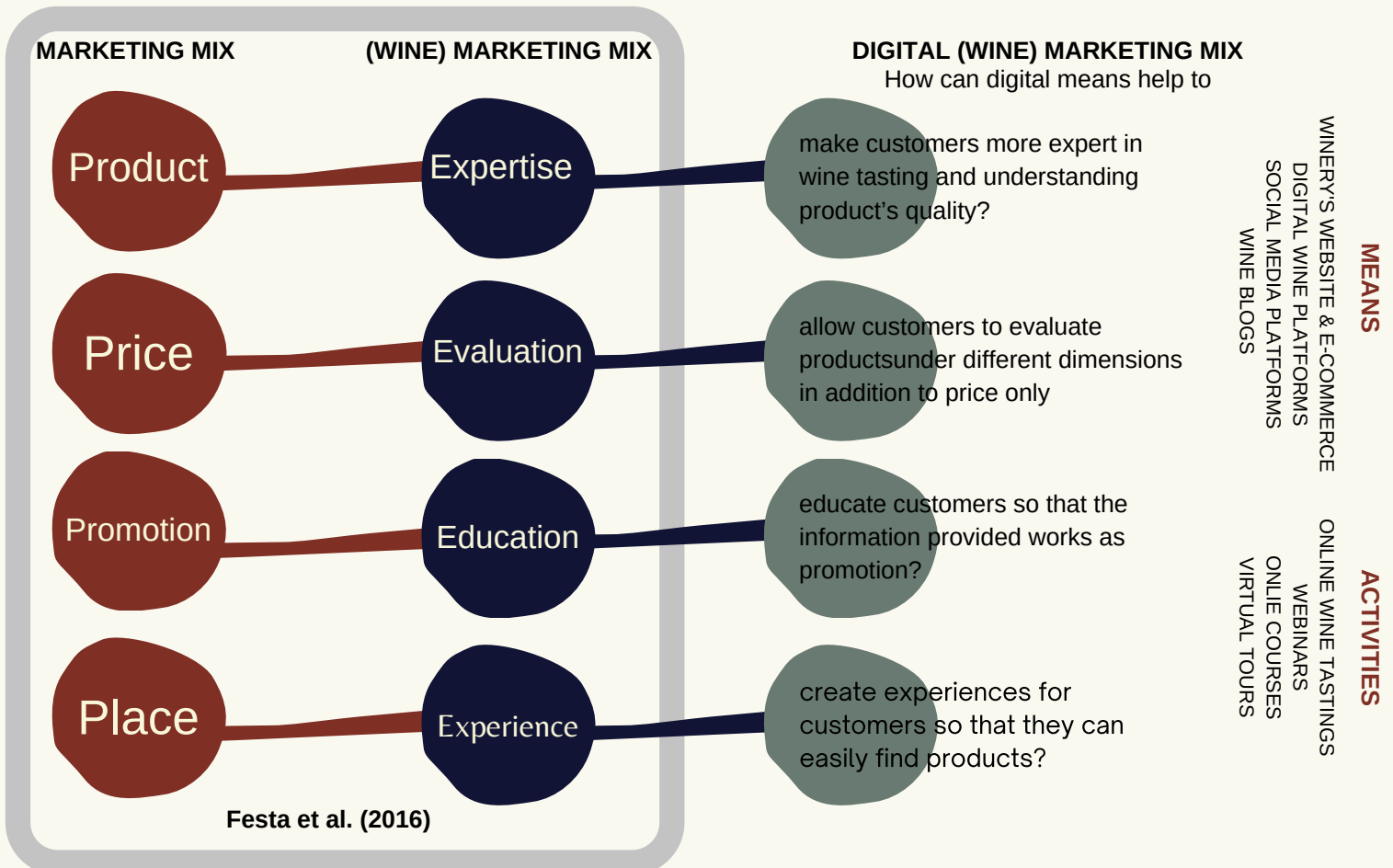


Enhancing knowledge *(and competitiveness)* of the wine sector through digitalization

Background

Several studies have highlighted that expert consumers have a higher willingness to pay

Pucci et al., British Food Journal, (2019)



New concept of marketing mix based on **knowledge** useful in promoting better the real value of a specific wine.

Digitalization has been shaping new opportunities of communication to the customer, encouraging the development of the **wine-value proposition**.

Objective of the study: propose an evolution of the wine marketing mix applied in the digital context and understand whether consumer's wine knowledge can be enhanced by digital means and activities.

Methodology

- Observational cross-sectional study based on questionnaires (to consumers and to producers)
- In-depth interviews to experts and stakeholders

Future objective

Propose a wider analysis which observes how digital practices can be applied in a specific context, thus encompassing the characteristics of the wine region in the study