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Why aren't younger consumers attracted to Port Wine? A Sensory gap analysis

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Abstract/Summary of the submission

Purpose: To clarify the sensory perception gap between Port Wine descriptors promotion and the new generation's perceptions to help Wineries to align their strategies;

Approach: Interpretivism: allowing the integrated use of multiple methods and techniques (mixed-methods), different world views and different assumptions, and different data collection methods and analysis;

Methodology: Qualitative semi-structured interviews, Port wine promotion contents and social media perceptions mined by Sentiment Analysis Enginius algorithm;

Findings: Port wine CEOs strategies, Brands promotional contents and social perceptions are not sufficiently aligned;

Practical Implications: There is a long and continuous work to achieve the survival and growth of Port Wine consumption in the future to associate mutual descriptors;

Originality: In this study, it's hypothesized on how it exists a sensory gap that leads to a decrease in consumption, trying to find recommendations on how to transform them in advantage for a better attraction towards young age group (18-25).

Keywords for reviewing

Services Innovation, Marketing Research, International Business

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