THE ACCEPTANCE OR REJECTION OF SOCIAL MEDIA: A CASE STUDY OF ROCHEFORD WINERY ESTATE IN VICTORIA, AUSTRALIA

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This article examines the acceptance and rejection of social media technology using Rochford Winery Estate in the Yarra Valley in Victoria, Australia, as a case study. The purpose of this investigation is to examine the perceptions of the seven main social media platforms and, through in-depth interviews with Rochford Winery Estate personnel, to determine if any of these platforms are actually employed to assist in increasing revenue. The results indicate that four of the seven identified platforms, being referrals, user-generated content, member profiles, and social networking, were considered worth adopting as they have the most perceived potential to assist in increasing revenue. The three rejected categories (blogs, ratings and reviews, and forums) were not seen as strong sales or marketing platforms or having direct relevance to the winery. However, the business concedes that social media may also assist in the overall marketing strategy through brand awareness. Ideally, social media would be more heavily embraced and given additional financial resources if proven increases in revenue could be obtained and overall control of their brand on the World Wide Web was achievable. The article concludes by suggesting that this winery and perhaps the wine industry are willing to embrace social media if the financial rewards outweigh the financial investment. Wine regions are generally open to cooperative marketing campaigns and there should be no difficulty in implementing social media campaigns for mutual benefit. This research may assist other wineries locally, nationally, or globally to adopt new sales techniques through social media, therefore allowing the wine industry to continue to expand and remain relevant in today’s competitive environment.

Key words: Social media; Platforms; Wineries; Web 2.0 technology; Rochford Wine Estate

Introduction

Australian wineries have strategically developed wine tourism offerings as a way of developing individual and regional brands. This is similar to other New World regions, but in contrast to the Old World (Thach & Matz, 2004), where wine tourism is more likely to be seen as a short-term measure to overcome low sales (Charters, 2009). As wine tourism has developed in Australia, it...
has tended to be far more directed toward fully independent tourists—usually driving motor cars—rather than organized tours. Activities and experiences offered by wineries include tastings at cellar doors, cafés, and restaurants, events ranging from wine festivals to musical performances and, in some cases, accommodation. Such developments not only increase revenue but also create the imperative to attract more and more visitors to fund these investments.

The latest challenge for wine tourism in general is to determine how to use social media as a sales tool, considering a Web 2.0 technological platform. Over the past decade there has been a major shift in advancements in technology, and social media has become “a widespread phenomenon focused on connecting, sharing, and collaborating” (Bosman & Zagency, 2011, p. 3). Thus, it is not surprising that the wine industry seeks to utilize social media platforms to assist in marketing, brand awareness, and sales generation even though a few people’s perceptions are that social media “deliver little value” and “wastes time” (Bradley & McDonald, 2011, p. 3). Regardless of industry perceptions, social media remains an expanding platform for personal communication and branding (Schawbel, 2010). The wineries’ perceptions of social media may differ from that of other industries as they do not generally see it as a tool used by all their target markets (Christou & Nella, 2012), whereas other industries have embraced it more wholeheartedly, such as retailing, major events, and the restaurant sectors (Bradley & McDonald, 2011).

This article, based on a qualitative study, seeks to better understand the decision-making process of a winery with regard to social media, using Rochford wines from the Yarra Valley in Australia as a case study. Very limited studies have been undertaken that specifically identify social media and how the wine industry is or is not utilizing this new technology (Hede, 2008). The findings of this research may provide guidance for the wine industry in determining the value of investing time or resources to social media campaigns.

**Literature Review**

Social media forms part of “an online environment created for the purpose of mass collaboration” (Bradley & McDonald, 2011, p. 10) and empowers “Internet users to actively participate and simultaneously participate to collaborate with other Internet users to produce, consume, and diffuse the information and knowledge being distributed through the Internet” (Sigala, 2012a, p. 7). Viral marketing is also part of social media as it “condenses down the use of social networks to achieve sales through replicating processes by word of mouth, texting or Internet,” according to Philh (2010). It all depends on how the company adapts to the technology (Leung, Lee, & Law, 2012).

The phenomenon of social media generally focuses on connecting, sharing, and collaborating of information, thoughts, and ideas via technology (Bosman & Zagency, 2011). It is increasingly being utilized as a business tool to assist in promoting products and services, as it enables mass collaboration with no previous existing connections that mutually creates added value. It gives businesses the opportunity to actively engage with their customers directly with immediate feedback (Sigala, 2012b), which can be very powerful in gauging customer satisfaction.

The tools that are used to distribute online multimedia content are referred to as Web 2.0 technologies, which are “the evolution of the Web from a collection of hyperlinked content pages to a platform for human collaboration and system development and delivery” (Bosman & McDonald, 2011, p. 222), of which social media is a part. These technologies include platforms for mass collaboration that diffuse information and knowledge through the Internet and associate platforms (Sigala, 2012a). Boyd and Ellison (2008) suggest that the first notable social network site that started the social media phenomenon was SixDegrees.com in 1997. This membership-based website was the first of its kind to create personal profiles and share information only to the membership database. Other scholars believe the first email started the social media phenomenon at the beginning of 1971 (O’Dell, 2011). What is clear is that major milestones have occurred over the past three decades and social media has exponentially increased since 2000. It is therefore appropriate to examine the gap in the literature that considers a winery with multiple product offerings and how social media is incorporated or not into their marketing campaigns. This type of examination is currently lacking in wine tourism research.
Rochford Wine Estate as a Case Study

Rochford Winery Estate is located in the Yarra Valley in Victoria, Australia, approximately 1 hour from metropolitan Melbourne. The official website suggests that they are "often identified with the iconic Australian “Day On the Green” music festivals, [and] Rochford Winery is situated in one of the most stunning regions in Australia with breathtaking panoramic views of the Great Dividing Ranges. . . . The Winery showcases a restaurant, café and patio, cellar door, retail shop, wine club, art gallery and expansive natural amphitheatre and observation tower" (Rochford Wines, 2013, para. 1 and 3). Rochford Winery also boasts their connections with other businesses such as ballooning, Segway tours, music festivals, and skydiving that utilize the vineyard property for various visitor experiences. Rochford Winery began in 1998 in Rochford just outside the Macedon Ranges in Victoria and then moved to the Yarra Valley after the purchase of the winery, formerly known as Eyton on the Yarra (VisitVineyards.com, 2013, para. 1). Rochford Wines produces approximately 20,000 cases of wine annually, which are sourced locally from their own vineyards (http://www.wineindustryjobs.com.au/) and is considered a medium-sized, family-operated business.

Although social media products are rapidly changing, constantly adapting, and innovating, there are some platforms within which the majority of all new innovations can be categorized. These social media platforms are highlighted in Figure 1. Although there are seven broad categories of social media, some of the examples may overlap into more than one category depending on what one is trying to achieve.

<table>
<thead>
<tr>
<th>Social Media Main Platforms</th>
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<tr>
<td>1. Blogs</td>
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<tr>
<td>2. Ratings and Reviews</td>
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<td>3. Referrals and Sharing</td>
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<tr>
<td>4. Forums</td>
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<td>5. User-created Content</td>
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<td>6. Member Profile</td>
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<td>7. Social Networking</td>
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Methods

This exploratory study used personal interviews as the main form of data collection that took place between January and March 2013. The chief executive officer and owner of the winery gave permission for himself and other relevant employees to be interviewed for this article. Data collected consisted of field notes, examination of promotional material (predominately the website), and semi-structured interviews that generally lasted up to an hour in length. Interviews are often used to question samples and groups or applied to case studies and commonly used in social and market research as they are flexible and may have a wide range of applications (Morton-Williams, 1993). King and Horrocks (2010) suggest that case studies are an appropriate method of data collection and that qualitative research was the most appropriate methodological approach. Pike (2005, 2007, 2008) has consistently highlighted the need for case studies in tourism research as it specifically identifies working businesses. A case study may also be interpreted as an empirical inquiry that investigates a real-life phenomenon, whereas the dynamically changing boundaries can be constantly explored (Yin, 2009).

Stake (1995) argues that a case study is more than a comprehensive research strategy and is a legitimate technique for acquiring and analyzing data. Hyde, Ryan, and Woodside (2012) also suggest that there are four main objectives when conducting qualitative research by interviews: accuracy, generalizability, complexity/coverage, and value. These authors argue that the four highlighted objectives assist in understanding the behaviors and perceptions.

Examples are endless but include:
- Twitter
- Facebook
- Friends United
- Dating sites
- Send email to a friend feature
- Recommendation buttons
- Wikipedia
- Personal blogs
- Feedback on websites etc

Figure 1. Social media platforms. Source: Adapted from Wollan (2011).
of individuals that are appropriate in case study research (Stronza, 2001). Recording an interview assists with accuracy, and with six participants, this assists with the other three objectives listed above. As there are a variety of stakeholders in Rochford Winery, the snowball technique was used to identify other potential participants (Jennings, 2010; Neuman, 2006). Participants were asked directly if any other person may add value to this study and responded with names and/or contact details. This included other businesses associated with Rochford Winery such as representatives of events that are staged at the winery. The researcher may not have known these relationships prior to an interview (Jennings, 2010), and therefore the snowball technique was effective in obtaining an additional four more interviews about the social media campaigns.

Participants were initially asked their perceptions of social media and the types of campaigns or usage they are currently involved with at Rochford Winery or related business activities. The interviewer then asked each participant to articulate their understanding of the seven platforms of social media by Wollan (2011). Further questions explored the purpose of social media, future investment in social media for the winery, and how social media links with their overall marketing and sales strategy.

Results

The six participants used for this article were all male, aged between 23 and 55, and all had a distinct job title. Table 1 indicates their job title, a short job description, and the length of time they were either employed or associated with Rochford Winery Estate.

From this table it is clear that some of the job titles and/or job descriptions are directly related to social media, or it could be assumed that their daily duties entail working with social media platforms of various descriptors. However, that does not necessarily mean a full understanding of social media is apparent. The general manager stated that “I know I should be using it but don’t know how so that’s why I employ other people to do it.” The CEO of Wine Quest agreed stating that “most people I know within business and within the wine industry have no idea about Facebook or social media.” He continues, “or they’ve got an idea about it; they don’t know how to do it. I’d probably have to say I’m one of them.” This may also explain the length of employment of the social media manager and social media auditor at Rochford Wines, which is relatively short compared to other job titles, with both staff members accepting the first positions that were specifically created to examine social media platforms. The general manager suggests that early 2011 was when “it was recognized in the business that it [social media] had to happen . . . one of [the CEO’s] daughters, who run their own businesses and they’re quite successful ladies were right into it and they were strongly encouraging [the CEO] to get into it. But there was also, as I said before, someone sneezed in the valley and it was catching on. [The CEO] knew that he had to stay ahead of it.”

It also became apparent that the more social media evolves, there is a greater need to invest in social media. Initially, the CEO of Rochford Winery,

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<tr>
<th>Job Title</th>
<th>Job Description</th>
<th>Length of Employment</th>
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<tr>
<td>Chief executive officer (CEO)</td>
<td>Oversees all activities and operations of the entire Rochford Winery</td>
<td>15 years</td>
</tr>
<tr>
<td>Social media auditor</td>
<td>Audits all online and social media activities for Rochford Wines</td>
<td>1 year</td>
</tr>
<tr>
<td>Social media manager</td>
<td>Manages all online and social media marketing and sales campaigns for Rochford Winery</td>
<td>3 months</td>
</tr>
<tr>
<td>General manager</td>
<td>Responsible for the daily operations of the estate including the cellar door and restaurant of Rochford Wines</td>
<td>9 months</td>
</tr>
<tr>
<td>CEO of Wine Quest</td>
<td>Organizes and promotes wine events and festivals at Rochford Winery</td>
<td>7 years</td>
</tr>
<tr>
<td>CEO of Mad Scientist Digital</td>
<td>Consults with online reputation management and promotion of Rochford Winery</td>
<td>2 years</td>
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among others in the wine industry, had a strong view that social media “is free”; therefore, little financial investment was required. However, over time, it has become obvious to the CEO of Rochford Wines that it is “becoming a necessity for communication, therefore we must explore its advantages,” evidenced by having social media positions on his payroll. This is perhaps the driving force for employing social media professionals to assist in their online marketing campaigns, albeit “in a part-time capacity,” acknowledges two other employees.

The CEO of Mad Scientist who consults on Rochford Wines social media campaigns, however, has been at the forefront of social media in the wine industry from its emergence “almost 12 years ago.” He explained how his digital business started in the Napa Valley in California, solely concentrating on promoting the wine industry and individual wineries before relocating to the Yarra Valley for personal reasons. He asserts that “social media is about a conversation . . . [and] can come in a number of forms . . . but it’s really the ability of people to interact on a given subject.” The Mad Scientist representative also alludes to social media not being free, stating: “there’s definitely time and money invested involved, if you want to do well.” This now appears to be the sentiments of all participants, hence creating job descriptions that incorporate some aspect of social media requiring time as currently the greatest investment. For example, the social media auditor suggests his role is to “basically review all of the processes that were to do with their online presence. So that covered all websites . . . basically where there was a presence across the web making sure all the information was consistent . . . and relevant.” He mentions that the only financial investment required for this was his time (hourly wage), Internet connection, and email access. The social media manager advised that he “will require a monetary budget to really push social media campaigns in the future.” The general manager tells us that “over time, less use of printed material will become common place in the wine industry with more digital marketing taking its place.”

After establishing the overall value of social media, the seven platforms of Web 2.0 technology identified by Wollan (2011) were used as a structure for discussion and categorizing social media platforms. It emerged that the participants both could and could not differentiate between some of the platforms. The following seven categories highlight the individuals’ understanding of the social media platforms and whether they are useful or necessary in any Rochford Wines marketing campaigns.

**Blogs**

The first category that Wollan (2011) indicates is blogs. Coined about a decade ago and an abbreviation for weblog, a blog is “a website written about someone who is passionate about a subject and wants to share that passion with the world” (Scott, 2011, p. 60). The Mad Scientist CEO suggested that “a blog is an online journal or newsletter . . . where people can comment on your articles or posts.” A similar view is held by the social media auditor who suggested it is an “online diary . . . generating conversation” and the Wine Quest CEO highlighted that “it is something that someone puts their opinion and then people can respond.” The social media manager said “a blog can be personal or it can be based on a business or a particular revenue stream or it can something linked with a particular group that you may like.” Although all participants had an understanding of a blog, only the Mad Scientist representative was convinced that blogs are useful in the wine industry as “you can post photos and YouTube videos . . . so it’s quite dynamic.” All others, including the CEO of Wine Quest, were more negative, with one participant who commented that blogs are a waste of time in our industry as no one reads them, which Johnson (2010) also reported in his findings. This participant also said that blogs are “probably the one you would fear because it [user posts] could go positive or negative.” The CEO of Mad Scientist disputes this when he stated that “blogs work well if managed correctly and are very successful in the Napa Valley.” Currently, blogs are not being planned by Rochford Winery staff, although they encourage other bloggers to promote their products and services via their blogs and postings.

**Ratings and Reviews**

The social media auditor believes rating and review websites are “set up to review different services that a winery or any real product or service, mainly the hospitality industry, will offer.” The manager believed that these types of websites are
commonplace as “most social networking websites anyway have ratings and reviews.” The CEO and
general manager of Rochford highlighted TripAdvisor as the main rating and review website for the resta-
taurant and vineyard experiences, whereas the CEO of Mad Scientist suggested a person is more likely
to “believe a respected person within the industry than an unknown” or would consider “the quality of
the blog or person.” Conversely, Wine Quest’s expe-
rience indicated that a “greater number of random
people rating a similar way is more of an influence
than one celebrity endorsement such as James Hal-
diday” (a well-known Australian wine specialist).
However, all agreed that there is little control over
ratings and reviews, but all suggest that any negative
ratings or reviews should be responded to in a timely
manner to “assist in the business’s online reputation,”
according to the Mad Scientist representative.
The CEO of Rochford will continue to send wine
samples to journalists and the media in the hope of
positive publicity, but this is industry standard prac-
tice with no guaranteed outcome.

Referrals and Sharing

The social media auditor states that “referrals and
sharing can be done via quite a few websites. Twitter
and Facebook are both . . . subplatforms I guess you
would say holders of the documents, so the holders
of information,” whereas the CEO of Mad Scientist
suggested they are “more of a device than a platform
and has become a key aspect of social media.” He
continued stating that “It’s almost not defined as
social media without the ability to share and refer.”
The general manager agreed, adding, using Face-
book as an example, “you can click ‘like’ and then
talk to your friends about it and basically because it
shows up on your website, that can act as a referral
to a wider audience.” All concede this is the main
platform that Rochford Winery uses with two spe-
cific products, Twitter and Facebook. As the general
manager explains: “We use these two because people
have opted in to receive information and tweets
or pictures can be sent immediately, which can then
be passed onto others really quickly.” Even though
time is dedicated to postings through these two
sites, he acknowledged improvements can be made:
“Although we don’t track sales and tickets for events
so we don’t know how well it is doing overall, we
see it as part of our overall branding and hopefully
they will remember us.” However, the Wine Quest
participant suggests that promotional emails may
also fall into this category as Rochford Winery has
“a database of over 10,000 addresses and it works
extremely well for selling tickets to wine events.
I can see a spike in ticket sales directly after an email
has been sent” indicating that some wine event sales
tracking can be ascertained.

Forums

The CEO of Mad Scientist explained that “forums
are very much a place where people can post ques-
tions.” “Either things that they’re having a problem
with, that they need help with from the community,
or just general discussions about various topics,” he
also suggested. The auditor believed “forums are
similar to blogs”; however, the former are “more of
a general discussion so that everyone can weigh in
on what is being said.” The manager views forums
“as more technically or information-based medium,”
adding “I’ll go to a particular forum if I want to find
specific information about a particular issue.” The
CEO of Wine Quest regarded “forums as virtually the
same as blogs, just moderated by someone.” What-
ever their view on forums, all agree that if potential
customers would like additional information regard-
ing any of their products and services, they are more
likely to go directly to the Rochford Winery website
for clarification rather than a forum. If the answer is
still not found, an email or telephone call to Rochford
Winery is more likely to occur rather than going to a
specific forum or perhaps a referral website such as
TripAdvisor, as Rochford Winery has a listing that
they monitor. Although Rochford Winery does not
have a moderated forum at present, they may con-
side it in the future if they believe there is enough
interest and the content would most likely be about
their wine production and harvest, not sales.

User-Generated Content

Although Woolan (2011) has placed user-generated
content as a separate platform and suggests that it
is an evolving entity such as an avatar in the game
Sims, participants suggested that all content on the
World Wide Web is user generated. The social media
manager stated, “It can be anything from photos to . . .
blogs . . . videos, photos, songs, anything that you create yourself," or "that's where people create their own content," stated the Wine Quest representative. The auditor also agreed, suggesting "it could be anything, whether it's a person posting up an image, a photo of a wedding, or whether it's a company creating a video, like A Day on the Green, they've created an ad to put onto YouTube for Simple Minds and Devo. That would be user-created content." The Mad Scientist CEO acknowledged all social media and websites are user-generated content, but highlights: "It could be the customer; in the case of a business; or it could be the business themselves." Rochford Winery will continue to market their products, services, events, and offerings through Facebook and Twitter, keeping the content "updated and fresh," said the social media manager of Rochford.

**Member Profile**

The Mad Scientist CEO commented that "member profiles can come in many forms. But in a nutshell, with most social media, you've got the ability to upload a photo and put your name to it." The auditor observed that he would "probably interpret that as somewhat of a membership style program . . . whereby people actually sign up." The CEO of Wine Quest agreed, suggesting that it "requires a username and password" to access information. The social media manager noted: "Rochford Wines is a great example. That you have to become a member in order to get specials." Examples given by all participants include Facebook, Urbanspoon, Twitter, LinkedIn, TripAdvisor, and Instagram. It appears that Rochford Winery only captures the contact details of its members in order to send email specials and newsletters and have their address details on file if the customer places a wine order over the telephone or, more commonly, the Internet. Rochford Winery will continue this practice as it increases wine sales as the general manager highlights that the online ordering system "is the biggest wine sales medium outside the cellar door."

**Social Networking**

Scott (2011) suggests that social networking websites "help people cultivate a community of friends and share information" (p. 37). This definition appears to be straightforward; however, the participants struggled to agree on a social networking definition. For example, the social media auditor believed social networking is "an umbrella term" and is "like having tentacles that link in to it." The auditor and Wine Quest representatives found it easier to define social networking by simply listing example websites: Facebook, LinkedIn, Myspace, Twitter, Pinterest, and Friends United. The Mad Scientist representative suggested there may be confusion "because people call it social networking, or social media, or digital marketing, or social marketing, or—there's all these different names. But it was definitely first known as social networking, and the key part of that was people were just networking to—in a formal sense, they were conversing casually online. That's really originally what it was meant for." All participants suggested LinkedIn as an example of a social networking for a business and Facebook for personal use and are convinced that social networking will be present in the future but not necessarily in the current format. Employees can have a personal LinkedIn profile; however, all social media posting such as on Facebook must only be through the official Rochford Wine Estate page as the social media manager would "like to maintain control of our online reputation."

**Discussion and Conclusion**

Utilizing Rochford Wine Estate as a case study for this study, it appears that this winery is using only four of the seven social platforms as defined by Wollan (2011), being (1) referrals and sharing, (2) user-generated content, (3) member profiles, and (4) social networking. These categories have been identified as accepted platforms largely because the current social media activities relate to one or more of these categories. For example, Rochford Wine Estate has a Facebook and Twitter account. These two examples can be placed into all four platforms. Arguably, using the "like" button on Facebook can refer information (depending on individual settings). Updating photos and content can be viewed as user-generated information. Creating followers (potential customers) can be a form of social networking, as postings can be exchanged and the followers must sign up, and this makes it a form of membership. Other supporting evidence for membership includes
requiring a username and password to access Facebook and customers must become a member of Rochford Wines’ database to order wines online.

The three social media platforms identified by Wollan (2011) that are not currently being utilized or rejected are blogs, ratings and reviews, and forums. This is due to not seeing any potential benefit from specific dedicated resources, such as financial or time. It is Rochford’s view that starting a blog about Rochford Winery will not be received well by the public as it assumed that a certain bias toward positivity will occur, therefore making the blog obsolete or untrustworthy. However, Rochford Winery is not against others blogging about their products and services but, ideally, only in a positive way. The participants also commented that rating and reviews should also be done by a neutral party, as again it would be assumed that Rochford Winery would only post positive comments about their own products and services. It is the participants’ opinion that well-known industry professionals or celebrities assist in positive ratings compared to an unknown person; however, large numbers of positive ratings or referrals may also negate a negative response. Third, forums have been considered, but currently the CEO of Rochford Winery Estate only believes it would be useful in commenting on wine production, which would be limited to a marginal group.

Rochford Winery Estate is not adverse to change and understands that it must evolve with new technologies, methods of communication, and marketing campaigns. The staff stated they are assessing future social media trends and have a willingness to adopt new practices; however, they acknowledge that their social media understanding and competency levels can be improved. This is supported by the two staff members that have social media in their job title, which suggests that social media is an important marketing tool for the future and dedicated investment is being made.

It is also suggested that the wine industry in the Yarra Valley could see potential in social media platforms to assist in sales generation, but has not yet witnessed major success, and therefore little time and financial investment is dedicated to this form of marketing. This was discussed by wine stakeholders at their last meeting of Yarra Valley winery owners. All agreed that social media should be used not only to increase sales but also to increase brand awareness. Although the wineries of the Yarra Valley generally acknowledged a low understanding of social media and how to use it to increase sales or revenues, the wine industry would be open to change and may utilize it in the future. There only seems a willingness to invest in resources if there is a proven record of success either by reviewing other industry practices, by individual trial and error, or by reviewing other competitors’ campaigns, all of which should be low cost in the beginning. The Yarra Valley should also collaboratively invest in social media platforms for mutual benefit and to share the overall cost, even in the trial and error stage such as creating a Yarra Valley Facebook Page for the region. This is also the recommendations by Christou and Nella (2012). Currently, there are no cohesive campaigns or content of value. It is therefore logical that the current persons undertaking collaborative wine campaigns should also adopt the agreed upon and chosen social media platforms. As everything can be tracked via Web 2.0 technology platforms, it should be easy to ascertain which campaigns are working and which may need further review.

This study is important in understanding how social media is perceived by the wine industry itself and perhaps where future marketing campaigns may adopt social media. It is interesting to note that many countries have their own different versions of social media, and therefore what may work in the English-speaking world may differ in the non-English world. As this study can be replicated in this and other wine regions globally, the potential for a larger sample size may overcome any limitations inherent in only analyzing one case study.

Notes

1Trip Advisor is the world’s largest travel site with more than 60 million visitors per month (ComScore.com, July 2012).
2Sims is an online computer-based community where avatars are created and the communities continually evolve. It is one of the world’s most played games online (http://www.thesims3.com/gettingstarted/faq, 2013).

References


