Bordeaux 2016 Abstract Submission

Title

TITLE: Importance and difference on using of on-line communication tools between three important wine regions: Piedmont, Tuscany and Bordeaux

I want to submit an abstract for:

Conference Presentation

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Keywords

Social media, Internet, web marketing

Research Question

Thanks to this work, it was possible to check the on-line presence of some companies from Piedmont, Tuscany and Bordeaux region

Methods

Analysis of each company website, response rate and response time

Results

We had a comparison between using of internet tools and social network in three different important wine districts

Abstract

INTRODUCTION

Technology, social networks and new media are changing life and habits of consumers and the communication strategies used by wineries to “speak” with their customers. Internet sites are increasingly representing a good
source of supply in the process of acquiring new customers and promoting the company, products and activities related to it. Social media and social networks in particular, represent a direct way to contact consumers that can be used to promote products directly to interested people with actions more incisive and effective. The Food and Agricultural Sciences Forestry Department of Turin University, decided to check and compare the use of internet and their tools in three important production areas, two in Italy and one in France: Langhe with Barolo and Barbaresco, Tuscany with Brunello and Chianti and the Bordeaux region.

MATERIAL AND METHODS
A list of companies was taken from wine guides and from on-line resource like as websites, Blog, wine lovers communities. The priority was to acquire the information on wine producers like as a normal consumer. In the next step, as already achieved in other similar studies, we have been checked various parameters on each company's website. In particular, we checked the presence of a description of products, a story of the company, an email address or a form to contact them. Then we checked other important things like as the possibility of visit the winery or to buy the wine directly with the on-line shop, Blog, Video and review of their product. Particular attention was also on link with the most important social media especially Facebook and Twitter. We also evaluate the turistical opportunities developed by companies like as farmhouse, B&B or a restaurant directly on site. Then we sent an email to each contact asking some information about possibility visit their winery, buying products on-line in order to check the response time. In order to ensure uniformity in the calculation of the response time, all the emails were sent by 10am on Monday morning. A comparison on data obtained was made between the companies in the different area involved : Langhe, Tuscany and Bordeaux

RESULTS AND DISCUSSION
The companies identified, are all characterized by a high level of appreciation at an international level; it is then fundamental to give a strong attention to the presence on the Internet. Most of them are online with a good website and also has an active email address. Some of them are also available on the most important social social networks but sometimes without a direct integration on their website. We have found also some websites that are now obsolete with outdated graphics. In some case, we can appreciate some innovative communication tools such as video reviews, blogs, events and company news with frequent updates. Social network help companies to keep in touch with their consumers and to keep them updated. Facebook and Twitter are the most diffused, but we can find also some companies on Instagram, a social network based on photography. A Google My Business profile is very important to help companies to meet consumers during their internet surfing and also. The aim is to attract more consumers and to keep them always interested on products and brand. E-commerce and on-line wine selling are not very popular among companies especially in Italy, but the interest on this tool is very high. Response rate is good in all regions, and response times to our e-mail vary widely inside and outside the same production area. The high response rate, completeness of the information provided and the rapidly with which they have reached maturity, make us realize that most of the companies positively judge the importance of contacts through its website and social media.

CONCLUSIONS
Online presence and exploitation of new communication tools by wineries is now a fundamental parameter, which does not seem to be directly related to the size or the production area of each company. The presence of translations in other languages appears to be the only way to trade at an international level and English seems to be the first choice in Italy and also in France. Websites and social media represent a direct interface with consumers that nowadays cannot be neglected. New forms of communications based on internet services must be managed with a certain speed and either exhaustive in order to meet the demands of consumers. In the coming years we will see a further growth in the use of these instruments that are becoming increasingly popular. Wine trade online directly by company's website is still struggling to gain a foothold in especially Italy. One of the major problem in the development of online sales is certainly represented by the regulatory framework which varies from country to country.

Internet, social networks, on-line shops and on-line marketing activities, will be highly increasing importance in the coming years.