Co-creating value through virtual wine tastings

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Conference Poster Session

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Keywords
Virtual wine tastings, co-creating value

Research Question
This study investigates how virtual wine tastings contribute to the co-creation of value of the winery offering the wine tasting.

Methods
A survey instrument distributed at wineries located in California, helps measure the impact of virtual wine tastings on the co-creation of value of the winery.

Results
This research project is still in progress and we are looking forward to presenting the results of the study at the conference.

Abstract
Co-creating value through virtual wine tastings
Technological innovation has changed the traditional business model for small wineries, especially since the pandemic. During lockdowns small wineries, which were largely supported by in-house sales, were no longer open to winery visitors. Thus, they had to turn to new technologies. One of the major technological innovations erupted during Covid-19 is offering virtual wine tastings (Kruse & Drechsier, 2022; Szolnoki et al., 2021; Wen & Leung, 2021). Such tastings were offered through a variety of online formats. Most commonly, ‘zoom get-togethers’ would provide wine consumers with immersive learning opportunities of the wines on offer led by the winery’s professional team (Kruse and Drechsier, 2022). However, virtual wine tastings do not differ with conventional wine tastings only in terms of taking place through a virtual platform rather than in-situ. Conventional wine tastings take place mostly on individual basis during which interaction among wine tastings groups is limited. On the other hand, virtual wine tastings provide the chance to socialize with other wine tasting participants, and the opportunity to taste wines in a collective way in the digital space (Kruse and Drechsier, 2022). Virtual wine tastings are based on a group that is affiliated with the winery or is interested in the winery’s wines. During virtual wine tastings, the participants share their tastings notes and experiences with each other, and learn from other participants’ perspective as well. Sharing their own personal experiences, stories and food pairing ideas are very helpful and make the virtual wine tastings more engaging and productive. Thus, virtual wine tastings may be led by winery professionals, yet they become more subjective, depending on each individual participant’s knowledge, preferences and background. Building on the above argumentation, we argue that participants become co-creators of value when they share their tasting notes and experiences with the wines they are tasting. In order to explore this idea, this study sets off to investigate how virtual wine tastings contribute to the co-creation of value of the winery offering the wine tasting. A survey instrument distributed at wineries located in California, helps measure the impact of virtual wine tastings on the co-creation of value of the winery. Findings suggest that often the ideas emerging from the discussion during virtual wine tastings are unique, allow the participants to reveal the uniqueness of each wine label of the winery, and may, therefore, help the winery build the winery brand in a co-creative, vivid manner. The results of the study provide scholars and practitioners with insightful suggestions on this new phenomenon called virtual wine tastings.

References

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