



COMMUNICATION STRATEGIES TO ENGAGE GENERATION Z WITH WINE CONSUMPTION

*ESTRATÉGIAS COMUNICACIONAIS PARA ENGAJAMENTO DA GERAÇÃO Z COM O
CONSUMO DE VINHOS*

*ESTRATEGIAS COMUNICACIONALES PARA EL COMPROMISO DE LA GENERACIÓN Z
CON EL CONSUMO DE VINOS*

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ABSTRACT

Wine consumption, although still quite intense, has been declining in recent years, especially for younger generations, such as generation Z. This group of consumers is very active on social media, and therefore the internet seems to be an important channel to reach them. Given this, this study aims to propose communication strategies that foster the engagement of generation Z with wine consumption. The research has a qualitative-quantitative approach and an exploratory-descriptive nature. For the qualitative phase, two focus groups were conducted, with the participation of 15 individuals from generation Z. In the quantitative phase, an online survey was applied with 53 people from this generation. The data from the first phase were analyzed through thematic analysis; and those from the second phase underwent basic descriptive statistical analysis. The results made it possible to observe the behavior of Generation Z customers in relation to wine consumption, evaluating items such as consumption habits and product attributes. Furthermore, it was possible to identify that brand identity is the most relevant aspect to get this audience engaged with wine consumption. Because of this, communication strategies must be focused on emphasizing characteristics of the product's brand, both in online and offline actions.

Keywords: Wine consumption; Generation Z; Communication strategies; Engagement; Social media.

RESUMO

O consumo de vinhos, embora ainda bastante intenso, tem diminuído nos últimos anos, especialmente entre as gerações mais jovens, como a geração Z. Este grupo de consumidores é muito ativo nas redes sociais e, por isso, a internet parece ser um canal importante para alcançá-los. Diante disso, este estudo tem como objetivo propor estratégias de comunicação que promovam o engajamento da geração Z com o consumo de vinhos. A pesquisa possui abordagem quali-quantitativa e natureza exploratório-descritiva. Para a fase qualitativa foram realizados dois grupos focais, com a participação de 15 indivíduos da geração Z. Na fase

quantitativa foi aplicada uma survey online com 53 pessoas desta geração. Os dados da primeira fase foram analisados por meio de análise temática; e os da segunda fase foram submetidos à análise estatística descritiva básica. Os resultados permitiram observar o comportamento dos clientes da Geração Z em relação ao consumo de vinhos, avaliando itens como hábitos de consumo e atributos do produto. Além disso, foi possível identificar que a identidade da marca é o aspecto mais relevante para engajar esse público com o consumo de vinhos. Por conta disso, as estratégias de comunicação devem estar focadas em enfatizar características da marca do produto, tanto nas ações online quanto offline.

Palavras-chave: Consumo de vinhos; Geração Z; Estratégias comunicacionais; Engajamento; Redes sociais.

RESUMEN

El consumo de vino, aunque todavía es bastante intenso, ha disminuido en los últimos años, especialmente entre las generaciones más jóvenes, como la generación Z. Este grupo de consumidores es muy activo en las redes sociales y, por ello, internet parece ser un canal importante para alcanzarlos. Ante esto, este estudio tiene como objetivo proponer estrategias de comunicación que promuevan el compromiso de la generación Z con el consumo de vino. La investigación presenta un enfoque cuali-cuantitativo y una naturaleza exploratorio-descriptiva. Para la fase cualitativa se realizaron dos grupos focales, con la participación de 15 individuos de la generación Z. En la fase cuantitativa se aplicó una encuesta en línea a 53 personas de esta generación. Los datos de la primera fase fueron analizados mediante análisis temático; y los de la segunda fase fueron sometidos a un análisis estadístico descriptivo básico. Los resultados permitieron observar el comportamiento de los clientes de la generación Z en relación con el consumo de vino, evaluando aspectos como hábitos de consumo y atributos del producto. Además, fue posible identificar que la identidad de marca es el aspecto más relevante para involucrar a este público en el consumo de vino. Por ello, las estrategias de comunicación deben centrarse en enfatizar las características de la marca del producto, tanto en las acciones en línea como fuera de línea.

Palabras clave: Consumo de vinos; Generación Z; Estrategias comunicacionales; Compromiso; Redes sociales.

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INTRODUCTION

In recent years, the world of wine has undergone major changes, whether in producers, winemakers or distributors. The consumption of this product and its consumer has also changed (Roe & Bruwer, 2017). This is because, as stated by Bucher, Deroover, and Stockley (2018), consumers' health consciousness is growing more and more. Thus, wine producers are reformulating the way of production, decreasing the alcohol content, for example. This shift in wine consumption has been most evident in younger generations, such as the Y and Z generations.

The study by Nassivera et al. (2020) investigated wine consumption by the millennial generation (or generation Y) and identified that these consumers drink wine less frequently. The results revealed that this generation consumes more wine on social occasions. The research reinforces that it is important to know the wine consumption behavior of this generation in order to develop more effective marketing strategies. Regarding generation Z, Koksall (2019) indicated that this group of individuals does not consume wine frequently. Furthermore, the study showed that these two generations (generations Z and Y) do not have much involvement

with wines. Thus, the research highlights that it is relevant to analyze their wine consumption habits to plan marketing strategies targeted at each generational group.

Focusing on Spain, the consumption of wine has decreased, especially in the younger generations, who have changed their consumption habits and behaviors (Muñoz, Fernández & Salinero, 2019). Data from the Statista report reveal that a Spaniard consumes approximately 10 liters of wine annually. But according to Orús (2023a), this amount has been falling since 2019. Regarding annual wine consumption in Spain, in 2019 the country consumed about 10.2 million hectoliters; by 2020 this amount had dropped to 9.2 (Orús, 2023b). When looking at consumption per person, the data show that in 2020 each person consumed an annual average of approximately 9.5 liters of wine in Spain; in 2021 this figure dropped to 8.4, representing a drop of 1.1 liters (Orús, 2022).

These younger generations represent the future and therefore it is important to pay attention to them. The wine industry has not yet managed to connect with these new audiences and if it wants to ensure a positive future for the wine world, it will be necessary to achieve greater engagement from this group of consumers. It is believed that this engagement can be facilitated through communication strategies that are geared towards the target audience's preferences (Dolan et al., 2017). This is because, as highlighted in the study by Kucukusta, Pereyigina, and Lam (2019), an individual's engagement is affected by the form of communication to which they are exposed.

Given the above, this study is directed to answer the following question: *How can generation Z become more engaged with wine consumption through specific communication strategies?* Therefore, the objective of this research is to propose communication strategies that foster the engagement of generation Z with wine consumption. To achieve this purpose, Z generation consumers were investigated in the Spanish context. With this, it was possible to analyze the wine consumption behavior of these participants, which helped define the communication strategies. The research is important in that it helps segment the wine market from a generational perspective (Wolf et al., 2018).

On the one hand, this study may bring theoretical contributions in order to verify how the engagement from strategic communications manifests itself in the context of wine consumption, specifically in relation to generation Z. Considering the importance of understanding the particularities that make up the different generational groups, the study contributes to the advancement of understanding about the habits and behaviors of wine consumption by generation Z. On the other hand, this research may result in relevant practical implications, since it will provide useful information to marketing professionals. Such information can be used to optimize the communication to the segment of generation Z, favoring their engagement with the wine market.

THEORETICAL REVIEW

Wine consumers

Wine is one of the most consumed beverages around the world. According to Conway (2023), in the year 2022, approximately 232 million hectoliters of wine were consumed worldwide. This makes the wine market a relevant segment for the economy, and it is necessary to understand the consumer.

In this sense, the research of Calvo-Porrà, Lévy-Mangin and Ruiz-Vega (2020) classified wine consumers based on emotion. The first cluster identified represented the emotionally detached people, i.e., with the lowest level of involvement with the product and less connected with the wine; the second group was the negative ones, i.e., those people who consume wine occasionally and express little pleasurable emotions; the third cluster was the satisfied people, who have a moderate emotional behavior; the fourth and last cluster represented the wine lovers, as they consume the drink frequently and feel positive emotions while doing so.

In turn, the study by Galati et al. (2019) investigated consumers of wines considered natural. The results showed that younger consumers have a higher intention to pay for these wines, as they are more concerned about the ingredients and healthy aspects. In addition, the study revealed that the Millennials generation is more interested in this type of wine. Additionally, research by Di Vita et al. (2019) indicated that wine consumer motivations change according to the quality and attributes of the beverage. Price, for example, is an important aspect, as it can interfere with wine choice for consumers who have low engagement with the product.

Lategan, Pentz, and du Preez (2017) analyzed the importance of wine attributes for Generation Y. The findings pointed out that, in the opinion of this group of consumers, taste and recommendation were the most important characteristics; while information about alcohol content was less important. The authors emphasize that the attributes that are most determinant for Y generation wine consumption should be emphasized in marketing strategies directed to these consumers.

Thach, Riewe and Camillo (2021), investigating the consumption of wines by generation Z, identified some particularities. According to the authors, this generation prefers sparkling wines, drinks in social situations, is concerned with labels and packaging, the alcohol level is important for decision making, and are engaged in social media. Specifically about this last finding, the authors point out that wine-related marketing needs to be present on virtual platforms to reach this generation.

Wine consumption by the Z generation

Generation Z comprises individuals born between 1995 and 2010. The context in which this generation is inserted has a strong presence of mobility, social media and digital transformation. Regarding the behavior of these people, they do not define themselves only in one way; they are inclusive; they like to solve problems through dialogue; and they live pragmatically (Francis & Hoefel, 2018). A relevant aspect about this generation is that practically all of them have social media and internet access, as technologies are natural to them (Dolot, 2018). Therefore, their consumption behavior is strongly impacted by the digital context.

The study by Stergiou, Airey, and Apostolakis (2018) explored how people of generation Z behave in wine tourism experiences. It found that elements such as cost, entertainment, destination attributes, and staff are important; learning about wine was not considered a relevant factor for this experience. Thus, the research highlights that it is necessary to engage this generation with the world of wine through the Internet. In addition, Koksál (2019) argues that generation Z is less involved with wine consumption. Therefore, marketing strategies should be targeted to this audience more effectively.

Research by Deng et al. (2022) examined the reactions of Generation Z to online wine videos. The results showed that the intention to consume wine, for this generation, tends to increase because of the videos. Thus, the research argues that this group of people is more easily persuaded, influencing their wine-drinking intention and purchasing behavior, confirming the important role that the Internet plays in this issue.

The study by Kruger and Viljoen (2022) outlined a profile of the Z generation consumer who drinks wine. According to the research, this consumer is basic, price-conscious and consumption is impacted by images. In addition, red wine is preferred by this generation; the alcohol level is important for consumption; recommendations are a decisive factor for purchase; and these consumers place great importance on getting informed about wines from online content. Therefore, the study reinforces the relevance of digital marketing to reach Z generation customers.

Brand engagement by generation Z

Keeping in mind that this study looks at generation Z's engagement with the wine market, it is important to discuss research related to brand engagement by this generation. Brands are present in all marketed products, including wines. The study by Ismail et al. (2021) showed that brand engagement in generation Z individuals is related to brand loyalty. This is because, according to the research, consumers of this generation see brands as a reflection of themselves. The study also argues that to achieve engagement in generation Z it is important that the brand communicates with them online.

In the same perspective, Goldring and Azab (2021) argue that brands need to create ways in which generation Z consumers can express themselves on social media. As an alternative to create engagement with these people, the authors suggest that brands create and encourage participation in communities. Additionally, Hazzam (2022) believes that generation Z consumers engage with brands on social media, such as Instagram, which was the app investigated in his research. The author maintains that individuals of this generation are attracted to new ideas and information that inspire them, favoring brand engagement. In this sense, he recommends that managers use social media strategically in order to develop engagement and build customer relationships.

Given this, social media appears to be an essential channel for brands to create engagement with their customers. As highlighted in the study by Gómez, Lopez and Molina (2019), to build strong brand engagement, marketers must create a clear and unique brand identity that differentiates it from others. For this, the authors recommend that companies interact with customers on social media, generating a co-creation of value, which influences engagement.

In turn, the study by Wu et al. (2019) highlights the role of social media communication on customer engagement. The results showed that friendly communication increases the number of positive comments; authoritative communication, on the other hand, has no effect on customer engagement. Therefore, the research reinforces that brands need to communicate with consumers in a friendly way, given that this favors their popularity on social media and increases target audience engagement.

The studies addressed in this research served to provide a theoretical foundation about the problem investigated. As already mentioned, the Z generation is composed of people who use the internet for practically everything, including for their consumption decisions. Considering that the wine market has been little consumed by this generation, it is believed that investing in strategic communications can increase the engagement of these individuals with the product. To achieve this purpose, some methodological procedures were adopted, which are described in the next topic.

METHODOLOGY

In order to obtain the information necessary to answer the research questions, it was necessary to resort to both qualitative and quantitative methods. The study has, therefore, a mixed approach (Creswell, 1999), and was developed through an exploratory-descriptive nature. This is because, according to Costa et al. (2018), the search for the understanding of complex phenomena, such as the engagement of generation Z with the wine market, usually demands a deeper understanding of what it is intended to find out.

As for qualitative sources, two focus groups (Wilkinson, 1998) were conducted with individuals belonging to generation Z, with two objectives: the first was to know their habits and their relationship with wine consumption; and the second objective was that the information obtained helped us to design an "ideal" wine for this audience and finally a communication strategy to achieve engagement with this target. A total of 15 Generation Z subjects participated (6 participants in the first dynamic and 9 participants in the second dynamic). The average age of the participants was 21 years and the majority were female. Therefore, all participants were of legal age.

The objective of the quantitative phase was to learn about the wine consumption and purchasing habits of generation Z. The quantitative data collection technique chosen for this research was the survey, which consists of questioning a sample of subjects representing a group on the basis of a questionnaire in order to systematically obtain measurements on the research problem (Schwarz, Groves & Schuman, 1998). The survey consisted of 10 questions and was divided into 3 parts: a first part of questions to get information about the respondent; a second part to know the frequency of wine consumption of the respondent and a filter question to exclude non-consumers of wine; and a third part dedicated to know the habits related to wine consumption and their preferences.

The sample is geographically located in Catalonia and more than 70% are women. Therefore, it is a non-probabilistic convenience sample, since the respondents were chosen based on criteria of accessibility and proximity to the researcher. The data were collected by means of an online survey and the sample was composed of 53 individuals of the Z generation who consume wine. It should be noted that only individuals of legal age were accessed, i.e. those born between 1995 and 2001. Data collection took place in 2019, so all participants were legally allowed to consume alcoholic beverages.

In order to analyze the qualitative data obtained from the focus groups, we opted for thematic analysis (Clarke, Braun & Hayfield, 2015). In order to apply this technique, the themes in which we looked for depth were determined. Then, the thematic categories were established, which were as follows: 1) Consumption habits; 2) Product attributes; 3) Brand and price; 4) Consumption decision; and 5) Brand engagement. This information served as a guide for the proposition of communication strategies to create Z generation engagement with the wine

market. The quantitative data, obtained from the survey, were analyzed using basic descriptive statistics. For this, Excel and Google Forms' own charts were used. This methodological path culminated in the results discussed below.

RESULTS ANALYSIS

Results of the qualitative phase

Consumption habits: According to the data obtained in focus groups, the drink that predominates in the daily life of young people is water, followed by soft drinks. On special occasions, when they are usually surrounded by family or friends, a drink that is widely consumed is wine. In restaurants, if they are with friends or family, they are more likely to drink wine in addition to water. With friends, if they meet in the evenings, they usually drink beer, coffee or sometimes wine. Wine consumption is also very high in pre-party moments. These results corroborate the study by Thach, Riewe and Camillo (2021), who identified that generation Z is more likely to consume wines on special occasions.

Product attributes: They tend to consume beverages that they are comfortable with, where they feel they know the product and feel identified with. For example, when it comes to wine, they tend to drink a lot more white wine because they know what they like, or simply any white wine is fine and they feel comfortable with it. On the other hand, they do not drink red wine because it is related to an older and more knowledgeable public. This finding is different from that found by Kruger and Viljoen (2022), who found that red wine is preferred by generation Z. We can conclude that for generation Z the most decisive attribute is to feel identified with the brand.

Brand and price: They basically know the brands that their parents consume, but these are too expensive for them to consume. So they opt to buy the cheapest on the market. These findings are in line with Kruger and Viljoen (2022). According to the authors, generation Z wine consumers care about price. In addition, they do not show loyalty to any particular brand, beyond buying the cheapest one repeatedly. These results, despite considering a small sample size, point to differences to the results of Ismail et al. (2021), who state that brand engagement relates to loyalty. Perhaps this is explained by the fact that the accessed sample is not engaged with any wine brand.

Consumption decision: The greatest influence comes from the family, more specifically from the parents, since they are the ones who have usually introduced them to the consumption of this beverage and trust their judgment. Secondly, it is the friends, together they are entering the new world of wine for them and it is with those who usually consume it or with knowledgeable acquaintances. Finally, they tend to look at what is on offer in restaurants or supermarkets. Thus, it is possible to corroborate studies that highlight the role of recommendation in influencing wine consumption by generation Z (Lategan, Pentz & du Preez, 2017; Kruger & Viljoen, 2022).

Brand engagement: Based on the data from the focus groups, the wine brand that achieves engagement with generation Z will be the one that creates a sense of belonging, expressing the same values as them. This is important because as Ismail et al. (2021) argue, generation Z consumers see brands as a reflection of themselves. Another element to take into account is to detect the barriers that the target has towards the product in order to break them. In this case it would be the price barrier that would have to be dissolved. A very important

element to achieve this objective is to be present in social media. This presence does not have to be so focused on product promotion but it has to create a brand. This point is in agreement with Gómez, Lopez and Molina (2019), who point out that brands need to create an identity. One way is to do it through publications with consumer insights and thus get them to go viral.

Results of the quantitative phase

The results of the quantitative phase of the study showed that 35% of the participants consume wine once a month or less; 25.7% consume wine more than once a month; 18.6% consume wine once a week; and 8.6% consume wine more than once a week. In view of this, the data indicates strong evidence that the frequency of wine consumption by Generation Z is occasional, as the majority of participants consume wine once a month or less. Therefore, it is inferred that generation Z is more likely to drink wine only in sporadic situations, according to the study by Thach, Riewe and Camillo (2021).

In order to analyze the most common times of wine consumption for the sample investigated, we defined four times of consumption, based on the information obtained in the qualitative phase: 1) at home without guests; 2) at home with guests; 3) in restaurants or bars; and 4) at events or celebrations. It was possible to observe that 79% of the participants indicated that situation 1 is not frequent. The remaining 21% indicated that this situation is more frequent. With regard to situation 2, part of the sample (45.3%) indicated that this situation is not frequent, while the majority (54.7%) revealed that it is very frequent. This indicates, therefore, that Generation Z consumers consume wine more intensely if they are accompanied, configuring a social occasion (Thach, Riewe & Camillo, 2021). With regard to the consumption of wine in restaurants or bars, 59.4% of the sample indicated that it is very frequent and 40.6% said that it is not very frequent. When it comes to drinking wine at celebrations or events, the majority of participants (81.2%) said that they do so very often. This data reinforces the evidence that Generation Z individuals drink wine more often when they are at social occasions, restaurants and events.

For the sample accessed, the preferred types of wine were white wine, with 75% preference; red wine, with 45.3% preference; and rosé wine, with 21.9% preference. This result is different to that found by Kruger and Viljoen (2022), who identified a greater preference among generation Z for red wines. In this study, we found a greater preference for white wine. To assess which attributes of wine the participants consider most important, three were pre-established based on the information collected in the focus groups: flavor, aroma and alcohol content.

As for flavor, practically the entire sample (96.9%) considered it very important. With regard to aroma, 79.7% of participants consider it important. With regard to the alcohol content of the wine, the majority (53.1%) considered it unimportant. With regard to this last aspect, the results again differ from the studies by Kruger and Viljoen (2022) and Thach, Riewe and Camillo (2021). Their study showed that the alcohol content of wine is important for consumption by generation Z. In contrast, the findings of this study revealed that most of the sample did not consider this attribute to be important. It is believed that, specifically with regard to the alcohol content attribute, the sample analyzed has similarities with the profile of generation Y, which also considers this attribute of wine to be unimportant, as highlighted by Lategan, Pentz, and du Preez (2017).

To investigate aspects related to the brand and price of wine, six items were pre-established based on qualitative information: packaging, bottle label, brand, advertising, collaborations with celebrities or influencers and, finally, the presence of a wine-related app. The majority of the sample (62.1%) considered packaging to be important when choosing wine. As for the importance of the wine bottle's label, the majority of participants also consider it important (64.1%). With regard to the brand aspect, 65.7% of the sample considered it relevant. As for advertising, this aspect was of little importance to most of the sample (73.4%). As for collaborations with celebrities or influencers, almost the entire sample (84.5%) considered this item to be of little relevance. Finally, with regard to the fact that the wine has an app related to the product, 89% of the participants do not consider this to be an important aspect.

These results show that Generation Z is concerned about labels and packaging when it comes to consuming wine (Thach, Riewe & Camillo, 2021). In addition, it was found that the brand was the most important aspect for the study participants, corroborating research by Ismail et al. (2021) and Goldring and Azab (2021). It is also worth noting that a large part of the sample did not consider aspects such as collaboration with celebrities/influencers and the existence of an app related to wine to be important. This is an indication that generation Z may consider it relevant to use new technologies to provide information and connect with the public, but such items are not decisive for wine consumption.

Proposition of communication strategies

Having acquired the necessary information through the qualitative and quantitative phases of the research, we propose communication strategies to get generation Z more involved in wine consumption. To this end, it is necessary to remember the characteristics of generation Z mentioned in the theoretical framework. This generation has very high expectations of what brands and organizations can offer. They highly value personalization, and this should be reflected not only in products, but also in advertising messages (Goldring & Azab, 2021). Generation Z customers feel that they are treated as unique individuals and not as just another customer (Gómez, Lopez & Molina, 2019). In addition, the main factors that make them choose a brand are customer service, differential values and quality (Thach, Riewe & Camillo, 2021).

In view of this, it is proposed that communication with this specific client should focus on creating a lifestyle, a community and a social movement to which they belong. Generation Z is increasingly looking to feel part of something, of a group that has a purpose. Thus, it is believed that linking the wine brand to a social movement is an interesting strategy to make this audience feel part of a community that supports a certain movement with which they feel affinity and share the same values.

In addition, it should not be forgotten that this generation is made up of digital natives who are connected practically all day on the internet and social media (Ismail et al., 2021). Therefore, online and audiovisual content must play an important role. It should also be borne in mind that Generation Z is very reluctant to intrusive and traditional advertising (Hazzam, 2022). It is therefore important to take into account the duality they have in maintaining their "real" and "cyber" relationships or social life. In view of this, communication needs to be carried out through offline and online actions.

With regard to offline communication strategies, it is suggested that a bar/creative space be built with the aim of creating a community and a brand image related to wine. It is important that the space is dedicated to generation Z, allowing people to express themselves creatively

while drinking wine. In addition, we recommend applying the strategy of donating a certain percentage of the selling price of the bottle of wine to organizations that promote social movements. This could encourage the purchase of the product, as Generation Z is characterized by its altruism and this is something they consider important when it comes to creating a bond with a brand. It is also suggested that events be used to market wines, since the study's data revealed a greater tendency for Generation Z to consume wines when they are taking part in events or similar occasions.

When it comes to online actions, it is suggested that the wine brand's communication is very active on social media. However, it is important that publications are not focused exclusively on the product itself, but that they consider aspects linked to the Gen Z lifestyle, in order to encourage sharing among this target audience. It is believed that this can help the individual feel identified with the content and, consequently, with the brand. These actions are relevant because, according to qualitative and quantitative data from this investigation, Generation Z consumers give great importance to the brand when consuming wines. Therefore, communication strategies, in addition to being carried out on social media, must emphasize the brand's identity (Gómez, Lopez & Molina, 2019). From this, it is believed that generation Z's engagement with wine consumption can be stimulated more efficiently (Wu et al., 2019).

CONCLUSION

The highlighting of conclusive aspects emerging in the data analysis makes it possible to return to the objective of the research, which is to propose communication strategies that foster the engagement of generation Z with wine consumption. In view of the research findings, the behavior of generation Z wine consumers becomes evident. This specific consumer takes into account added values beyond the product itself. Therefore, communication techniques must be updated, using new media to connect with this audience. The main results of the study reflect the importance of the wine brand supporting movements with which generation Z has some identification. Furthermore, it is necessary to invest in actions that differentiate the brand, favoring its communication with this type of customer, promoting greater engagement with wine consumption.

In theoretical terms, the research contributes by discussing engagement with the brand in the specific context of wine consumption. Furthermore, it highlights traits of generation Z consumer behavior in relation to wine consumption. Thus, the present study makes contributions to the field of marketing in order to investigate communication strategies in the wine segment that can be applied to reach the generation Z customer. This research also complements the construct of brand engagement by evaluating the dynamics in relation to wine brands, providing support to observe the manifestation of this construct in the context studied.

This study also provides theoretical contributions to the field of tourism, given that the gastronomic sector, which also includes wines, is one of the objects of tourism studies (Sio, Fraser & Fredline, 2024; Stefanutti et al., 2023). In this sense, this research provides evidence on the consumer behavior of generation Z in relation to wines, which can support further research on the subject. In addition, the results obtained can be applied to the wine tourism segment, an area of research that is of interest to many researchers in the field of tourism (Piras, 2024; Tonini & Lavandoski, 2024).

Regarding the managerial contributions of the research, the data obtained provides relevant practical implications for marketing professionals in the wine segment. Firstly, it is

believed that such professionals can take advantage of the profile of the Generation Z customer who consumes wine to observe how this consumer behaves in terms of consuming the product. From this perspective, the data obtained in this research regarding consumption habits and product attributes can be useful for better production of wine aimed at generation Z. Secondly, the communication strategies proposed in the previous section can help wine store managers and marketing professionals to establish a more effective connection with the generation Z customer.

Considering that this audience, in general, is not an avid consumer of wines, it is important that online and offline communication is carried out in the most efficient way possible, and the previous propositions are useful in this sense. In this way, communications investments will be optimized, so that the professionals involved can reduce costs and increase effectiveness. Thirdly, it is believed that the data from this research can be used by entrepreneurs who wish to operate in the specific segment of wine commerce for generation Z consumers. Fourthly, specifically in the context of tourism, it is believed that the communication strategies mentioned can help in the creation of wine tourist itineraries, as a way of attracting the interest of generation Z consumers.

Regarding the limitations of the research, it is worth highlighting that, in the quantitative phase, a larger sample of participants could have provided greater reliability to the results. Even though the number of respondents was sufficient to achieve the objective of the study, accessing a more significant sample could provide data that are more capable of generalization. Another limitation of the study was not having analyzed aspects related to the frequency of use of social networks by participants. This information could help in proposing more assertive online actions.

For future research, it is recommended to investigate consumers of different nationalities, as well as different generations. This can favor the production of more comprehensive comparative studies, with the aim of identifying differences and similarities between different groups of consumers. It would also be interesting to analyze the consumption of other drinks that perhaps are not consumed as much by generation Z, such as coffee and flavored water, for example. Finally, it is suggested that longitudinal research be carried out to verify whether the behavior and consumption preferences of generation Z remain the same over time or whether they change.

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DATA AVAILABILITY STATEMENT

All relevant data are available within the text.

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