Does social media usage affect online purchasing intention for wine? The moderating role of subjective and objective knowledge

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Abstract

Purpose –The purpose of this paper was to investigate the influence that social media usage has on online purchases of wine and to examine whether objective and subjective knowledge moderates this relationship.

Design/methodology/approach – A structured questionnaire was completed by a sample of 2,597 Italian wine consumers. A multinomial logistic model was used to assess how the investigated variables influenced online purchasing behavior.

Findings – Social media usage was found to be positively related to online wine buying and consumer's objective and subjective knowledge moderates the relationship between social media usage and online wine purchasing.

Research limitations/implications – Wineries should acknowledge the relevance of social media in favoring online wine buying and adopt integrated multi-channel marketing strategies. Given that knowledge moderates the relationship between social media usage and online wine buying, in order to optimize the channel management, wineries should segment customers and prospects based on subjective and objective product knowledge.

Originality/value – The study represents one of the first attempts to investigate social media use and online wine purchasing behavior in Italy. In addition, it sheds light on previous research on the influence that objective and subjective knowledge has on consumer behavior.

Keywords Online wine buying propensity, social media, consumer knowledge, Italy.

Paper type Research paper

Introduction

In the last two decades, the Internet has turned from a mere source of information into a highly participated and interactive digital ecosystem that communication experts have labeled the "social Web" (Kim *et al.*, 2010). Social media are defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content" (Kaplan and Haenlein, 2010: 61). They embrace a vast array of contact methods such as multimedia sites, social networks, blogs, company-owned websites, interactive applications, aggregating channels, and discussion forums. Social media technologies have been swiftly adopted by both companies and individuals (Nair, 2011; Melanthiou *et al.*, 2015), and have changed the nature of interactions, enabling businesses to communicate with consumers and create intense, active loyalty relationships, as well as enhance brand equity (Keller, 2009). Social media development has given rise to network-based co-production systems (Kozinets *et al.*, 2010). In these systems consumers are influenced by online marketing strategies and at the same time are able to

influence the conduct of other individuals (Kozinets *et al.*, 2010; Kietzmann *et al.*, 2011). This interaction allows companies to create value by increasing the popularity of brands, enhancing positive word of mouth, boosting sales, and generating engagement (Hajli, 2014), and even influencing end-user entrepreneurship (Cuomo *et al.*, 2017).

Social media influence the consumer path to purchase and specifically impact the online decision buying process: they represent a quick manner for gathering and processing information (Fiore *et al.*, 2016; Heinonen 2011), and "*enable consumers to incorporate the dimension of peer-to-peer information sharing into the information search process*" (Jang and Rosenbloom, 2014: 355). The research shows that social media represent a supporting channel where businesses build awareness, consideration, and intent earlier in the purchasing funnel. Most online shoppers in fact use social media to search for product- and brand-related information and social media usage affects consumer buying intention (Chung and Muk, 2017).

One sector in which social media has had a large impact is wine due to the product's characteristics (Kolb and Thach, 2016). It has long been known (e.g. Nosi, 2009) that, since wine is an experience good, wine consumers rely considerably on cues to make their quality judgment. When there is imperfect information about product quality, i.e. when consumers do not know what to expect from a wine before they consume it, wine drinkers rely on extrinsic, information-based cues, including advice from experts and recommendations from peers, friends and acquaintances who are often gathered online through social media (Forbes *et al.*, 2015).

Despite this, wineries have been relatively slow to adopt social media marketing strategies and those that have adopted social media seem to be unable to effectively fit these tools within their overall marketing strategy (Dolan *et al.*, 2013). Furthermore, whereas most wineries are aware of the popularity of social media, few realize how they could be exploited in marketing strategies (Laverie *et al.*, 2011).

This paper thus provides evidence on the relationship between social media usage by consumers and the intention to buy wine online. We reveal the influence that social media use has on consumer online wine buying propensity. In addition, due to the importance of consumer knowledge in wine settings, this study investigates the role that knowledge has in moderating this relationship.

On the basis of the typology proposed by Vigar-Ellis *et al.* (2015b), we distinguish between four groups of consumers on the basis of their level of objective and subjective knowledge (neophyte, expert, modest and snob). Given that social media provide wine marketers with tools for interacting with consumers and integrating them into brands, understanding how social media influence consumer wine buying behavior is a compelling challenge for marketers seeking a competitive edge.

The article is structured as follows. First, an overview on wine-related studies investigating social media adoption on the part of wineries and consumers is provided. The section also includes the proposed conceptual model. Then, the empirical setting of the study, the adopted methodology and obtained results are illustrated. The final section discusses the results, draws conclusions and suggests possible areas for future research.

Theoretical background

Social media use and online buying in the wine business

Social media represent an important tool through which companies can interact with their consumers in new ways (Alonso et al., 2013; Papasolomou and Melanthiou, 2012). Consumer social media usage and online buying in the wine business have been only marginally explored in the literature therefore leaving room for possible investigations aimed at clarifying these topics. A fairly recent literature review on wine consumer behavior (Lockshin and Corsi, 2012) shows that the influence of the Internet and social media on wine consumer behavior represents a research area that needs further investigation.

Several studies have analyzed social media use from the company viewpoint, investigating how wineries use social media for their business interests. One pioneering study (Thach, 2009) analyzed Web 2.0 practices of US wineries and discovered that whereas 61% provided e-commerce through their websites, only 11% used vlogs (video) and 2% used blogs, with the aim of enhancing brand awareness. At that time social network usage, such as Facebook was uncommon on winery sites. More recently, a cross-country analysis (Australia, Canada, Italy, New Zealand, Spain, South Africa, and the United States) carried out in the wine tourism field (Alonso *et al.*, 2013) found that 35% of wineries use social media as the main vehicle for communicating with clients about events at the estate, and promoting wines. A study conducted on the adoption of Web 2.0 components (blog, video, Facebook, Twitter and Pinterest) by German wineries (Kolb and Thach, 2016) showed that in general companies show a low adoption of online applications and that the size of the winery influences the adoption rate (the bigger the company, the higher the adoption). Conflicting with these results, Szolnoki *et al*. (2014) found that 60% of German wineries communicate with their customers via social media and that the most used platforms are Facebook, Twitter and YouTube.

A recent international comparative analysis between Australia and New Zealand (Forbes *et al.*, 2015) claims that the level of social media adoption by wineries is around 65% across both countries, with Facebook and Twitter being the most adopted social networks. In addition, Szolnoki *et al.* (2018) point out that social media adoption differs between Old World and New World countries, although Facebook remains the most commonly used platform.

Wineries mainly use social media to send current clients information about forthcoming events, as well as to advertise to prospects. Very few studies have been conducted in Italy (Begalli *et al.*, 2009) and are generally focused on specific geographical areas. In Apulia (Fiore *et al.*, 2016), winery adoption of social media is deemed useful for product improvement through the sharing of consumer ideas and suggestions. In Sicily (Galati *et al.*, 2017), wineries show a limited social media adoption, with smaller wineries being more engaged in social media than larger wineries. Social media are claimed to open up opportunities for Italian wineries, which can be enhanced for company and wine branding strategies, i.e. using variables collected through social media as an innovative basis for market segmentation (Cuomo *et al.* 2016), exploiting downloadable applications, such as mobile commerce (Pelet and Lecat, 2014), and/or using other software to collect further relevant information on the market (Scorrano *et al.,* 2015).

Of those papers that analyze social media from the consumer viewpoint, Breslin (2013) claims that 90% of wine drinkers use Facebook for at least 6.2 hours per week. Social media are said to play an important role in selling wine because word of mouth, in the form of recommendations from peers, friends, colleagues, etc. is effective in orienting buying behavior Leigon (2011). Wilson and Quinton (2012) argue that Twitter can enhance the generation of soft value (sharing feelings and perceptions about a brand or a winery) on the part of wine consumers, but not hard value (sales stemming from the use of a particular social medium). Szolnoki *et al.* (2014) instead demonstrate that Facebook fans of a brand show greater purchase intentions than those who do not use Facebook. Laverie *et al.* (2011) claim that social media represent an important alternative to search engines in terms of consumers searching for wine-related information on the Web. Consumers using Facebook want to find product information, images, and wish to be told by wineries about interesting events and upcoming promotions (Dolan and Goodman, 2017). With regard to Millennials, Atkin and Thach (2012) reveal that the usage of social media is aimed at learning about wine brands and reducing the risks associated with purchases. A recent study on Italian wine drinkers (Sogari *et al.*, 2017) found that social media use influences consumer buying behavior online and encourages consumers to pay higher prices for a bottle of wine.

A distinction between objective and subjective wine knowledge

A study of the literature dedicated to marketing by wineries reveals that the role that knowledge can play in the relationship between the use of social media on the part of wine drinkers and the propensity to buy wine online has not yet been investigated. This is despite the fact that in the literature on consumer behavior and marketing in general, knowledge has long been recognized as a variable that influences an individual's purchasing behavior (e.g. Brucks, 1985; Aurier and N'gobo, 1999; Festa *et al.*, 2016).

Previous studies have distinguished between objective and subjective knowledge (Aurier and N'gobo, 1999; Brucks, 1985; Dodd *et al.*, 2005; Jang and Rosenbloom, 2014; Johnson and Bastian, 2007; Perrouty *et al.*, 2008). Objective knowledge refers to what a consumer actually knows (Johnson and Bastian, 2007), whereas subjective knowledge refers to how much a person thinks he/she knows about a product" (Johnson and Bastian, 2007). Both objective and subjective knowledge can influence the way people search for and use information about products and wineries, as well as their overall decision buying behavior (Nosi, 2009; 2012).

Being an expert or a novice influences the use of specific cues such as quality, brand and country of origin (D'Alessandro and Pecotich, 2013), and broadly the use of intrinsic or extrinsic cues (Bruwer *et al.*, 2017), but also consumption and expenditure. For example, Johnson and Bastian (2007) combine objective and subjective knowledge in determining whether a consumer is an expert or not. They find that expert consumers consume and spend more on wine than consumers with low level of expertise. However, it is also important to distinguish between different knowledge types. In investigating the willingness to pay of wine consumers, Pucci *et al.* (2017) found that the knowledge impact differs across countries, thus the consumer's country of origin is a key factor. Vigar-Ellis *et al.* (2015b) identify a product knowledge grid

differentiating between whether objective knowledge and subjective knowledge are low or high. Specifically, they provide a typology: (i) "Neophyte": possesses low levels of both objective and subjective knowledge, (ii) "Expert": scores high for types of knowledge, (iii) "Modest": has high objective and low subjective knowledge of wine, and (iv) "Snob": with low objective but high subjective knowledge.

Framework and research questions

Based on the analysis of the literature above, the objective of the present study is to understand if and how the use of social media on the part of wine drinkers influences the propensity to buy wine online, and in particular if the product-related objective and subjective knowledge of consumers represents a moderating variable influencing the relationship between social media use and online wine purchase propensity. Since it has already been claimed by the literature (e.g. Dolan and Goodman, 2017; Kolb and Thach, 2016) that the effect of social media on consumer purchasing of wine is particularly relevant in the information search phase, we focused on the influence that social media usage in gathering information on wine has on consumer buying propensity. We hypothesized that at this stage of the consumer decision process knowledge plays a decisive role in the propensity to purchase.

The proposed conceptual model (Figure 1) is based on the following assumptions:

Hp. 1: Social media use in the search for wine-related information is positively associated with propensity for online wine buying.

Hp. 2: Objective and subjective knowledge of wine moderates the relationship between social media use and propensity for online wine buying.

Insert Figure 1
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Empirical setting and methodology

This study is based on the data collected through a survey administered to a convenience sample of Italian wine drinkers between January and June 2016. The analyzed sample accounts for 2,597 wine consumers: 2,202 respondents filled in the questionnaires online, while 395 questionnaires were submitted face-to-face in order to obtain a control sub-sample.

The dependent variable was operationalized using a five-point scale representing the frequency of online wine purchasing (never; less than once a month; occasionally: 3 or 4 times a month; regularly: more than once a week, but not every day; every day).

The main independent variable was assessed by a four-item, five-point Likert scale measuring the degree of social media use in the search for wine-related information. The construct was developed based on the works of Bruwer and Wood (2005), Chen *et al.* (2011),

Quinton and Harridge-March (2008), Thach (2009), Reyneke *et al.* (2011), and Wilson and Quinton (2012).

The moderating variable includes both objective and subjective knowledge. The former was detected by asking five technical questions about the wine product, the latter was assessed by a multi-item construct based on a five-point Likert scale derived from Vigar-Ellis *et al.* (2015a) (three items) and from Dodd *et al.* (2005) (one item).

For both multi-item constructs, internal reliability, discriminating validity and converging validity were evaluated. Internal reliability was examined through the Cronbach α. All constructs have an alpha value greater than 0.7, highlighting a high level of internal consistency. Standardized factor loadings vary between 0.72 and 0.92, all higher than the 0.5 threshold suggested by the literature (Chin, 1988). Discriminating validity was examined using the square root of the mean extracted variance (AVE) and the cross-loadings: the square root values of the AVE for each construct are all higher than the highest correlation between the construct and each other (Fornell and Larcker, 1981). Factor loadings are also all greater than cross-loadings, suggesting a satisfactory discriminated validity. Finally, convergent validity is ensured by the values of the AVE for each construct higher than the 0.5 accepted in the literature (Fornell and Larcker, 1981).

Similarly to Vigar-Ellis *et al.* (2015b), the use of the two variables in relation to knowledge enabled us to implement a clustering procedure in order to divide the sample into four types of respondents (Table I) depending on whether their objective and subjective knowledge was higher or lower than the average value (corresponding to four dichotomous variables). We labelled the four types using the same names identified by Vigar-Ellis *et al.* (2015b): Neophyte, Expert, Modest and Snob.

Insert Table I
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Finally, some control variables were checked for: age, gender, income, education, frequency of online purchasing (not necessarily of wine), frequency of wine consumption, frequency of wine buying, and average price paid for a 0.75 liter bottle of wine.

Table II. shows the descriptive statistics of the variables used, their correlation and two multi-collinearity indicators (VIF and tolerance).

Insert Table II
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Findings

To evaluate the effect of the various covariates on the propensity to buy a bottle of wine online, we used a multinomial logistic model that estimates the probability of choosing different outcomes. Table III shows the results of the statistical analysis. For the sake of clarity, the results of the interactions are not shown in Table III but are available on request.

This model was chosen because it was not possible to use a classic ordinal logistic model given that the parallel regression assumption was violated. Table III shows only three outcomes because the first one is the basis while the fifth "every day" online purchasing of wine was not selected by any respondent.

Insert Table III
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The results show that social media use has a positive and increasing effect on the propensity to buy wine online, thus confirming Hypothesis 1. Hypothesis 2 is also confirmed. Figure 2 section b) shows the cumulative probability of purchasing wine online at least once a month. The most marked effect relates to Expert consumers (high objective and high subjective knowledge) while the least effect relates to Neophyte consumers (low objective and low subjective knowledge). The higher the level of possessed (objective and/or subjective) knowledge, the higher the influence of social media use on online wine purchase propensity, thus denoting a moderating effect exerted by the knowledge variable.

Finally, a post-hoc analysis was carried out testing the interaction between various control variables and the level of social media use in the search for information on wine. Figure 2 section a) shows that the relationship between social media use and the propensity to buy wine online is stronger for individuals who buy bottles of an increasing average price. Figure 3 shows that age has a quadratic effect on the response variable and that this effect is stronger for consumers who use social media the most.

Insert Figure 2
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Discussion and conclusions

Social media are increasingly important in the wine sector. Consumers may be influenced by several sources of information that may span from social networking websites to specialized magazines, blogs and apps. In Italy, in addition to the social networking profiles (e.g. Facebook, Twitter) of individual wineries, consumers can consult other sources, for example WineryLovers – a community followed by thousands of people, or Vivino – an app used by 31 million users. All these social media are increasingly used for finding information, exchanging opinions, staying updated about wines and, as recent evidence suggests, they may also affect end-user entrepreneurship (Cuomo *et al.*, 2017). However, very little is known about the role of social media on driving wine consumer behavior, and in particular their online buying intention.

Our results confirm that consumers who claim to use social media more intensively in the phase of collecting information about wine show a greater propensity to buy wine online. Our study thus corroborates previous findings (e.g. Atkin and Thach, 2012; Leigon, 2011) demonstrating that also in Italy social media usage has a positive effect on the propensity for online wine buying. The wine sector thus seems to reflect business-consumer interactions (Lemon and Verhoef, 2016), i.e. customers now interact with firms through countless touchpoints in multiple channels and media, and these touchpoints influence each other. As with other industries (Beck and Rygl, 2015), wine purchase decision processes are seamless across channels (Neslin *et al.*, 2006) customer contact points or media through which the firm and the customer interact, and channel integration represents one of the major strategic challenges for wineries.

Furthermore, our results extend Vigar-Ellis *et al.* (2015b) by highlighting that different levels of subjective and objective knowledge are associated with different levels of online buying propensity. In particular, being an Expert consumer, i.e. possessing high objective and high subjective knowledge, increases the propensity for online wine buying. In terms of consumer characteristics the significance of the investigated moderating variables, i.e. knowledge and average price of wine purchased, suggests that wine drinkers who are more likely to buy wine online are expert consumers, looking for medium-high or high quality products. Similar to findings revealed in a pioneering study comparing online and in-store buying for wine that found that online wine purchases were of higher priced wines (Stening and Lockshin, 2001), our results indicate that online purchases would seem to focus on expensive and hard-to-find wines. Given their expertise, knowledgeable consumers may in fact perceive less risk associated with online wine purchase due to less information asymmetry and use online channels to find bottles that are not available in physical stores.

Managerial implications

The study highlights that wineries need to acknowledge that social media represent an important touchpoint in the decision buying process of consumers and that managing the media effectively can increase online wine sales, and thus the related return of investment. In order to optimize social media marketing strategies, wineries should segment their prospects, taking into account the level and type of knowledge that consumers have. Targeting expert consumers first may represent an effective way to increase online sales in the short term and

favor the spread of positive word of mouth among less expert consumers in order to increase brand awareness and engagement, which then might turn into actual sales in the long run.
At the same time, messages conveyed by social media should be aimed at increasing consumer knowledge, by combining emotional communications, such as storytelling, with more technical information in order to reduce the risk perceived by less expert consumers with regard to wine purchases online.

This study may also have implications for the wider context of local tourism and hospitality. Social media are important both for consumers and suppliers (for a review on social media and local tourism see Leung *et al.*, 2013). Specifically, the use of social media may be very important in Italy where better Wine Routes (Bregoli *et al.*, 2016) and initiatives such as Open Cellars (Colombini 2015; Festa *et al.*, 2017), which have the potential to attract both Italian and international tourists. A widespread and integrated use of social media by wineries and the several stakeholders involved, such as tour operators and hotels, could thus influence wine consumer behavior as well as enhance the broader local economy. In fact, as the cases of Napa Valley (USA) and Marlborough (New Zealand) show, the use of websites and social media by tourism agencies and wineries "*are not only targeting the promotion of wine and wine tourism, but also local and regional events […], including concerts, festivals, local art and crafts, and other food sectors (e.g. olives)*" (Alonso *et al.*, 2013: 231).

Limitations and future research

Given that the present study relies on single country (Italy) data, future research could benefit by enlarging the scope of the analysis investigating the phenomenon in other geographical contexts. In fact, very recent research has shown that there is variety in social media use and adoption in Old World and New World countries (Szolnoki *et al.*, 2018). With specific reference to the investigated variables, it could be interesting to ascertain whether the positive relationship found in the present study between wine knowledge, social media usage and online wine buying propensity holds true also in other cultural and social contexts. Whereas in many studies age is considered as a control variable, the present research revealed that the effect of age on online wine buying is not linear but quadratic and is greater for consumers who use social media more intensively to search for information on wines. Future studies could investigate the relationship between age, social media and online purchasing behavior more extensively. Finally, we suggest that future research should also investigate the impact of social media when they are used in the broader context of wine tourism, such as by Wine Consortia and Wine Routes. For example, what is the influence of social media on consumer purchasing behavior when such media are used at an institutional, rather than single winery, level? In conclusion, research on social media and knowledge is not only an interesting field of research at the consumer and firm level, but might also be appealing at a more macro-level, thus consider, for example, wine institutions and local initiatives.

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Insert Appendix
about here

Does social media usage affect online purchasing behavior for wine? The moderating role of subjective and objective knowledge

Figures

Figure 1 – The conceptual model

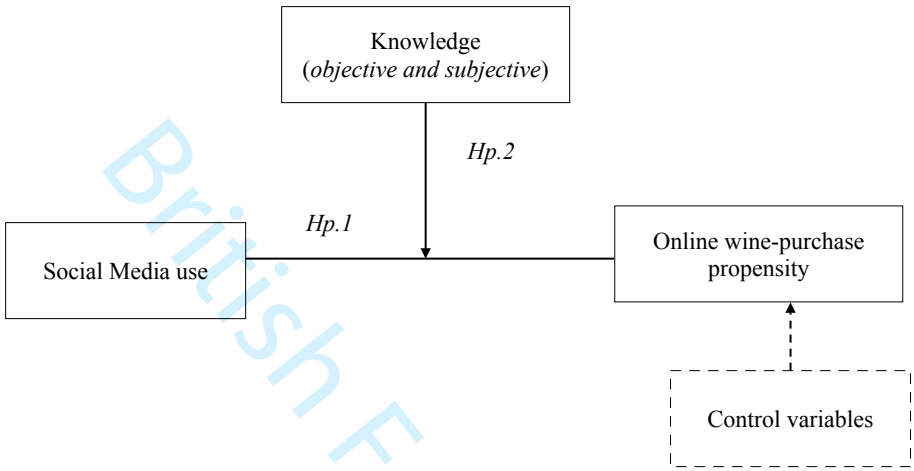
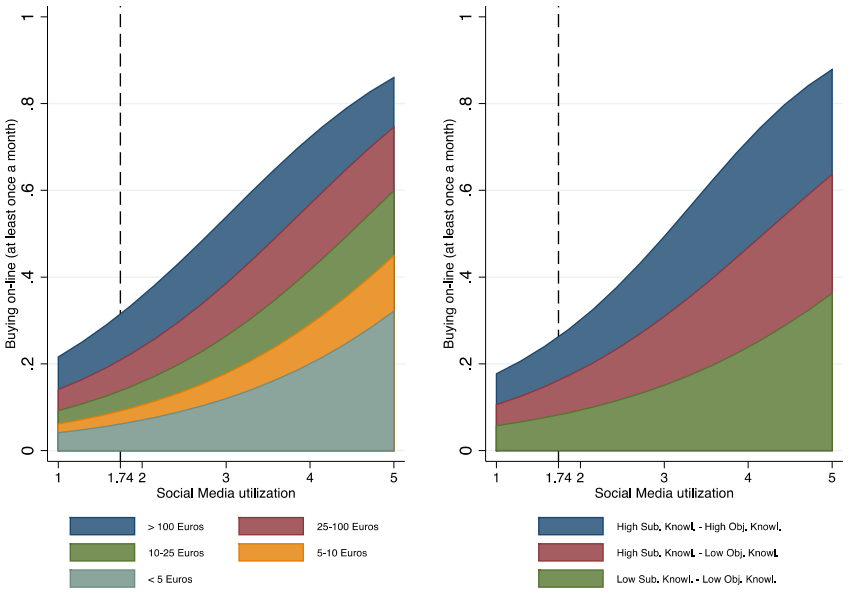
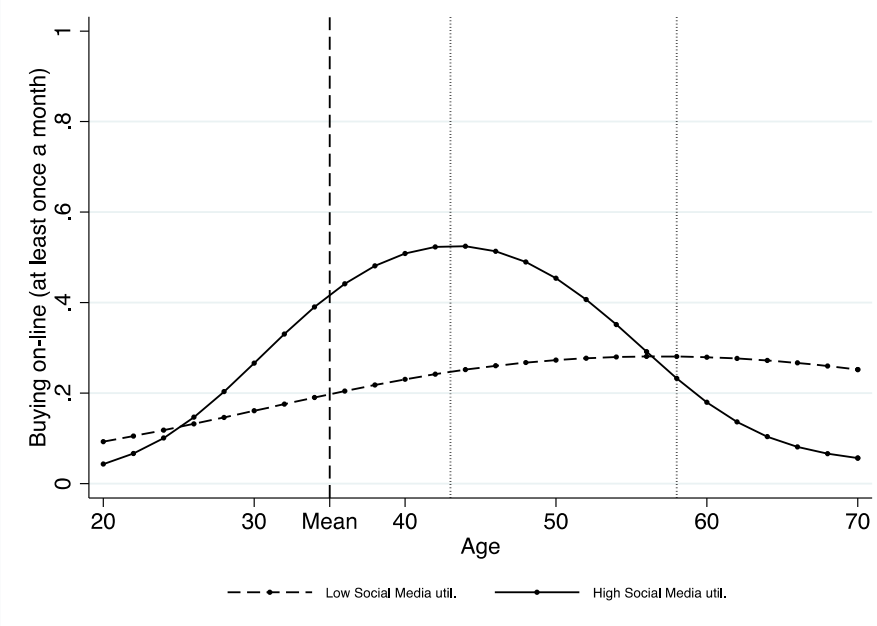


Figure 2 – Interaction between social media use and a) average price of purchased wine and b) knowledge



a) *b)*

Figure 3 – Interaction between social media usage and age



Does social media usage affect online purchasing behavior for wine? The moderating role of subjective and objective knowledge

TABLES

Table I – Knowledge-based clustering

		Objective knowledge	
		High	Low
Subjective knowledge	High	**(HH) Expert** (n = 514 – 20%)	**(HL) Snob** (n = 641 – 25%)
	Low	**(LH) Modest** (n = 176 – 6%)	**(LL) Neophyte** (n = 1266 – 49%)

N.B. The name of the wine knowledge type is drawn from Vigar-Ellis et al. (2015b).

Table II: Descriptive statistics and correlations

		[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]	[14]
[1]	Wine_online_buying_intention	1,000													
[2]	Online_Buying_Freq	0,252	1,000												
[3]	Age	0,171	-0,075	1,000											
[4]	Gender	0,178	0,100	0,171	1,000										
[5]	Salary	0,128	0,014	0,410	0,101	1,000									
[6]	Level_edu	0,078	0,055	0,004	-0,091	0,097	1,000								
[7]	Wine_Cons_Freq	0,176	-0,011	0,291	0,208	0,172	0,032	1,000							
[8]	Wine_Price	0,316	0,082	0,079	0,094	0,122	0,015	0,156	1,000						
[9]	Wine_Buying_Freq	0,246	0,042	0,233	0,134	0,139	0,063	0,597	0,182	1,000					
[10]	HH	0,338	0,089	0,234	0,198	0,164	0,059	0,338	0,279	0,253	1,000				
[11]	LL	-0,293	-0,074	-0,250	-0,238	-0,160	-0,032	-0,397	-0,312	-0,353	-0,484	1,000			
[12]	HL	0,057	-0,012	0,031	0,104	-0,006	-0,017	0,136	0,119	0,186	-0,284	-0,558	1,000		
[13]	LH	-0,050	0,027	0,072	-0,019	0,069	-0,002	0,023	-0,027	-0,019	-0,134	-0,263	-0,154	1,000	
[14]	Social_Media_Use	0,403	0,130	0,037	0,084	-0,024	0,022	0,091	0,241	0,190	0,192	-0,259	0,154	-0,054	1,000
	Mean	1,314	2,346	34,276	0,592	0,194	0,458	3,330	2,425	2,656	0,198	0,487	0,247	0,068	1,714
	St. Dev.	0,685	0,871	12,658	0,492	0,396	0,498	1,017	0,909	0,916	0,399	0,500	0,431	0,251	0,938
	Min.	1,000	1,000	18,000	0,000	0,000	0,000	1,000	1,000	1,000	0,000	0,000	0,000	0,000	1,000
	Max	4,000	5,000	88,000	1,000	1,000	1,000	5,000	5,000	5,000	1,000	1,000	1,000	1,000	5,000
	VIF	-	1,05	1,31	1,09	1,24	1,03	1,66	1,11	1,63	-	-	-	-	1,11
	Tolerance	-	0,96	0,76	0,92	0,81	0,97	0,60	0,90	0,62	-	-	-	-	0,90

N = 2597. The correlation indeces higher than 0,05 in absolute value are statistically significant at 95%. Mean VIF: 1,25; Condition number: 17,03.

Table III: Results from multinomial regression model

Dependent variable: Wine_online_buying_intention Outcome basis: Never (1)			
	Outcome (2) < 1/Month	Outcome (3) 3/4 times/month	Outcome (4) > 1/week
Online_Buying_Freq			
[2]	1,904***	1,309***	1,358
[3]	1,533***	2,358***	2,666***
[4]	2,091***	2,469***	5,343***
[5]	4,688***	-12,611***	-14,102***
Age	0,133***	0,395***	0,164
Age^2	-0,001***	-0,005***	-0,002
Gender	0,278*	1,159***	1,988***
Salary	0,197	0,108	0,711
Level_edu	0,089	0,172	0,965**
Wine_Cons_Freq			
[2]	0,304	-1,034	-1,233
[3]	0,481	-0,173	-2,466**
[4]	1,163*	-0,581	-3,485***
[5]	1,297*	-0,135	-3,848***
Wine_Price			
[2]	0,182	0,100	13,824***
[3]	0,674**	1,324**	13,868***
[4]	1,282***	2,169***	14,809***
[5]	0,328	2,243***	16,195***
Wine_Buying_Freq			
[2]	0,232	0,495	-1,522*
[3]	0,185	2,163**	-1,500*
[4]	-0,025	2,197**	1,211
[5]	0,398	2,646**	2,905**
HH	0,980***	1,830***	1,652
LL	-0,108	1,040*	-0,507
HL	-0,297	1,232**	1,296
Social_Media_Use	0,576***	0,923***	1,404***
Constant	-9,406***	-18,345***	-27,233***

N = 2597. *Wald* Chi^2: 4941,10; *Pseudo* R^2: 0,345

Appendix – Measures Description and Properties

Measures and Source	Item Description*	Factor Load.
Social Media Usage α = 0.90	*Rate each of the following statements from 1 (strongly disagree) to 5 (strongly agree).*	
	x1: I use Social Media to follow the wine brands I like	0.83
	x2: I use Social Media to learn about practical information about wine	0.91
	x3: I use Social Media to read opinions from people sharing the same interest as me on wine	0.91
	x4: I use Social Media to be updated on discounts and promotions on wine	0.86
Subjective Knowledge α = 0.92	*Rate each of the following statements from 1 (strongly disagree) to 5 (strongly agree).*	
	x5: I know a lot about wine brands	0.91
	x6: I know a lot about the features of wine	0.93
	x7: I know a lot about the terminologies related to wine	0.91
	x8: Among my circle of friends, I am one of the "experts" on wine	0.85