

Let's dive into the world of digital marketing and explore its impact on the online wine market in Portugal: comparing the experiences of the X and Y generations.

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Abstract

The main objective of this study is to analyse the impact of digital marketing on the online wine market in Portugal for generations X and Y. Two focus group sessions were held, each with six participants. It was concluded that the motivations and preferences for buying wine differ between the two generations: the wine region is a relevant factor for Gen Y, and "email marketing campaigns" are more important for Gen X. This research can help marketers target their audience, meet their needs, use the most appropriate communication and launch the most appropriate products.

Subject Areas: *Consumer Behavior; Digital & Mobile Marketing; Direct Marketing; Electronic Commerce and Internet Marketing*