

**DEVELOPING A MARKETING PLAN FOR AN OFFICIAL SOCIAL MEDIA
OUTLET FOR CAL POLY WINE**

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Chapter 1

Introduction

Beginning in 2006, Cal Poly began a relationship with Orcutt Road cellars for student winemakers to produce Cal Poly wine (Cal Poly). Since the 2006 vintage, Cal Poly wine has continued to create a number of different varietals, and is progressively producing more cases for consumers' enjoyment.

Currently, information regarding Cal Poly wine is generally found on a website page from the Cal Poly website. With social media becoming an increasingly popular marketing tool among businesses, it is becoming essential to compete with other groups in this relatively new source. Especially with the competition in the wine industry to achieve brand awareness, Cal Poly wine should consider establishing a social media page that directly links its consumers to facts, events, and special updates regarding Cal Poly wine products. To successfully execute such a marketing plan, consumer research must be conducted.

Problem Statement

Is there a target market for an official social media outlet for Cal Poly wine?

Hypothesis

Yes, there is a target market to promote Cal Poly wine through Facebook, given the growing popularity of both wine consumption and the use of social media.

Objectives

1. To analyze the use of social media.
2. To determine if a market exists for a Cal Poly wine Facebook page

3. If a market exists, make recommendations for a social media-marketing plan that appeals to the target market for Cal Poly wine.

Significance of the Study

With the growing interest in wine corresponding with the current popularity and use of social media, this study will benefit Cal Poly wine in researching a new marketing method that will create more brand awareness and consumer response. In order to stay competitive with other various wine brands, it is important that Cal Poly updates their marketing strategy for Cal Poly wine, exposes consumers to updated information, and creates brand awareness in this new form of marketing. Also, Cal Poly wine has a new marketing coordinator, so this study will be beneficial in deciding how to incorporate a social media page into the marketing plan, as well as creating a foundation for starting a Facebook page.

Chapter 2

Literature Review

Defining Social Media

To develop a marketing plan in this relatively new outlet, it is important to have a clear understanding of social media. The ability to constantly interact with individuals in a virtual environment has grown substantially in recent years. A definition of social media can be built on three key elements: content, communities, and web 2.0 (Ahlqvist, 2010). Content comes in many different forms; pictures, photos, videos, playlists, “tags”, and various other virtual posts are considered content. Social media allows users to connect directly, such as internet chat rooms and instant messaging, and to connect via media objects. Social media “communities” are formed on the basis that users can connect with one another directly. The development of web technologies and applications that let people easily participate on the Internet fulfills the third corner stone termed “web 2.0” (O’Rielly, 2005). Such technologies and applications are what make sharing videos and pictures, as well as being able to access social media from devices such as mobile phones fall under the web 2.0 element.

Given these three elements, the function definition for social media refers to the “interaction of people and also to creating, sharing, exchanging, and commenting contents in virtual communities and networks” (Ahlqvist, 2010). Unlike other forms of media, social media is almost completely user-driven, with an unclear line between producer and consumer. What makes social network sites unique is that they enable users

to articulate and make visible their social networks, which can result in connections with individuals that would not otherwise be made (Boyd, 2007).

The History of Social Media and Facebook

The first recognizable network site, SixDegrees.com was launched in 1997 and allowed users to create profiles, list their Friends, and surf the Friends lists (Boyd, 2007). From there, social network sites continued to pop up and become more advanced and interactive. AsianAvenue, BlackPlanet, and MiGente allowed users to create personal, professional, and dating profiles, and LiveJournal allowed for one-directional connections on user pages (Boyd, 2007). While all these various social media sites had different names and applications, the basic purpose to connect with others remained consistent.

The year 2006 can be considered the break-through year of social media, with sites like Wikipedia and MySpace gathering a large number of users; Facebook and YouTube were also recently introduced and are now incredibly popular applications (Ahlqvist, 2010). Facebook began in early 2004 as a Harvard-only social network site; it was necessary to have ahavard.edu email address to create a profile (Boyd, 2007). Gradually, Facebook began supporting other schools; all were still required to have a university email address. This kept the network somewhat closed, and made it a more private community for its users.

Eventually, Facebook expanded to high school students, professionals in corporate networks, and by September 2005, to everyone (Boyd, 2007). According to Facebook's Press Room page, there are more than 500 million active users on Facebook currently. Half of the active users log on to Facebook in any given day, and people spend

over 700 billion minutes per month on Facebook (Facebook). Facebook users are in connection with friends and business pages that have product information, events, and even contests displayed that create brand awareness. Facebook is essentially a no cost method of advertising for businesses, and with such a large interactive community, there is a wide range of target markets that can be reached by businesses to display their products and information.

Social Media Marketing

As social media such as Facebook, Twitter, and YouTube become prevalent in the private lives of an increasing number of individuals, these individuals will come to expect these same techniques from corporations (Fernando, 2010).

With the seemingly unlimited number of options for content to exchange on these sites, social media is becoming a serious marketing option for businesses. In fact, businesses from all sectors of industry are investing in social media. It is that 51 percent of global 2000 companies will purchase social software this year, spending more than \$764 million in total, and the next three years the social media market is expected to top \$3.9 billion with an annual growth around 43 percent (Fernando, 2010). At this rate, social media marketing will be taking over many industries, and companies will need to invest in social media to keep up with competitors.

Wine Industry

The wine industry has grown a substantial amount over the years, as well as increased in popularity. Since 1999, the number of wineries has increased by 81 percent, from 2,688 to 4,867. These wineries produced a total of 2.44 billion liters in 2008 (Hodgen, 2008). However, in order to meet consumer demand for wines, the U.S. still

depends on imports. Between 2006 and 2007 the value of U.S. wine imports rose almost 12 percent to \$4.57 billion (Hodgen, 2008).

California is the leading wine producer the United States and the fourth largest producer in the world with more than 2,447 wineries in 2006 (Hodgens, 2006). With the popularity of wine tasting, wine tourism, and wine events increasing, combined with the abundance of different wineries in California, the wine industry is incredibly competitive for creating brand awareness. It is important that in order to remain the competition, smaller brands update their marketing plans to reach the largest audience possible to gain sales and interest.

Benefits of Using Facebook in the Marketing Plan

Using Facebook as part of a marketing strategy gives businesses a great opportunity to tap into the pool of targeted audiences on this social media site. With access to such a large audience, it is very likely that business can generate buzz about their products, updated information, and upcoming events. This is also a great opportunity to increase sales, since more interest and recognition of the product can be created. Facebook pages and groups are also one of the easiest methods to make information “go viral” and utilize the full potential of the network (Torbert, 2002). Once the page is established, Facebook’s millions of users are able to access it, and see what information there is about the business or product.

Facebook is a way people tell their friends about anything they feel is worth knowing, which can be used to a marketing plan’s advantage (Torbert, 2002). Individuals sharing the link for the page, or telling their friends about a product can have a chain effect and increase brand awareness at essentially no cost to the producer. Facebook also

allows the producer to directly interact with the consumer; real time feedback that can help with ideas for new products, promotions, and a way to answer consumer's questions almost as soon as they are asked.

Chapter 3

Methodology

In order to create a successful Facebook page, it is necessary to first evaluate if there is any interest in a social media page. Evaluating an overall interest in a product leads to creating a marketing plan to suite the tastes and preferences of a specific target market. To best answer the question of if there target market is, a survey will be distributed in person as well as online. Distributing the survey in person as well as on the web allows for an expanded random population as opposed to just face-to-face data collection in one general area. This will also help receive a greater number of responses due to the ability to distribute to more people, and the ability of individuals to take the survey at their leisure and convenience. The survey was sent through e-mail and Facebook attached with a request to forward to other individuals. Surveys collected in person were collected from customers at the Cal Poly bookstore in downtown San Luis Obispo, where Cal Poly wine is sold. Surveys were also collected in other parts of downtown San Luis Obispo, and from individuals on Cal Poly's campus.

Using Facebook as one mean of receiving responses increased the percent of the population that uses social media, and will therefore produce more accurate results for what forms of social media are used by individuals. Once the survey was distributed, all survey responses were input on SurveyMonkey. In total, there were approximately 100 surveys collected.

The results were then downloaded and analyzed in SPSS, a program that performs statistical tests in order to analyze data. SPSS was used to determine the percentage breakdowns of respondents on their demographics, wine consumption, and

social media use. The target market was defined as those who would probably or definitely use a Cal Poly wine Facebook page. The non-target market was defined as those respondents who answered they would either maybe use, probably not use, or definitely not use a Cal Poly wine Facebook page.

Grounds for Termination of Respondents

It is imperative the respondent drinks wine, therefore they must be of legal drinking age in order for their responses to be relevant to the survey. Therefore, the first question of the survey asked respondents to select what age range they fell in. If the respondents fell in the 18-20 year old range, their survey was terminated. Secondly, respondents were asked “Which of the following beverages have you or a member of your family drank in the past year?” If the respondent did not select wine or sparkling wine as one of the beverages, their survey was also terminated. It is necessary that the respondents have consumed wine or sparkling wine in the past year since a major focus of the survey is wine.

Wine Consumption and Behavior

The next series of questions surveyed respondents’ wine consumption and purchasing habits. They were asked to approximate how many bottles of wine they purchase each month. The question was a fill-in-the-blank in order to get a wide range of numerical values for the mean average. This question was followed by a related question, “Approximately how much do you spend on wine in a typical month?” This was also a numerical response answer with no restrictions. Also relating to their average price range, respondents were asked to select from a list of dollar ranges to define the price range in which most of the bottles of wine they purchase falls.

In order to further evaluate respondents' wine behavior, they were asked another series of fill-in-the blank questions. First, they stated how many wine clubs they belong to. They then answered how many times they have purchased wine through an internet site in the past year, and how many times they have purchased wine through an internet wine club in the past year. These questions give Cal Poly wine information on the popularity of wine club's and online shopping among the respondents. These answers give Cal Poly wine insight to if they should look into internet wine clubs or links to purchasing on their Facebook page.

Respondents were asked to select which wines they have purchased in the past year from the following brands: Tolosa, Edna Valley, Qupé, Cal Poly, J. Lohr, or none of the above. Asking about various wine brands respondents have purchased gives an indication of interest in Cal Poly wine already, as well as popularity of other wine brands that are competitors to Cal Poly wine. Later in the survey, respondents were asked one promotional question. Using a five point scale, respondents answered a series of questions stating how likely they would be to purchase wine based on a certain means of promotion. The five point scale was defined as five being extremely likely to purchase and one being not at all likely to purchase. The different forms of promotion were as follows: "I can learn about it on their website", "I learn about it from Friends on Facebook", "It is reviewed on Yelp", "I get positive twitters about it", "It supports a charity", and "It supports Cal Poly's wine program".

Forms of Media Use

Understanding respondent's means of getting news and information is an essential factor to begin developing a social media marketing plan for Cal Poly wine. In order to

get insight into what forms of media are being used, respondents were asked to select all the forms of media they use from a set list that they use regularly. The list included: phone app, iPad, Digg, Google, Yahoo, Twitter, Bing, Facebook, YouTube, newspaper in print, Facebook groups, Facebook ads, web cable news, and LinkedIn. To be more specific, respondents were then asked “Which of the following do you use to find information or learn about wine?” The list of options to select included all the options from the previous question plus the following: winery website, read the back label on the wine bottle, wine magazine, wine by the glass at restaurant or bar, and signage or information at a store. This gives the option to see if there is a correspondence between forms of media used regularly and what people are using to find information about wine.

Before venturing into a new marketing plan for Cal Poly wine based on social media, it is beneficial to find out what people are using already to get wine information. Respondents were asked, “Which of the following do you use most often to get information about wine?” The respondents selected one of the following answers: winery website, social media site, newspaper, phone apps, iPad apps, or other. The percentage of respondents that answered “social media site” is crucial to finding out if people are even using social media in the wine industry, and if this form of media could be effective.

Demographics

Respondents were asked 8 demographic related questions at the end of the survey in addition to the question about age at the very beginning of the survey. To determine if there was a correlation between respondent’s answers and an affiliation with Cal Poly, respondents were asked to select all the ways they were affiliated with Cal Poly. Their

answer options were: student, faculty/staff, parent of student, alumni, booster, or no affiliation.

The questions that followed asked respondents to select their gender, marital status, if they have dependents living at home, level of education, employment, household income, and location of residency. Each question was single answer; respondents could not place themselves in more than one category per question. These demographic questions were also placed in SPSS for analysis.

Target Question

The main question of the survey that was the basis for the target versus non-target comparisons was the question based on likelihood of using a Cal Poly wine Facebook page. Respondents were given a text box of what information Cal Poly wine Facebook page would contain as well as how consumers can use it. Based on the information given, respondents were asked to select if they would definitely, probably, maybe, probably not, or definitely not use the Cal Poly wine Facebook page. Respondents who answered “definitely use” or “probably use” are considered the target market for a Cal Poly wine Facebook page. Further research of this target market will lead to a marketing plan that will be successful for Cal Poly wine. Those who answered “maybe use” or less than maybe use were considered the non-target market.

Procedures for Data Analysis

After all the data has been collected from the survey, the author will organize and analyze the data to fulfill the objectives of the study. The data will give the author feedback on the use of social media and wine consumption, from which the target market for a Facebook page for Cal Poly wine can be determined. A more refined target market

can be formulated using demographic data that has a significant correlation to the consumers' wine consumption and social media use, now that it has been proven a target market does, in fact, exist.

The main purpose for the data collection from the survey was to determine if there is enough interest from respondents to move forward in a plan for a Facebook page Cal Poly wine. Defining if a target market exists was the gateway to recommending a marketing plan. Knowing that a market exists, Cal Poly can then use data from this survey to further research details of the marketing plan for the Facebook page, such as what they should promote and what information to provide consumers that will help increase sales and awareness of Cal Poly wine.

If there is a target market established through analysis of the data, then it can be concluded that the author may support the hypothesis. Establishing the target market can lead to further research should be conducted to expand on the type of information to place in the Facebook page. However, if data evidence had concluded that there are no significant correlations between demographics, wine consumption, and social media use, then the author must reject the hypothesis, and no marketing plan can be established.

Assumptions

This study assumes that there are a sufficient number of respondents (at least 100 completed surveys) in order to have an effective data analysis. It is also assumed these respondents answered all questions without any biased from outside sources or the purpose of the survey. The whole study also assumes that it is financially feasible to create a social media outlet for Cal Poly wine. Some financials may include any start up fees and adjustments to link the site to the Cal Poly webpage, as well as costs to maintain

and update the social media outlet. Additional expenses can include promotion and advertising to create awareness of the new Facebook page. Although it is free to create a Facebook page, variable costs can be defined as the time and effort it will take to create, maintain, and monitor the social media site.

Limitations

The survey distributed to determine the target market can only reach to individuals the author can directly contact. Also, the author may not have a wide age range of contacts, which would skew the demographic data.

Chapter 4

DEVELOPMENT OF THE STUDY

Data Collection Problems

Using the Internet as a means of data collection created problems with consistency as well as skewed the data. Some responded with incorrect answers and skipped questions because they had no one administering each question to them. They also wrote additional comments that were not necessary for the data collection. Using the internet as part of the data collection also skewed the data to have more respondents under the age of 25 than any other age range. In the future, the majority of the data collected should be done in-person.

Analysis

Demographics of Respondents

Since the survey consisted of questions related to wine consumption, only respondents who were 21 and older were allowed to complete the survey. The majority of respondents, 60.0%, were between the ages of 21 and 24.

Table 1. Age of Respondents

Age Range	% of Total (n=100)
21-24 years	60.0%
25-27 years	9.0%
28-29 years	2.0%
30-32 years	4.0%
33-34 years	3.0%
35-39 years	1.0%

40-44 years	4.0%
45-49 years	7.0%
50-54 years	2.0%
65+ years	0.0%

A majority, 55.2% of respondents were male.

Table 2. Gender of Respondents

Gender	% of Total (n=96)
Male	55.2%
Female	44.8%

When asked about their affiliation with Cal Poly, the majority, 66.7% stated they were students, followed by 20.8% who had no affiliation and 14.6% that stated they were faculty.

Table 3. Respondents' Affiliation with Cal Poly

Affiliation	% of Total (n=96)
Student	66.7%
Faculty/Staff	3.1%
Parent of student	3.1%
Alumni	14.6%
Booster	1.0%
No affiliation	20.8%

In response to their marital status, 78.1% of respondents labeled themselves as single. This was followed by 21.9% of respondents who said they were married or living with a partner. None of the respondents were widowed.

Table 4. Marital Status of Respondents

Marital Status	% of Total (n=96)
Single	78.1%
Married/ Living with a partner	21.9%
Widowed	0.0%

The vast majority of respondents, 91.6%, stated they did not have children under 18 living at home.

Table 5. Respondents with Dependents Living at Home

Children under 18 at home	% of Total (n=95)
No	91.6%
Yes	8.4%

When asked about their level of education, the majority of respondents, 66.0% had some college education. The second highest percentage, 26.6% were college graduates. All respondents are at least high school graduates.

Table 6. Level of Education of Respondents

Level of Education	% of Total (n=94)
Grade School or Less	0.0%
Some High School	0.0%

High School Graduate	2.1%
Some College	66.0%
College Graduate	26.6%
Post Graduate Work	5.3%

Over half, 55.3% of respondents are employed part time. A slightly higher percentage, 24.5% of respondents are employed full time, compared to 20.2% that are not employed or retired.

Table 7. Employment of Respondents

Employment Status	% of Total (n=94)
Full-Time	24.5%
Part-Time	55.3%

When asked about their annual income, the 67.0% of respondents stated their annual income as less than \$20,000 a year. The second highest percentage, 8.0% were respondents with an income ranging from \$20,000 to \$24,999 a year.

Table 8. Annual Income of Respondents

Annual Income	% of Total (n=88)
<\$20,000	67.0%
\$20,000-\$24,999	8.0%
\$25,000-\$29,999	4.5%
\$30,000-\$34,999	2.3%
\$35,000-\$39,999	3.4%

\$40,000-\$49,999	2.3%
\$50,000-\$59,999	1.1%
\$60,000-\$74,999	0.0%
\$75,000-\$149,999	5.7%
\$150,000 or more	5.7%

Wine Behavior

Due to the subject of the survey, it was imperative that respondents purchased wine or sparkling wine in the past year. The majority, 99.0% of respondents said they or a family member had purchased wine in the past year. A large percentage, 71.4% said they had purchased sparkling wine.

Table 9. Alcoholic Beverages Purchased in the Past Year

Beverage	% of Total (n=98)
Beer	94.9%
Wine	99.0%
Sparkling Wine	71.4%

The average amount of wine purchased by respondents per month is 3.15 bottles each month, with responses ranging from 1 to 20 bottles per month. The amount spent on wine per month averaged out to be \$43.38 a month on wine.

Table 10. Amount of Wine Purchased by Respondents per Month

Max	Min	Mean (n=97)
20	1	3.15

Table 11. Amount Spent on Wine by Respondents In a Typical Month

Max (\$)	Min (\$)	Mean (n=92)
\$300.00	\$10.00	\$43.38

Out of those surveyed, 32.3% stated most the bottles of wine they purchase fall in the price range of \$10.00 to \$14.99. The second highest amount, 29.2% of respondents purchase in the price range of \$5.00-\$9.99. Only 8.3% of respondents said most the wine they purchase is \$20 or more.

Table 12. Price Range of Majority of Wine Purchased by Respondents

Price Range	% of Total (n=96)
\$0.00-\$4.99	8.3%
\$5.00-\$9.99	29.2%
\$10.00-\$14.99	32.3%
\$15.00-\$19.99	13.5%
\$20.00 or more	8.3%
I don't know	8.3%

When asked about how many wine clubs they belong to, the average number of wine clubs respondents belonged to was less than 1 (.29). Almost all respondents, 97.7% said they have not purchased wine through an Internet site in the past year. Only 7.2% have purchased wine through an Internet site once in the past year.

Table 13. Number of Times Respondents Purchased Wine Through an Internet Site

Number of Times	% of Total (n=97)
0	97.7%
1	7.2%
2	1.0%

A small percentage, 4.2%, of respondents said they have purchased wine once through an Internet wine club in the past year.

Table 14. Number of Times Purchasing Wine through an Internet Wine Club

Number of Times	% of Total (n=96)
0	95.8%
1	4.2%

High percentages, 46.2%, of respondents have purchased Edna Valley wine in the past year. A large portion of respondents, 35.5%, had not purchased any of the choices given for wine brands in the past year.

Table 15. Brands of Wine Purchased in the Past Year by Respondents

Wine Brand	% of Total (n=93)
Tolosa	28.0%
Edna Valley	46.2%
Qupé	5.4%
Cal Poly	26.9%
J. Lohr	26.9%
None of the above	35.5%

Social Media Behavior

The top three forms of media according to respondents were Google, Facebook, YouTube, and phone apps. Digg was the least used with only 2.1% of respondents.

Table 16. Forms of Media Used Regularly by Respondents

Form of Media	% of Total (n=95)
Google	97.9%
Facebook	88.4%
YouTube	75.8%
Phone app	61.1%
Yahoo	49.5%
Facebook groups	45.3%
Web Cable News (CNN,CNBC,Fox,ect)	29.5%
Twitter	26.3%
LinkedIn	22.1%
Newspaper in print	21.1%
Bing	16.8%
Facebook Ads	14.7%
iPad	2.1%
Digg	2.1%

A majority, 69.7%, of respondents said they get information about wine from a winery website, followed by 68.5% who use Google. A high percentage, 67.4%, also read

the back label on the wine bottle for information. A decent portion, 38.2%, said they use Facebook.

Table 17. Forms of Media used to Find Information About Wine by Respondents

Form of Media	% of Total (n=89)
Winery web site	69.7%
Google	68.5%
Read the back label on the wine bottle	67.4%
Facebook	38.2%
Signage or information at store	37.1%
Wine magazine	34.8%
Wine by the glass at restaurant or bar	31.5%
Yahoo	15.7%
Facebook groups	12.4%
Phone app	11.2%
Newspaper in print	7.9%
YouTube	6.7%
Twitter	3.4%
Bing	2.2%
iPad	0.0%
Digg	0.0%
Web Cable News	0.0%
LinkedIn	0.0%

About 40% of respondents said they use a winery website most often to get information about wine. About a quarter, 27.7% said they use a social media site most often. Just around the same amount of respondents responded with “other”. Common responses when asked what other ways they get information about wine were friends and family, the back of the bottle, wine tasting, and information in wine stores.

Table 18. What Respondents Use Most Often to Get Wine Information

Used to get information	% of Total (n=94)
Winery website	40.4%
Social media site	27.7%
Newspaper	3.2%
Phone apps	2.1%
iPad apps	0.0%
Other	26.6%

Place

The majorities, 80.9%, of respondents were from the San Luis Obispo area. The second highest percentages, 12.8%, were from Northern California.

Table 19. Where Respondents Live

Location	% of Total (n=94)
SLO	80.9%
Northern CA	12.8%
Southern CA	3.2%
Other	3.2%

Product Interest

On a five point scale, one being not at all likely and five being extremely likely, respondents ranked, 3.53 out of 5, learning about it on their website, as the most likely option for why they are likely to purchase wine. The least desirable, 2.0 out of 5, was if they get positive twitters about it. There was a somewhat likely to very likely chance that respondents would purchase wine if they learned it from their friends on Facebook, with a likelihood rating of 3.35 out of 5.

Table 20. Likelihood Respondent's Would Purchase Wine

I am likely to purchase a wine if...	Rating Average (n=95)
I can learn about it on their website	3.53
It supports Cal Poly's wine program	3.51
If it supports a charity	3.37
I can learn about it from friends on Facebook	3.35
It is reviewed on Yelp	2.48
I get positive twitters about it	2.00

When asked if they would use a Cal Poly wine Facebook page on the 5-point scale, the average response was a 3.41 out of 5, meaning respondents were between maybe use and probably use. About 75% of respondents said they would maybe, probably, or definitely use the Facebook page.

Table 21. Chance Respondents Would Use a Cal Poly Facebook Page

Would you Use The Facebook Page?	% of Total (n=95)
Definitely Use	22.1%
Probably Use	26.3%

Maybe Use	26.3%
Probably Not Use	21.0
Definitely Not Use	4.2%

CHAPTER 5

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

The majority of respondents fell in the age range of 21 to 24, and most respondents live in the San Luis Obispo area. Over half of the respondents were male, and an even higher percentage of respondents were Cal Poly students. An overwhelming majority declared their marital status as single, and do not have children under the age of 18 living at home. Education wise, almost all respondents had some college or a higher level of education. About half of respondents were employed part-time, and the majority of respondents declared their household income as under \$20,000.

Respondents on average purchased 3.15 bottles of wine a month, and spent an average of \$43.38 per month on wine. Over half of respondents stated the wine they normally purchase falls in the \$5-\$15 range. The most purchased wine brand among respondents was Edna Valley. Almost all respondents used Google regularly, and a very high percent use Facebook regularly. While most respondents said they get information about wine mostly from wineries' websites, almost half of respondents would probably or definitely use a Cal Poly Facebook page for information.

Overall, the survey received very positive feedback from respondents about an interest in a Cal Poly wine Facebook page. With a majority of respondents stating they use social media regularly, and all of these respondents are considered wine consumers, it is evident that a Cal Poly Facebook page could be successful in creating brand awareness and giving consumers more information about the product. From the survey responses, it can be concluded that there is enough interest in a Cal Poly wine Facebook page that would be worthwhile for Cal Poly to invest in a social media marketing plan. There were

enough respondents that would use a Cal Poly wine Facebook page that created a target market for Cal Poly to investigate and perfect for more specific individuals.

I would recommend Cal Poly to launch a Facebook page for Cal Poly wine. There should be further research done to specify the type of wine information and what other content consumers would want from the Cal Poly wine Facebook page. Cal Poly should also continue a social media marketing plan that includes a budget which to advertise and promote the page and a list of various ideas for content that can be featured throughout the year on the Cal Poly wine Facebook page.

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Appendix A

1. Which of the following ranges describes your age?

Which of the following ranges describes your age?

- a. 18 to 20
- b. 21 to 24
- c. 25 to 27
- d. 28 to 29
- e. 30 to 32
- f. 33 to 34
- g. 35 to 39
- h. 40 to 44
- i. 45 to 49
- j. 50 to 54
- k. 55 to 64
- l. 65+ years

Terminate if under 21 years old.

2. Which of the following alcoholic beverages have you or a member of your family drank in the past year? (Choose all that apply)

Which of the following alcoholic beverages have you or a member of your family drank in the past year? (Choose all that apply)

- a. Beer.....1
- b. Wine.....2
- c. Sparkling Wine.....3

Terminate if no wine or sparkling wine.

3. Approximately how many bottles of wine do you typically buy per month?

Respondents answer with a whole number

4. Approximately how much do you spend on wine in a typical month?

Respondents answer with a whole number in \$

5. Thinking of the wine you purchase for consumption at home, in which of the following price ranges do MOST of the bottles of wine you purchase fall? (choose one.)

- a. \$0.00-\$4.99
- b. \$5.00-\$9.99
- c. \$10.00-\$14.99
- d. \$15.00-\$19.99
- e. \$20.00+
- f. I don't know

6. To how many wine clubs do you belong?

Respondents answer with a whole number

7. Approximately how many times did you buy wine through an internet site in the past year?

Respondents answer with a whole number

8. Approximately how many times did you buy wine through an internet WINE CLUB in the past year?

Respondents answer with a whole number

9. Which of the following brands have you purchased in the past year?(Choose all that apply.)

- Tolosa
- Edna Valley
- Qupé
- Cal Poly
- J. Lohr
- None of the above...

10. Which of the following do you do or use regularly? (Circle all that apply)

- Phone app
- iPad
- Digg
- Google
- Yahoo
- Twitter
- Bing
- Facebook
- YouTube
- Newspaper in print
- Facebook groups
- Facebook Ads
- Web Cable News (CNN, CNBC, Fox, etc.)
- LinkedIn

11. Which of the following do you use to find information or learn about wine? (Circle all that apply)

- Phone app
- iPad
- Digg
- Google
- Yahoo
- Twitter
- Bing
- Facebook
- YouTube

- Newspaper in print
- Facebook groups
- Facebook Ads
- Web Cable News (CNN, CNBC, Fox, etc.)
- LinkedIn
- Winery web site
- Read the back label on the wine bottle
- Wine magazine
- Wine by the glass at restaurant or bar
- Signage or information at store

12. Which do you use most often to get information? (Choose only one.)

- Winery website
- Social media site
- Newspaper
- Phone apps
- iPad apps
- Other

13. If other, what do you use?

Respondents state what they use.

14. I am likely to purchase a wine if...

Scale used	Extremely likely (5)	Very likely (4)	Somewhat likely (3)	Not very likely (2)	Not at all likely (1)
1.					
2.					
3.					
4.					
5.					
6.					

How likely would you be to use a social media site that would give you information about Cal Poly wine?

- It allows you gain and exchange information from the site and from peers (Facebook).
- It delivers the information to you from Facebook on news or upcoming events or deals about Cal Poly wine
- And it allows you to comment on posts and enter into a dialog with others about Cal Poly wine.

15. Would you?.....(Circle only one.)

I would...	Definitely Use	Probably Use	Maybe Use	Probably not Use	Definitely Not Use
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16. Do you have any of the following affiliations with Cal Poly? (Mark all that apply)

- Student
- Faculty/Staff
- Parent of student
- Alumni
- Booster
- No affiliation

17. Are you?

- Female
- Male

18. Are you...

- a. Married/ Living with a partner.....1
- b. Single.....2
- c. Widowed.....3

19. Do you have any children under 18 living at home? (Circle only one)

- Yes
- No

20. Please tell me the level of education you have completed. (Circle only one)

- a. Grade School or Less.....1
- b. Some High School.....2
- c. High School Graduate.....3
- d. Some College.....4
- e. College Graduate.....5
- f. Post Graduate Work.....6

21. Are you employed?

- a. Employed, Full Time.....1
- b. Employed, Part Time.....2
- c. Not Employed/ Retired.....3

22. Which of the following ranges describes your household income before taxes?

- a. Under \$20,000.....1
- b. \$20,000 to \$24,999.....2
- c. \$25,000 to \$29,999.....3
- d. \$30,000 to \$34,999.....4
- e. \$35,000 to \$39,999.....5
- f. \$40,000 to \$49,999.....6

g. \$50,000 to \$59,999.....7
h. \$60,000 to \$74,999.....8
i. \$75,000 to \$149,999.....9
j. \$150,000 or more.....10

23. Where do you live?

SLO

Northern California

Southern California

Other

24. Survey answered

On the Web

In person