

Performing Wine: Identity Construction and Digital Cultural Capital Among Young Consumers on TikTok

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Introdução

TikTok has transformed how young consumers build wine-related identities, blending traditional luxury norms with digital cultural trends. The #wine hashtag accumulates 1.9 million posts and 15.6 billion views globally. This digital wine content growth occurs paradoxically amid declining physical consumption, with 45% of Gen Z never having consumed alcohol, creating new non-traditional forms of wine culture participation that challenge established hierarchies of expertise and authority.

Problema de Pesquisa e Objetivo

How do young adults (18-30 years) construct authority, authenticity, and community belonging through #wine content on TikTok? The study explores performative tactics for gaining authority, adaptation of traditional wine practices to short-form videos, and community engagement's role in strengthening identity performances. Objective: analyze construction and performance of young wine consumers' identities on TikTok through visual, performative, and discursive elements.

Fundamentação Teórica

Integrates Goffman's dramaturgical theory (digital identity performance), Bourdieu's cultural capital (democratization of wine knowledge), and Jenkins's participatory culture (collaborative knowledge construction). The "dramauthentic" model captures complexity of social media identity performance, where authenticity and performance occur simultaneously. Algorithms function as co-producers of digital identity, creating "algorithmic identities" through folk theories about content selection.

Metodologia

Qualitative multimodal netnographic analysis of 98 TikTok videos from creators aged 18-30 with high engagement. Methodological triangulation combining different collection and analysis tools. Innovatively incorporates Large Language Models (Claude Sonnet 4 for semantic caption analysis) and Multimodal LLMs (Gemini 2.5 Pro for audiovisual analysis), enhancing depth and consistency of thematic categorization without replacing human expertise. Five-step validation protocol ensures reproducibility.

Análise dos Resultados

Identifies four central identity performances: aspirational lifestyle (42%), democratic expertise (23%), collaborative discovery (25%), and anti-elitist authenticity (10%). Creators translate formal wine knowledge into accessible digital cultural capital while navigating algorithmic influences. Multimodal validation confirms framework robustness with 42.9% agreement between textual and audiovisual analyses. Strategic intersections reveal collaborative learning within aspirational narratives.

Conclusão

TikTok redefines luxury marketing by maintaining "accessible exclusivity" through sophisticated performative strategies. Platform adjusts performance hierarchies into more democratic stages, balancing authenticity with aspirational appeal. Participatory culture encourages collective cultural production, transforming expertise validation. Cultural capital development in digital spaces indicates emergence of algorithmic cultural capital, knowledge and distinction driven by platform logics reshaping traditional hierarchies.

Contribuição / Impacto

Theoretical contribution: introduces algorithmic cultural capital, new form of capital adapted to platform logics that reshapes traditional luxury and expertise hierarchies. Expands Bourdieu's cultural capital theory showing how digital environments facilitate capital translation processes beyond institutional boundaries. Practical contribution: offers evidence-based blueprint for digital marketing strategies achieving "accessible exclusivity" where participation, identity construction, and platform logic converge.

Referências Bibliográficas

Foundation in dramaturgical theory (Goffman, 1959), cultural capital (Bourdieu, 1986), participatory culture (Jenkins, 2008), post-Goffmanian dramauthentic identity models (Wittkower, 2014), algorithmic performance (Spir, 2020; Karizat et al., 2021). Netnographic methodology (Kozinets, 2002, 2020) with innovative AI-assisted multimodal analysis. Luxury marketing and digital consumer behavior literature complements theoretical base for understanding contemporary platform-mediated consumption dynamics.