

CONSUMER EXPERIENCE SENSORY DIMENSIONS IN PORTUGUESE WINERY

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This article presents the results of an exploratory research in Portugal, which aimed to identify the main sensory dimensions of consumer experience at wineries. It was used for data collection procedure semi-structured interviews and data analysis procedure resorted to the aid of WebQDA software - Web Qualitative Data Analysis. The results showed that in addition to the sensory dimensions (sounds, images, flavors, tactile, aromas) there are new dimensions that can complement the sensory factors at the time of the experiences of consumption, such as knowledge and feelings.

KEY WORDS: *Experience, consumption, wineries, marketing, Portugal.*