

Federico Domingo

An Evaluation of Online Wine Merchants That Are Successful in the German Market

Master's Thesis

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Abbreviations

B2B	Business to Business
DFB	Deutscher Fußball Bund
DSGVO	Datenschutz-Grundverordnung
DSP	Demand-Side Platform
DWI	Deutsches Weininstitut
e-commerce	Electronic Commerce
GDPR	General Data Protection Regulation
hL	Hectoliter
m-commerce	Mobile Commerce
SEO	Search Engine Optimization
SMS	Short Message Service
Vlog	Video Log
WOM	Word of Mouth

Abstract

The objective of this paper is to identify which elements that make online wine merchants successful in the German market are. The identified factors will give guidance to companies to take managerial actions to improve their business model and marketing investment actions.

The qualitative method used to identify elements that contribute to the success of online wine merchants was a semi-structured interview, which gathered insights from companies of the industry. Moreover, secondary sources were used to make an evaluation and to link with the results from the interviews. The findings obtained from the interviews show that the term success relates to having customers returning to the store. Moreover, other factors such as pricing, product accessibility, product information asymmetry, customer support, trust, and shipping times play a critical role in the customers purchasing decision.

The conclusions of this paper sustain that online wine merchants should follow a multi-channel selling strategy. Moreover, it is essential to provide excellent customer service that generates trust. Also, customers feedback plays a vital role for companies to help improve processes as the need to create a positive word of mouth between wine consumers is critical nowadays.

Ziel dieser Arbeit ist herauszufinden, welche Elemente Online-Weinhändler auf dem deutschen Markt erfolgreich machen. Die identifizierten Faktoren geben den Unternehmen Orientierung, um Managementmaßnahmen zur Verbesserung ihres Geschäftsmodells und ihrer Marketinginvestitionen zu ergreifen.

Die qualitative Methode, die zur Identifizierung von Elementen, die zum Erfolg von Online-Weinhändlern beitragen, genutzt wurde, war ein halbstrukturiertes Interview, das Erkenntnisse von Akteuren der Branche zusammentrug. Darüber hinaus wurde wissenschaftliche Literatur verwendet, um die wissenschaftlichen Informationen mit den Ergebnissen der Interviews zu verknüpfen. Die