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Digital Trends for an Effective Corporate Communication: An In-Company Project with the German Winery Römmerts Weinwelt

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Resumo

A migração para o digital está há muito em curso, tendo mesmo sido acelerada pela COVID-19. Ter uma presença online, bem como implementar uma estratégia digital relativa à comunicação empresarial é crucial para que as empresas prosperem e sobrevivam no mundo empresarial actual. No entanto, Römmerts Weinwelt está a lutar com a vasta gama de ferramentas e plataformas digitais disponíveis, não estando claro qual delas é chave para atingir o seu objectivo de marketing de uma maior notoriedade da marca. Para dar recomendação adequada, foram recolhidos dados de 204 inquiridos num inquérito online para examinar quais as plataformas que os consumidores utilizam e preferem em termos de comunicação, bem como a forma como consomem e descobrem o vinho online. Em geral, os resultados revelaram que embora não haja diferença na utilização de correio electrónico, Google e plataformas de mensageiros entre as idades. O acesso às redes de comunicação social diminui com o aumento da idade, exibindo ainda uma maior frequência de acesso Facebook entre os grupos etários mais velhos. Embora Instagram seja preferido entre os grupos etários mais jovens e seja mais provável que seja a fonte de descoberta de novos produtores de vinho, bem como o destino de mais investigação, é o Google e, como mais um passo de investigação, o website da marca para os grupos etários mais velhos. A solução para Römmert é, portanto, uma abordagem omnichannel, centrada em plataformas chave como o Google, o seu próprio website e as redes de comunicação social Facebook e Instagram.

Palavras-chave: Comunicação Empresarial, Marketing Digital, Estratégia de Meios de Comunicação, Adega

JEL: M31 - Marketing
JEL: M37 - Advertising

Abstract

The migration to digital has been long under way and has even been accelerated by the COVID-19 pandemic. Having an online presence as well as implementing a digital strategy regarding corporate communication is crucial for companies to thrive and survive in today's business world, no matter what size and from which industry they are. However, Römmerts Weinwelt is struggling with the wide array of digital tools and platforms available for present-day corporate communication, unclear which one is key to achieve their marketing goal of an increased brand awareness. To give a suitable recommendation, data from 204 respondents were collected in an online survey to examine which digital platforms consumers use and prefer in terms of brand communication and engagement as well as how they consume and discover wine online. In general, the results revealed that while there is no difference in the use of email, Google and messenger platforms among age. The access to social media networks decreases with increasing age, still yet exhibiting a higher frequency of Facebook access among older age groups. Furthermore, while Instagram is preferred among younger age groups and are more likely the source of discovery of new wine producers as well as the further research destination, it is Google and as a further research step the brand's website for the older age groups. The solution for Römmert is therefore an omnichannel approach, focusing for starters on key platforms such as Google, their own website and the social media networks Facebook and Instagram.

Keywords: Corporate Communication, Digital Marketing, Media Strategy, Winery

JEL: M31 - Marketing

JEL: M37 - Advertising

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List of Abbreviations

CC	Corporate Communication
PR	Public Relations
FB	Facebook
YT	Youtube
WOM	Word-of-Mouth
SEO	Search Engine Optimization
ROI	Return on Investment
IG	Instagram
GIF	Graphics Interchange Format
SE	Search Engine
SERP	Search Engine Result Page
SEM	Search Engine Marketing
AI	Artificial Intelligence
AR	Augmented Reality
VR	Virtual Reality
USP	Unique Selling Proposition

1. Introduction

Everyone's lives have changed upon the Internet massification, with nowadays 4.66 billion people worldwide using online services for communication, information, entertainment or shopping among others (Kemp, 2021). Paired with technological advancements it didn't just revolutionize daily life but also how companies conduct their business and approach stakeholders, as consumers grew comfortable and confident in dealing with digital media as well as using them more intensively (PWC, 2019). Having an online presence is therefore crucial for companies to thrive and survive in today's digital world, regardless of their size and from which industry they are. Thus, it has been recognized that digital marketing is an important path to embrace, which can be seen in the shift of allocation of marketing budget from traditional to digital over the last years, with the majority being invested in online advertising (Leone, 2020).

The migration to digital has been long under way and has even been accelerated when the COVID-19 pandemic turned the world upside down (McKinsey&Company, 2020). Beside the millions of deaths worldwide, the global economy has also been hit hard by the imposed security measures to stop the spread of the virus. Lockdowns and social distancing rules forced businesses to shut their doors, meaning that digital adoption was inevitable for many in order to stay competitive and maintain customers (BBC, 2021). Römmerts Weinwelt was one of the businesses struggling under the crisis as their source of income is primarily based on selling their products to the gastronomy sector as well as on guests visiting their winery and wine hotel. With mobility restrictions in place, the hospitality sector at a standstill and restaurants only open for take-outs, their revenues were highly affected. At the same time, however, they were experiencing an increase of website visits and online orders, resulting in the need to adjust and improve their digital marketing strategy to better communicate with customers and to ensure a smooth business continuity.

Luckily present-day corporate communication (CC) owns a wide array of digital tools and platforms when engaging with stakeholders and the general public. Companies can use them to promote, inform and educate customers about their offerings and activities, or it additionally allows them to interact with their online users in real time (Camilleri, 2021; Cornelissen, 2020). But the digital landscape is always in change with new formats appearing as well as disappearing quickly. Due to the complexity and vastness of possibilities, marketers often struggle to select the right channels, the ones that are strategically relevant for them and can effectively reach their customers. Since there is no universal optimal solution for all businesses, and channel effectiveness depends on the desired goal and type of target groups, one wants to attain, it is essential for companies to know what promising digital alternatives are available out there and to understand which ones are preferred by the target group (Niemand et al., 2020).

1.1 Research Objective and Structure

The research objective of this in-company project is to identify which digital platforms will be the most effective for Römmerts Weinwelt to achieve their marketing goal of an increased brand awareness among their target group. Therefore, the aim is to analyze the main popular digital channels and new digital communication trends Web 2.0 has to offer for CC as well as to determine their key characteristics, benefits and possible limits. Furthermore, to give a tailored recommendation to the business in terms of which platform to focus on and to invest in, the potential target group should be examined more closely. The business needs to know on which platforms the consumers are, how to reach them with the right content as well as how they consume wine.

The dissertation is divided in six distinct parts, starting with the introduction, which gives a general overview of the topic as well as points out its relevance and the research objectives. The subsequent literature review chapter provides the reader with the theoretical foundation of CC and digital marketing channels, where current academic and scientific literature is being assessed on this topic and new trends are being explored, too. To introduce the company, the third chapter will have a look at the background of the business and disclose a current situation analysis of the winery as well as define their desired target group. For gaining more consumer insights, a quantitative survey studying consumer’s media and wine consumption was conducted in the fourth part, following by the presentation and analysis of the results. The last part encompasses the conclusion, where based on the findings the research questions will be addressed and suitable recommendations for Römmerts Weinwelt will be made, which eventually should serve as a possible foundation for the business further course of marketing action.

2. Literature Review

2.1 Overview of Corporate Communication

The concept of CC embraces the famous axiom of communication theorist Paul Watzlawick, that *one cannot not communicate*, which states that every behavior and action of an entity is a form of communication, even if it is unintentional or noninteractive. Thus, the absence of communication is communication, too (Watzlawick, 1976). Applied to the business sector it means that companies need to be aware of what kind of messages they are sending to their audiences, as it can happen both consciously and unconsciously. They must take control and oversee all their communications even the nonverbal ones and with it, the implications they can bring. Good CC management is critical especially in a time where the success of a company not solely depends on its long-term profitability but also on the reputation and image it has in the public and the environment they operate (Podnar, 2015). CC therefore has its foundation in public relations (PR) and until the 1970s, communication with stakeholders, which was mainly with the press, was called that way. However, with the growth of communication and other stakeholders, inside and outside of the company, more information from the business was required. The term PR was not sufficient anymore because it only covers one element of a larger spectrum of communication practices. The communication needs of organizations broadened subsequently and was no longer only dedicated to the press but additionally demanded the formation of professional dialogue with new audiences. Furthermore, the importance of the company to become an independent speaker itself and develop a prominent personality increased. This has led to the emergence of the new CC concept with its holistic view on communication and presentation of a company towards all its key stakeholders. CC brings together different specialized disciplines, functions and practices involved with organizational communications under one framework (Cornelissen, 2020; Horton, 1995; Lerbinger, 2019).

2.1.1 Defining Corporate Communication

Due to its broad focus, it is difficult to specifically define CC, since it is not just seen as a separate discipline but is rather used as an umbrella term that synchronizes various aspects of communication by a certain entity (Podnar, 2015). Yet common characteristics can be found in literature and on which most scholars agree. According to Van Riel & Fombrun (2007), Goodman (2000) and Cornelissen (2020) CC at its core is a management function that involves planning, organizing, coordinating and controlling the dissemination of information to the company's internal and external stakeholder, integrating all communication activities under one unique strategy in order to present coherent messages. The focus here lies in the development, establishment and maintenance of corporate identity, image, and reputation of the organization in the minds of key constituencies. A stakeholder approach is therefore central for the CC concept as it is a strategic and functional tool, which helps to create an advantageous setting within and outside of the enterprise with the aim to influence attitudes and improve relationships with relevant groups. So that, in the end, the gap between desired corporate identity and brand features can be minimized and active support internally as well externally can be gained to reach corporate objectives.

2.1.2 Corporate Communication Areas

CC obviously has a wide range of area in which it operates, as it overlooks and manages the total of an organization's communication activities. Hence, it can take many forms depending on the stakeholder that is being addressed. In general, CC encompasses three areas of communication with different subfunctions within those fields (Van Riel, 1995; Van Riel & Fombrun, 2007):

- Management communication refers to the supervision, administration, and leadership aspects of the management level. It entails the development of a shared vision within the enterprise, and the establishment and maintenance of trust in the leadership ability of the organization. So that change processes can be enabled as well as the growth and identification of employees with the company strengthened.
- Organizational communication is more formalistic and long-term oriented as it addresses corporate audiences such as shareholders, legislators, regulators, financial journalists, and investment analysts. Therefore, the functions contain the handling of PR, public affairs, investor relations, corporate advertising, corporate social responsibility, and internal communication.
- Marketing communication primarily focuses on commercial communication activities such as advertising, sales promotion, direct mail, sponsorship, etc. with the aim to boost the sale of products, services, and brands.

2.2 Corporate Communication in the New Media Environment

Recent years have witnessed the increasing number of people spending more time and manage more things online than ever before. The usage of Web 2.0 has now reached a new peak with

4.66 billion people, out of a global population of 7.83 billion, using the Internet. With 4.2 billion of them being active on social media, spending almost 7 hours online each day in average and half of it on social media (Kemp, 2021). The extensive growth of online and social media activity impacted the corporate world as well, with more and more organizations including social media in their business and marketing strategy (Blanchard, 2011). Social media nowadays is not just indispensable for private individuals, but it has become an increasingly mainstream platform for CC, too. In Germany almost half of the companies use at least one type of social media, with the majority of them employing it for image building and marketing purposes (Eurostat, 2020)

Although the terms Web 2.0 and social media are often used synonymously there are some differences. Web 2.0, the current state of the web, also known as Social Web, is the new stage of Internet after Web 1.0, where static websites with limited functionality and flexibility just provided users with a collection of information, which they passively received without the possibility to speak back. Web 2.0 moved from its predecessor's one-way communication to two-way communication and allows users to actively participate online, with feedback and exchange being key features. Users are encouraged to create and share content as well as collaborate and interact socially with each other (Macnamara, 2014). The Web 2.0 phenomenon owing to easy-to-use software and the advent of high-speed internet then brought the emergence of new technologies and new media, such as social media with applications including, among others, social networking sites, blogs, wikis, forums and content communities (Cornelissen, 2020). Social media is therefore a Web 2.0 innovation that facilitate communication and dialog among members through the building of online communities. It enables open and authentic conversations, and thus constitutes a new method of how information is created, produced, distributed and consumed (Constantinides & Fountain, 2008).

The Internet revolution has fundamentally changed the media environment and how organizations approach and engage with their stakeholders, highlighting a clear break from traditional communication models, where messages were being issued top-down and only one-way from the company to the outside world. The advances in media and web technology have led to the democratization of how messages are being generated and disseminated. This means that everyone, even employees, customers and other stakeholders can nowadays equally express their opinions and ideas without passing through a gatekeeper first. On the one side, the increased fragmentation of news and information gathering, and distribution provide new challenges for CC practitioners. It becomes more difficult to manage and control published messages about the company as well as how the enterprise is subsequently being perceived and understood by their audiences. On the other side, the developments of Web 2.0 and social media create new ways of reaching and engaging in more authentic, interactive, and free-flowing conversations with stakeholders, encouraging them to become true advocates of the company. Lastly, it gives companies new opportunities of creative storytelling, and elaborating on key messages (Cornelissen, 2020).

2.2.1 Digital Media Types

CC in the new media landscape is forced to shift from its traditional guiding principle of corporate positioning, where messages are released in a planned and controlled manner, to achieve a strong corporate image and reputational position in the minds of their stakeholder, to the idea of community-wide content generation. The new communication approach includes interactive user-feedback, creative participation and community formation around a topic, with everyone being able to easily start a conversation (Cornelissen, 2020). Furthermore, the possibility to access information anytime, anywhere and on various digital devices means that organizations can no longer just rely on push strategies, where content is disseminated in the hope that it will reach the consumers. Pull strategies, which attract stakeholders with relevant and interesting content, also must be included, as the reduction of barriers to knowledge access gave rise to new sophistication in consumer and audience, who are better educated and actively seeking out information on their own. In this respect, it is essential for companies to think about of how they themselves can generate content and conversations about the organization in today's growing complex and competitive business environment (Burcher, 2012).

To develop a solid digital strategy in order to reach and engage stakeholders online as well as to generate buzz through the business's online presence and getting noticed, marketers need to consider and manage three types of media, with the following focusing on digital media types, although it is also applicable for offline media (Burcher, 2012; Chaffey & Ellis-Chadwick, 2019; Cornelissen, 2020):

- Owned media refers to what the company directly owns and thus fully controls, such as the corporate website, blogs, email list, branded content or community, mobile apps and social media accounts on e.g. Facebook (FB), Twitter or YouTube (YT). Those alternative forms offer opportunities for promotion of the company and its products or services as well as for fostering interaction and relationship with stakeholders. Although using similar ad and editorial formats to other conventional media publishers, owned media is more cost efficient and focuses more on engagement than direct persuasion. However, it can draw potential skepticism towards the organization if promotional content is overcommunicated and not professionally presented.

- Paid media involves paid content placements or exposure on other online media, not owned by the company, to drive visitors, reach or conversions to its own properties. These may include display ads, paid search, sponsored links, and affiliate marketing, which directly and immediately promote the desired topic. Despite the benefit of being in control of content dissemination, the reach and response rates of those straightforward advertising formats is declining and often not seen as credible.
- Earned media is considered as online generated word-of mouth (WOM) about the company, thus including actions and conversations initiated by stakeholders in the forms of mentions, comments, shares, reposts, reviews or recommendations, which often has the tendency of going viral. Beside of driving traffic to owned media, it gives organizations third-party credibility and authenticity, turning stakeholders into true brand ambassadors as well as stimulating positive feelings and attitude. Yet, earned media is very unpredictable, hard to measure and can also lead to negative WOM, since the process and decision-making cannot be controlled by the company.

When planning and executing across those channels it is important to see them not as isolated but rather as working together with each area affecting another. It shows that, online paid opportunities can boost both, owned content engagement and earned media. Likewise, interesting, owned formats can drive earned media, which in turn can again attract more visitors to owned sites, which in turn can raise further buzz and so on. Eventually organic social conversations can even increase the effectiveness of paid media, as insights and feedbacks gained from earned media can be used to improve the design of paid as well as owned media. All in all, maximum effectiveness can be achieved through a mix of the three digital media types (Cornelissen, 2020).

2.2.2 Digital Marketing Communication

The growth in communication and information technologies have caused big shifts in almost every aspect of social interaction and communication, with vast possibilities for participation, exchange, and accessibility of information, both for consumers and organizations. Especially in the environment of marketing communication, the advantages of digital technologies are now used to target consumers, establish relationships with them as well as enhance and personalize their brand experience (Kotler et al., 2017). As competition online is fierce, it is essential to develop a thorough digital marketing strategy to stay competitive in today's market. Beside gaining up-to date consumer insights, it is important to identify what business objectives the company wants to achieve and then consider how digital marketing activities can support those (Chaffey & Ellis-Chadwick, 2019).

The RACE framework shown in Figure 2.1, helps companies to plan, manage and optimize digital marketing activities. Developed by Chaffey (2020b), it covers the digital marketing funnel, that defines four steps of interaction across the customer journey with key measures to set targets for, turning prospects into customers (Chaffey, 2020a, 2020b) :

- Reach is about creating brand awareness and increase online as well as offline visibility of the company and its products and services, in order to draw target groups to own web presences. Corporate content should be published, promoted, and shared, which maximizes reach over time.
- Act is about stimulating interactions on own web presences to generate online leads, which possibly can turn into ready-to-buy customers. The aim here is to convince visitors, when they already view the company's website or social media page to take action. No matter if in form of further research about the company, viewing products and services, reading blog posts, newsletter sign-up or member registration. Participation is also encouraged here such as sharing content or customer reviews on social media.
- Convert is all about getting the prospect to make the purchase, either in an online or offline environment, thus turning them into paying customers.
- Engage involves converting first time buyers into loyal customers by nurturing a long-term relationship, which eventually build customer satisfaction and advocacy. Consistent communication, engagement and recommendation should be encouraged on own website or via social media, email, and other systems to retain and activate customers so that they repeat purchase.

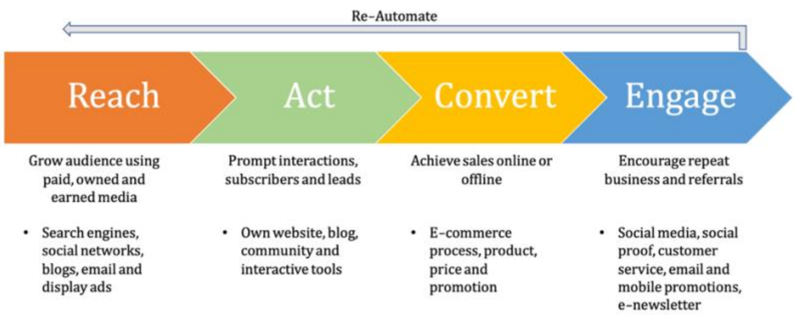

Figure 2.1 Digital Marketing Funnel (Source: Own elaboration based on Chaffey, 2020b)

2.2.3 Marketing Communications Through Digital Media Platforms

The use of new media became an integral part of any company's marketing activities, but one major challenge of going digital for businesses is the availability of endless options of communication platforms. Therefore, making it hard for marketers to choose the right ones, which are most effective at communicating the corporate message to the outside world (Kotler et al., 2017). Considering that Römmerts strives to establish a unique brand positioning and to increase brand awareness among its target groups, the phases of the digital marketing funnel to consider in Figure 2.1 will be Reach and Act. Thus, the following chapters will be focused on reviewing digital platforms, which can contribute to those stages.

2.2.3.1 Corporate Websites

The corporate website is a key platform of online CC and an important research destination for product information and corporate content especially for potential customers, making it an essential part of the digital media mix (García García et al., 2017). It should officially represent the company or its brand on the Internet and can be seen as the online face of the organization. For a company, the website has a multipurpose use, which includes introducing on the one side new products, innovations, or research results and on the other side its mission, visions and values as well as updating stakeholders on corporate activities and events. Despite the growing complexity of digital channels, corporate websites still remain the dominant interface with stakeholders, as all digital interaction at some point will eventually lead to the company's website (Ageeva et al., 2018; Beger, 2018).

However, when it comes to the design and development many companies struggle and underestimate the effort to create and maintain effective and favorable websites. Ones that does not just disseminate information but also interact, entertain and delight visitors, stimulating a desired action and engagement (Lin, 2013). As there are over 1.8 billion websites on the world wide web today, with the majority of companies having their own, the simple existence of a corporate website is not sufficient anymore (Internet Live Stats, 2021). To build a quality website that attracts repeated visits and guarantee a seamless user experience, proper planning and investment are needed. This means that particular attention has to be paid to usability in terms of easy navigation and accessibility as well as to relevant, reliable and updated content, which should match the corporate identity in order to transmit a consistent corporate image to the outside world (García García et al., 2017; Taiminen et al., 2015).

All in all, a well-designed homepage can be a powerful tool to help businesses increase their credibility, attain a competitive advantage, generate more leads, and improve search engine optimization (SEO) driving more organic traffic to it. Furthermore, the corporate identity can be showcased on the homepage and along with it, its reputation managed and improved, customer relationships built as well as loyalty and satisfaction increased, which ultimately enables innovation and saves costs for the organization (Bravo et al., 2012; Casaló et al., 2008; Foroudi et al., 2017; Kaplan, 2020; Srinivasan et al., 2002).

2.2.3.2 Corporate Blogs

Blogs can be defined as online diaries or journals, which are regularly updated with posts about any kind of the author’s topic of interest. From a technical perspective, they are simple content management systems, consisting of mainly text-based entries but can include images, audio and video files, too. Further key features are the reverse chronological order of posts, its available comment function and the use of trackbacks, which links to entries of other bloggers (Lomborg, 2009). Whereas blogs are usually run by private individuals, corporate blogs are operated by companies, where the entries are generally composed by their employees such as the marketing department or the CEO, or it can also be by non-employees that have an affiliation with the respective organization (Weil, 2006). The possibility of applications of corporate blogs is highly versatile and depending on content, authorship, control mechanism and strategic purpose, it can come in different forms (Lee et al., 2006).

Corporate blogs pose as an inexpensive alternative or upgrade to conventional corporate websites, where the communication is often one-sided. It is considered as an important marketing tool, as organizations can use them to have personal and authentic dialogue with their stakeholders. This can result in an open exchange of ideas and eventually even create a loyal online community (Weil, 2006). The two-way as well as direct and unfiltered nature of these conversations can eventually contribute to business objectives and strategies, such as, growing brand awareness, fostering customer relationships, collecting real-time feedbacks, showing expertise, facilitate collaboration and knowledge sharing, and ultimately enhance corporate credibility (Colton & Poploski, 2019; Papasolomou & Melanthiou, 2012). Moreover, blogs can promote positive attitudes towards the organization and along with it stimulate positive WOM (S. U. Yang & Kang, 2009).

On the other hand, encouraging employees to be active on blogs as well as stakeholders to engage with blog posts can bring the potential risk of getting negative sentiments and feedbacks about the company (Cornelissen, 2020). Hence, before entering the blogosphere, beside of establishing blogging policies and ethics, firms must prepare themselves and be ready to interact with their audience in an open, authentic and transparent way by having a strategical plan and with it the right competencies as well as enough resources (Waters et al., 2014; Weil, 2006). Lastly, they need to realize that blogging is a long-term and very time-consuming commitment, as building a vast group of readers requires regular blog updates and it takes time to establish a loyal reader base (Kietzmann et al., 2011).

A specific form of blogs, that does not take a lot of time, effort and systematic thoughts but having similar benefits are in turn microblogs, with Twitter being the most popular platform. It combines the flexibility of instant messaging and the social potential of blogging, where users can create short and concise posts, also known as tweets that are often limited in characters (Van Dijck, 2011). Microblogs, being actually a real-time information exchange platform, stand out from regular blogging by its strong focus on mobility and high level of interactivity as it allows a faster and more instantaneous mode of conversation. Furthermore, due to its lightweight and easy conversational nature, companies can expand the range of communication with their stakeholders and are more drawn to frequently update about current corporate happenings and other interests (Java et al., 2009). Although more social shares of small posts can be generated, those limited and fragmented chatters do not always lead to meaningful dialogues. Additionally, the risk of releasing false information either consciously or unconsciously is high as there is a low enter threshold and level of media literacy can vary among employees in organizations (Wang et al., 2016).

2.2.3.3 Email

Email, with currently over 4 billion users worldwide, is one of the oldest forms of online communication and remains a fundamental part of the Internet experience, since it is needed to sign up and participate in almost any kind of online activity, including social media. Additionally, given that 319 billion emails are sent and received daily, both from consumers and businesses as well as that 73% of millennials prefer communication from businesses to come from it, email as a marketing tool with a high return on investment (ROI) can be quite profitable (Forsey, 2021; The Radicati Group, 2021). Email marketing is therefore considered as directly sending messages in order to acquire new potential customers or enhance the relationship with current customers by building brand awareness as well as encouraging repeat business and loyalty. They are mostly composed of commercial nature such as ads, newsletters, business requests or sales and donation appeals (Fariborzi & Zahedifard, 2012).

Although several other opportunities to reach stakeholders are now available, email continue to be a popular and effective channel for companies to conduct mass communication as well as personal one-on-one dialogue due to its affordability, measurability, time-saving preparation, and execution. Moreover, email marketing applications allow for segmentation of recipients and consequently the possibility of sending highly targeted, personalized, and customized email messages. This can increase engagement of the audience and create the opportunity for interactive communication. Lastly, a faster response rate is often obtained using hyperlinks and offering promotions with a clear call to action (Gunelius, 2018; Zhang et al., 2017).

At the same time though, acceptance and performance of email marketing has declined because of its negative aspects regarding malware risk and spam delivered by email. In the latter case it refers to intrusive and irritating unsolicited messages sent in bulk, but can also be defined as emails received without being relevant to the customer's personal needs. To reduce the overload and clutter in inboxes, email service providers today have filtering software blocking spam, which however can affect the deliverability of desired emails, too. Furthermore, people get annoyed by frequent message and often ignore or without opening delete them (Gunelius, 2018; S. Kumar & Sharma, 2014).

Solution to those challenges might be permission-based email marketing, where consumers explicitly give prior consent to companies to receive their email communications. The key characteristic here, which is also a legal requirement in most countries, is that the receiver at any time has the control and power to opt-in as well as to opt-out of getting promotional messages and can easily end the communication with the business. So, seeking permission not only addresses legal issues and privacy concerns but is beneficial for both, consumers, and companies, too. Messages are anticipated, personal and relevant to customer's needs, which can increase opening and response rates as well as empowering consumers, as they are able to actively participate in the communication process (Godin, 1999; Hartemo, 2016; Kumar et al., 2014).

2.2.3.4 Social Media Networks

The acceptance and adoption of social media has witnessed an exponential growth in recent years. 4.2 billion active users are spending an average of 2.25 hour per day on various social media platforms to stay up-to-date with news and current events, entertain themselves, connect with friends, share content and aspects of their lives with known or unknown audiences or to research products to purchase, and more (Kemp, 2021). Accordingly, social media has become culturally significant, and it is not surprising that businesses have incorporated it as a marketing channel with more and more joining different social media networks to reach the massive potential audience available and to increase the spread of their content (Appel et al., 2020). Cornelissen describes social media *as a form of crowd-casting* (Cornelissen, 2020, p. 75), where stakeholders as a crowd can self-initiate conversations and discussions about an organization. This can lead to the creation and exchange of user-generated content and, in particular electronic WOM publicity with the potential to turn viral, which is very desired by marketer as it is usually seen as a highly trustworthy source for consumers in terms of purchasing decision behaviour. From the business perspective, it means to employ push and pull strategies, where the company can first start a dialogue by disseminating engaging content and build a loyal fan base (push), from which they then gain new valuable insights and marketplace intelligence (pull) (Cornelissen, 2020).

Generally, social media networks are used by businesses to promote their products, services, up-coming events, and corporate image as well as to establish direct and personal contact with interested parties in order to attract new customers, while retaining current ones. It enables a more efficient form of communication as synchronous interactions in real-time are possible and provides organizations the opportunity to participate socially and become an active part of their virtual community. Here businesses can not only pay attention and respond to customer's suggestions and complaints, but also identify and connect with relevant opinion maker and influencer (Beger, 2018; Icha & Agwu, 2015). Therefore, using social networking sites help businesses to form a beneficial long-term relationship as well as create authority and trust among their stakeholders due to the pervasiveness and dialogue orientation of those networks. All in all, besides being effective monitoring tools and the best and fastest form of market research (Chu & Kim, 2011), other benefits for companies engaging in social media marketing are increased brand exposure, targeted traffic to corporate sites and lead generation as well as improved sales and search engine rankings. Furthermore, social networks as a marketing tool is very cost effective and efficient since promises on returns are high and most application and platforms are free of charge (Rugova & Prenaj, 2016).

However, the freedom of opinion expression in social media networks can have a negative effect, since everyone now can voice out their anger and concerns related to a business, using either their own or the brand's account. Those kinds of bad publicity spread as fast as good news and can potentially damage the corporate reputation, making it often unpredictable and uncontrollable. Knowledge, hard efforts and time resources are hence needed to manage the corporate presence in those networks. Moreover, new relevant content must be posted on a regular basis to create a continuous communication in order to not lose the attention of the audience. Lastly, using social networks for organizational purposes, brings a whole range of privacy, security, compliance and other legal risks with it, such as hacking, malware, disclosure of confidential and sensitive information, identity theft, copyright violation, mishandling of personal information or the publication of inappropriate or incorrect content, being just some of the examples (Beger, 2018; Williams & Hausman, 2017).

There is a plethora of social media environments over the Web, with Internet users having in average an account on more than eight different platforms, exploiting them for all kinds of reasons as well as with varying frequency and engagement, which often leads to the debate of which one to focus on for marketing activities. Additionally, it gets increasingly difficult and confusing to categorize social networking channels by their functional capabilities nowadays, since their features often overlaps and are in constant change, which can be seen in Table 2.1. The key takeaway here is that companies do not need an online presence on every social media platform. Just being active on one or two larger ones can be enough to reach almost all of your target groups, depending on location and demographic factors as well as engagement and opportunities of creative content offered by those channels (Kemp, 2021).

As Römmerts Weinwelt is situated in Germany, social media sites such as FB, Instagram (IG) and YT, being the most used platforms there, amongst others (Kemp, 2020) would be strategically relevant and worth considering for them. Although all three are considered as social networking platforms due to their basic relationship building features, the focus of IG and YT lies more on visual content while FB's functional capabilities are more an all-arounder and can be seen as a social utility (Tuten, 2021). Table 2.1 also shows that while FB and YT dominate in size and penetration, businesses on IG have the possibility to communicate with their target group in a more fun, interactive, and engaging way. Additionally, whereas consumers on FB and IG can easily skip advertisements, the advantage for companies on YT is that they cannot be stopped immediately, as they appear when the video is viewed and mostly can only be skipped after a few seconds.

	Facebook	**Instagram**	**Youtube**
Reach	2.74 billion active monthly users	1.221 billion active monthly users	2.291 billion active monthly users
Functional capabilities	▪ Sharing of text, images, videos, stories and livestreams	▪ Sharing of images, videos, stories, reels, and livestream with captions	▪ Sharing of videos and livestreams with captions

	▪ Search engine for posts, images, videos, groups, places, events, and sales offerings ▪ FB messenger app with possibility of audio, video, and conferencing calls ▪ Creation of groups ▪ Virtual marketplace ▪ Gaming apps	▪ Search engine for images and videos based on hashtags and geotags ▪ IG direct messenger with possibility of audio and video calls ▪ Creation of close-friends list ▪ IG Shop ▪ IGTV with up to one hour-long videos ▪ Content creation with creative tools such as filters, boomerang, photobooth, superzoom, etc.	▪ Search engine for videos ▪ YT music streaming service ▪ YT premium subscription for ad-free content, downloads, background playing and YT original movies and TV shows
Special business features	▪ Business account set-up with advanced analytics, monitoring and advertising tools ▪ Call-to-action button linking to any destination on or off FB ▪ Various and tailored FB page applications for promotions, surveys, events,	▪ Business account set-up with advanced analytics, monitoring and advertising tools ▪ Swipe-up feature in stories, linking to any online destination without leaving IG app ▪ In-app post promote button ▪ Branded hashtags, GIF stickers, poll and survey option in stories ▪ Creation of product catalogue directly accessible through	▪ Business account set-up with advanced analytics, monitoring and advertising tools ▪ Scheduling of video posts ▪ Comment filters ▪ Clickable call to actions, embedded in videos such as bumper ads, end screens, watermarks and cards to promote extra content or linking to

	advertising or e-commerce ▪ Scheduling of posts ▪ Comment filters	*View Shop*-button on profile page ▪ Shoppable tags	other channels, videos, playlists, and other destinations

Table 2.1 Comparison of Social Media Networks (Source: Own elaboration based on Facebook, 2021; Instagram, 2021; Kemp, 2021; Tuten, 2021; Youtube, 2021)

2.2.3.5 Search Engines

Despite the rise of social media, search engines (SE) are still considered as the *online marketer's holy grail* (Ryan, 2017, p. 63), given that finding information is the primary reason for people using the Internet. Google, being the most popular one and one of the world's most visited websites, enjoys more than 90% share of the global search market (Kemp, 2021). The purpose of SEs is to answer user's query by delivering relevant and accurate search results in a fast way. In order to provide the information best fit for their users, SEs' bots, also known as spiders, crawl the web for content, which is then stored in an index. When a search is performed, the SE's algorithm, which is based on many factors such as the expertise of sources or the place and keywords of the research, ranks the webpages, organized in the index in terms of quality and importance and list them accordingly in the search engine result pages (SERP) (Ryan, 2017). Considering that most people only pay attention to the search results that come up first page (Evans, 2007), the visibility of a webpage is directly related to its ranking on the SERPs. Because the higher or on top position a corporate website is listed, the more traffic it gets, which ultimately can have a positive impact on brand equity and revenue from sales. Furthermore, it helps to shape brand perception among consumers, as a high ranking implies that the business is well established, which in turn increases its authenticity, leading to a better online reputation (Dou et al., 2010; Rangaswamy et al., 2009; Skiera et al., 2010). It is undeniable that SEs nowadays are powerful gatekeepers of information and has a great influence on consumer's purchase decisions (Vogl & Barrett, 2010).

A high ranking is therefore crucial, and as Google and most SEs offer organic and paid results, businesses strive to improve their placement in the SERPs by applying search engine marketing (SEM) strategies, that encompasses SEO and paid search advertising. The aim of SEO is to enhance the company's position among the organic search outcomes, not influenced by financial payment but naturally based on the algorithms SEs use. By applying effective SEO techniques, which contains the creation of an efficient website, easy to crawl for SE's spiders, with relevant text-based content, effective keywords, concise and informative page titles, as well as qualitative inbound and outbound links to other sites, amongst others (Ryan, 2017), a long-term sustainable branding impact can be achieved (Dou et al., 2010). However, although SEO has no cost in general, it takes time to kick in and many businesses lack the necessary skills to implement SEO on their own, and are more likely to invest in paid search results (Kritzinger & Weideman, 2013).

Unlike SEO, paid search advertising enables marketers to buy a top placement in the SERPs, with its prevalent form of pay/cost-per-click advertising, where in this case they only pay when a prequalified user clicks on the ad. The sponsored search results, marked as an ad usually appear above or alongside the organic listings, and are sorted according to an auction, called AdWords market on Google. Here advertisers bid for certain keywords or phrases. The ad position is then based on the multiplying key factors cost-per-click bid, which is the maximum amount an advertiser is willing to spend for a keyword, and the quality score with components such as click-through rate, relevance and landing page quality taken into account (Jansen, 2011). Despite being more costly than SEO, paid search advertising can ensure an immediate high ranking and is therefore a fast way to increase online awareness and visibility (Kritzinger & Weideman, 2013). Furthermore, this type of advertising is not considered as intrusive as others, since they appear in response to the user's search for information (Yang & Ghose, 2010).

Nevertheless, competition in search advertising market is high and strong (Cao & Ke, 2018), driving the increase of bid prices for popular keywords, which in turn reduce the ROI and making it difficult for businesses, especially with limited advertising budget to maintain their top ranking (Kritzinger & Weideman, 2013). Lastly, new entrants with scarce expertise and experience are more likely to make expensive and unproductive investments in terms of keyword bids, which does not profit the business (Abou Nabout, 2015).

2.2.4 Digital Communication Trends

Modern technology is growing and evolving rapidly in today's ever changing digital landscape, frequently giving rise to new platforms, tools, and techniques and thus, new opportunities for businesses to enhance their customer's experience. Being aware of emerging or continuing trends as well as to adapt to them are an essential part of staying competitive. Furthermore, when COVID-19 hit the world last year, many businesses were being forced to embrace digital transformation and to rethink how they communicate with consumers across touchpoints in order to survive (McKinsey&Company, 2020).

2.2.4.1 Mobile

The trend that has been existing for quite a while, but experienced a high since the start of the pandemic is mobile (Hughes, 2020; Van Glabbeek, 2020), given its current 5.22 billion unique users, making up 66.6% of the world's total population, and a 20% of year-on-year increase in daily time spent, using mobile phones. Mobiles, also encompassing tablets, wearables, smart speakers, and other portable computing devices have now overtaken fixed internet access via desktop or laptop. It has become the first screen, taking account of around 53% of global daily internet time, with the majority of it spent on mobile applications, such as social media, messaging and entertainment apps (Kemp, 2021; Tong et al., 2020). Especially due to changed consumer behavior and isolation measures by COVID-19, the adoption and engagement of mobile apps, particularly in the areas of video-streaming, retail, gaming, personal finance, video conferencing, fitness and food delivery has seen a big surge (Hughes, 2020). It is clear that the shift towards mobile will only continue to grow in the future.

With mobile phones nowadays fully integrated in almost every aspect of consumer's life, marketers need to consider them as a fundamental component in their digital marketing strategy, striving to provide a satisfactory mobile experience, which should be interactive and entertaining, yet useful (Ryan, 2017). Mobile marketing therefore plays a key role in this development. Standing out through its hyper-context personalized targeting, it enables companies to send highly relevant personalized messages and offers via different channels such as in-app, push notifications and SMS, based on the momentary context of where, when, how and with whom the customer is, when using mobile devices (Tong et al., 2020). Furthermore, mobile marketing is considered as the most personal, dynamic, and practical marketing strategy because of the way businesses can invade privacy and colonize the attention of customers. Since people tend to carry their mobile phone wherever they go, it is always on and connected, meaning it gives marketers a continuous access to their target group anytime and anyplace. All in all, mobile is a critical interface and plays a crucial role for trending and future digital marketing developments (Berman, 2016).

2.2.4.2 Artificial Intelligence

The implementation of artificial intelligence (AI) is also a trend, which has been evolving over the last years and is now, encouraged by the pandemic crisis, dominating across industry sectors in many business areas. The global AI market size, currently worth 58.3 billion dollars, is predicted to have an annual growth rate of 39.7% and will be worth 309.6 billion dollars by 2026 (Markets and Markets, 2021). Especially in marketing, AI-driven tools with their predictive personalization and targeting capabilities, amongst others, can help companies to get a greater insight into consumer behaviour as well as optimize customer experience, which ultimately will drive revenue and profitability. As marketing communication is becoming more conversational and personalized, AI technologies coupled with the use of big data are frequently used in the areas of content creation, product recommendations, email personalization, online sales transactions or customer service communication (Moorman, 2020). The latest exciting AI applications include chatbots for customer service and virtual assistants with voice search function such as Siri, Alexa, or Google Assistant, integrated within mobile technology. These AI-based communication tools can replace live agents and hold a conversation either text or speech driven, as if it were a real person. They can be used to automate repetitive tasks and speed up the process of responding to inquiries, giving information, or even anticipating requests and attending to those, before the customer asks (Barsegyan, 2021; Van Glabbeek, 2020). Voice interfaces have become quite popular and mainstream, with 45.3% of global Internet users already deploying voice search or voice commands primarily for research reasons but some also for making purchases (Kemp, 2021; Narvar, 2018). Furthermore, chatbots exhibit an enormous potential for improving customer service and relation. Above all during COVID-19, they were in great demand due to their 24/7 availability and instant response capability, when companies experienced a surge of customer queries while under the additional strain of decreased number of employees and remote working conditions (Campana, 2020).

2.2.4.3 Video

Another trend, which has been around for the past decade and has been progressing rapidly due to the unprecedent events of 2020 is video, given that people have spent more time watching online videos, with an average of 18 hours per week, which is an increase of 2 hours compared to last year. Additionally, there has been a consistent preference and demand for branded video content from consumers' side to which they pay more close attention to, better recall messages from, and which generates more shares than other content types, including social media posts, articles, or product pages. It is no wonder, that video has become the primary form of media created within businesses' content strategies nowadays, with 86% of them using it as a marketing tool. Furthermore, the majority of video marketers reported a positive ROI, which has resulted in an increase in website traffic, lead generation, sales and audience understanding of businesses' products or services (HubSpot, 2021; Wyzowl, 2021). Video marketing is therefore a great and incredibly effective opportunity for businesses to capture attention, evoke emotions and appeal to the needs of their audience, which eventually can lead to higher engagement levels, as video is a powerful and compelling medium (Mowat, 2018). Especially live video streaming experienced a massive boom when social distancing measures restricted big portion of traditional physical experiences. With new and expanded live streaming potentials across various platforms people can now connect with others safely, either on social media or for live shopping and TV events, concerts, workout classes or gaming. The opportunities for brands here to prompt awareness and sales are numerous, with many using this feature to do interviews, Q&As, live events or behind the scenes peaks (Butler, 2021). Additionally, starting with the rise of platforms such as TikTok, Snapchat or IG, short-form videos have been dominating social media platforms over the last years, with many going viral. As attention span of consumers are decreasing, the creation of short videos is a low cost commitment, yet powerful and creative way for businesses to connect and engage their target group (Bretous, 2021).

2.2.4.4 Virtual Reality and Augmented Reality

Virtual (VR) and augmented reality (AR) developments to date were mainly seen in the gaming sector ,with popular games appearing in the last years, such as Pokémon Go or FB's Oculus Rift (Marr, 2020). However, when the pandemic affected the functioning of several industries due to temporary shutdowns, there has been a greater emphasis on the use of those immersive technologies, with many businesses shifting to virtual platforms out of necessity to continue their operations. The global market size of VR and AR is currently estimated around 30 billion dollars and is forecast to reach to around 296 billion dollars in 2024 (BCG, 2021). On the one hand, most of the growth is coming from AR applications used in the sectors of healthcare and online retailing, especially in the areas of fashion, home furnishing, and beauty products, where consumers can try them out before purchase, without the need to go to a store. It is easier implementable and more convenient since most experiences can be used with mobile devices. On the other hand, the availability of more affordable devices such as headsets as well as advancements of technologies and growing digitization give VR also substantial opportunities in the areas of tourism, entertainment, education, real estate, transportation, and museums, enabling e.g. virtual walks, tours, rides, exhibitions or classes. This trend is only expected to intensify, as those tools becoming more commonplace and businesses deploying them to enhance and give their customers a unique and exciting experience, which ultimately will drive engagement and sales (Businesswire, 2021; Grand View Research, 2021; Smartinsights, 2021).

3. The Business

To give a clear image and to conduct an analysis of the business and its target group, the needed information was retrieved from Römmerts' website as well as from phone and personal interviews with their marketing manager Niklas Roth and their owner Peter Heidecker.

3.1 An Introduction to Römmerts Weinwelt

Römmerts is a family-owned German winery founded in 1918 and had been run by four generations. Located in the wine growing region Franconia, near the Main River Loop in Volkach, a small German town, world famous for its wine (Stohwasser, 2020), the winery can look back at 100 years of tradition. However, the last owner family sold the vineyard and the winery to the Pelaba investment group in 2015, as they couldn't generate any profits in the last years. In the course of the takeover, Römmerts Winery then slowly developed into Römmerts Weinwelt with the winery being restructured, rebuilt, and equipped with the latest viticultural technology, combining existing tradition with modern influences.

In total the business cultivates over 25 hectares of land, from which around 180000 liters of wine are produced and distributed in about 240.000 bottles per year. Besides that, the winery itself extends over 2100 m^2 including a wine pressing hall, storages, cellars, and a newly built in-house wine shop with a tasting counter and tasting rooms, where the wines are creatively displayed. Moreover, a newly built four-star wine-themed hotel with 104 rooms including a restaurant, bar, spa, and outside and inside pool area has been added opposite the winery, where visitors can enjoy Römmerts house wines as well as other special wine-related activities. In addition to that, they also offer overnight stays in old wine barrels, which have been specially redesigned to small suites (Römmerts Weinwelt, 2021c; Sonnenhotels, 2021). It is important to note here that the winery and wine hotel are separate businesses, although the Pelaba investment group, as owner of the winery built the hotel and still has a small stake in it. Nevertheless, both are working closely together and benefitting from the connection, as the winery supplies the hotel with wine and gets hotel guests as customers in return.

The goal of the new management is to create a branded environment, which offers visitors a holistic experience worth remembering and most memorable. The newly designed Weinsensorikum of Römmerts is at the center of this experience, which is a place where wine is not just consumed as a product, but the audience is rather pushed to explore it with all their senses. During a guided tour with a wine consultant, visitors get to know everything about the Franconian terroir, viticultural history, work in the vineyard as well as new and ancient methods of winemaking. Furthermore, special themed rooms and glass walls give an extraordinary behind the scenes look of the winemaking craftsmanship of Römmerts, where beside the impressive steel tanks and the barrique cellar with its wooden barrels, the highlight is their experiment with wine and music. Here, two Georgian Qveris, which are egg-shaped clay vessels, are filled with the same wine, then buried in the ground, and are played with different genre of music. One with rock and the other with classical music to see if and how it will affect the taste and the aroma of the wine. The varied tour is rounded off with an extensive wine tasting, where visitors get to enjoy four different Römmerts wines and a secco (WineSTR, 2021). After that, the attractive optic of the in-house wine shop invites visitors and potential customers to shop for their own bottle of Römmerts wine or just lounge in one of the cozy indoor and outdoor seating.

3.2 Situation Analysis

To this point it seems clear that every business needs to develop a thorough digital marketing strategy, given that much of the target market, and increasingly more are using digital technology in their daily life, to either buy or to research and compare products and services. However before formulating a cohesive strategy, it is essential to know the current situation of the business, where it wants to go in the future and the environment it operates in by reviewing its internal and external environment. This includes amongst others analyzing capabilities, resources, competitors, strengths, weaknesses, opportunities, threats, customers, and potential customers of the business (Ryan, 2017).

3.2.1 Internal Environment

Römmerts has been in great upheaval in the last years, not just because of the pandemic but also given the expansion and the renovation of the winery as well as the strategic realignment and changes in staff. This resulted in some struggles maintaining one clear direction and finding creative ideas to raise brand awareness and acquire new customers. Furthermore, since the takeover of the Pelaba investment group, the company culture also moved from family-oriented to a little bit more corporate, especially in terms of operational processes. Still, the new owner Peter Heidecker, who is now also the representing face of the winery is endeavouring to keep a flat hierarchy with open communication, short decision-making paths and a high level of responsibility, since it is a small company with around 12 employees and 10 season harvest workers in total.

All in all, the new orientation now wants to strive for a unique brand positioning by captivating visitors and potential customers with a special and emotional wine experience that is educational as well as entertaining and relaxing. Römmerts Weinwelt’s vision is to become one of the most famous wineries in Germany in the next few years and a new point of attraction on the Main River Loop. On the one hand, through outstanding quality, and on the other hand through special events and wine adventures, especially in terms of their Weinsensorikum. It should be a place where wine knowledge and vinophile lifestyle come together, always looking for new creative wine ideas, but never losing sight of their Franconian roots and identity. Visitors and customers should associate the brand with values such as enjoyment, fun, well-being, passion, commitment, authenticity, and enthusiasm. Römmerts mission is to attract both, wine connoisseurs and non-experienced wine drinkers, fostering them into wine lovers through the unique Römmerts wine experience.

Römmerts Weinwelt sees itself as a long-established winery, combining 100 years old Franconian wine tradition with modern cultivation and production methods. They offer authentic Franconian wines in the upscale and high-quality range in all categories – white, red, rose, sparkling, sweet wine as well as a selection of brandies, liqueurs, and other specialties such as special or rare editions. Those can be found in Römmerts own web shop or in numerous other online shops as well as in selected restaurants, wine stores and occasionally in special food retails, with prices starting from 6€ and going up to 45€ a bottle. Furthermore, Römmerts received numerous awards on regional, national, and international level for its quality wines, satisfying the refined expectations of today’s wine connoisseurs. One of their wines were recently given the Grand Gold award at the 26th Mundus Vini Grand International Wine Awards in 2020, which only six German wines got. They also received silver medals for two more of their wines, attesting to their high quality and taste (Römmerts Weinwelt, 2021c).

Regarding marketing measures, the winery is doing a lot of PR work, given that the new owner Peter Heidecker is very well connected in the entertainment, sports, and art sector as well as with entrepreneurs and managing directors from various industries. Therefore, Römmerts Weinwelt is often mentioned in the local press, not only for events with local celebrities but also for their charity work with non-profit-organizations such as Eagles Charity or Frohes Herz, which supports various good causes (Römmerts Weinwelt, 2021b). On the digital front otherwhile, the most consistent communication measure right now is the weekly newsletter, which is sent every Friday, introducing the wine of the weekend, which is on special offer. Additionally, special-themed newsletters containing special events, latest information on new products and important developments are also sent occasionally. People can sign up for the newsletters via a physical mailbox installed at the winery or automatically via lead forms at raffles or FB ads. Otherwise, beside Google AdWords campaigns, they have an account on FB, IG and YT, however with no regular posting scheme, a rather low number of followers and which are not linked on the website of Römmerts Weinwelt. In comparison to IG and YT, where the last posts were almost one year old (Römmerts Weinwelt, n.d.; Weingut Römmert, n.d.), they are more active on FB, where beside raffles, news, and product posts, they have a video series called *Mit Musik geht alles besser – auch Wein* (Everything goes better with music – even wine). This series with three episodes up until now is dedicated to Römmerts experiment with wine and music, and shows how local known musicians or celebrities have a try at those unique wine samples and discuss how they differ in taste and scent (Weingut Römmert, n.d.). When analyzing Römmerts digital marketing efforts, it unfortunately becomes clear that the different measures are not consistent and linked together, lacking a central theme and a main idea to engage their customers long-term wise. Although having excellent reviews on Tripadvisor and Google, the winery is struggling to motivate their visitors to repurchase their wine and turning them into loyal fans.

3.2.2 External Environment

Looking at Germany and its famous beer culture, it can be surprising to see that it is the fourth biggest wine consumption market after the USA, France, and Italy, offering a quite attractive wine market with revenues amounting to around 11.443€ million in 2021, and expecting an annual growth rate of 12.40%. Especially the demand for local wines is high and prevail on the German wine market, having a market share of 45%, followed by Italy with 16%, France with 12% and Spain with 9%. Moreover, wine consumption has even slightly increased last year during the pandemic as well as wine sales volume at food retailers, which grew by around 6% compared to the year before. Germans have therefore bought more and higher quality wines at grocery stores. A 2020 survey by the Nielsen Homescan Panel stated, that almost half of the wine-buying households shifted their out-of-home wine consumption to home and that 66% of wines in Germany were purchased from food retailers and 12% directly from local producers. Not only did off-trade wine sales perform well, but also online sales benefited from the pandemic, which increased from 6% to 9%. There has been a real digitalization push in the wine sector, especially relating to communication. In order to reach their audience, the wine scene was forced to embrace digital transformation, resulting amongst others in virtual wine tastings and tours as well as establishment of more online stores from wineries (Deutsches

Weininstitut, 2021a, 2021b; Greb, 2021; Shah, 2021; Statista, 2021). Since April 2020 Römmerts Weinwelt has also seen a doubling of sales in their online shop, from which usually only 10% of their overall sales comes from. Their primary source of income (70%) originates normally from customers visiting the winery and the rest from on- and off-trade. Wine distribution channels have therefore been disrupted due to the COVID-19 crisis, given that hotels, restaurants, and bars were closed due to lockdown measures. Since being heavily dependent on tourists and direct customers, the loss of sales was therefore extremely high for Römmerts.

Wine tourism in Germany has been booming before the pandemic, with 50 million people travelling to the German wine regions every year, primarily for its wine, spending 5.5€ billion there (Deutsches Weininstitut, 2019). The Franconian wine region, where Römmerts Weinwelt is situated, even had a record high of 2.538 millions overnight stays in 2019 with a revenue of around 1.5€ billion (Fränkisches Weinland Tourismus, 2020). Beside wine, Franconia offers numerous spas, health resorts and nature parks as well as various historical, cultural, musical, and culinary events (Franken Tourismus, 2021a). Furthermore, UNESCO World Heritage Sites such as the old town of Bamberg, the Prince-Bishop's Residence in Würzburg, the Margravial Opera House in Bayreuth, the Upper Germanic-Raetian Limes and the Bavarian spa resort in Bad Kissingen lie also in the region (Franken Tourismus, 2021b). Located north of Bavaria and because of its central location in Germany, it is connected to numerous highways and railroads, making it easy for tourists to reach the destination. Although the travel sector has been impacted heavily by COVID-19, it is slowly recovering in Germany. Especially domestic tourism is on the rise with most Germans vacationing at home, as international restrictions are still in place (Lina, 2021). Likewise, tourism in the Franconian wine region has been off to a good start, since the opening of hotels as well as outdoor and indoor restaurants (Özcan & Willner, 2021), however still battling challenges such as the personnel shortage in the region (Rüfer, 2021). Römmerts wine hotel also has been experiencing the aftermath of the pandemic with seeing an increase of booking requests but not having enough personnel. Therefore, they can only utilize 80% of their capacity, which they already have, since they are fully booked for this winter season.

With currently around 11.000 wineries in Germany, the number of wine businesses have decreased over the last few years but at the same time increasing in size (BSI, 2021). So far, Römmerts Weinwelt has only gained certain awareness in Volkach and the surrounding areas, whereas their brand recognition in widespread Germany is still quite low. Their biggest direct competitors can be considered the wine producers in Römmerts immediate area, which is the

Franconian wine region and Bavaria in general, since their primary income derives from tourists and costumers visiting the winery. With 1463 wineries situated in Franconia, one of Bavaria's largest winegrowing region, in close proximity to each other and mostly family-owned, the competition locally is very high (Agrar Presseportal, 2021). Furthermore, an increased generational change among winegrowers is noticeable, especially in Bavaria with more and more young and motivated winemakers establishing themselves in the German wine scene. With innovative concepts and new experimental techniques, some of them already worked their way up to the top and celebrating international success, giving a very individual and fresh character not only to their wine but also to the wine-growing regions along the Main River, making them in vogue. Moreover they have a particularly strong presence on social networks, making wine more accessible, also to a younger target group (Greb, 2021; Hasenbeck, 2019).

Lastly, looking at consumer behaviour during the pandemic it seems that people are investing more of the money they usually spend in restaurants or bars in expensive wines. The majority of consumers are willing to spend up to 10€ for a bottle, especially when it is high-quality, or they purchase it directly from a wine producer or specialist wine retailer (Der Feinschmecker, 2021; POSpulse, 2021). At the same time however, while consumers are increasingly engaging with wine, the level of wine knowledge is decreasing in general as they can easily and quicky look up their preferred wine brands and styles with their smartphones. Hence, the visual design of wine labels and packaging becomes increasingly important and are mostly decisive when it comes to purchase decisions (Halstead, 2020).

3.2.3 SWOT Analysis

The listing of the following points of the SWOT analysis in Table 3.1 are partly based on verifiable facts mentioned in the chapters before and partly on assessments by the management of Römmerts Weinwelt:

Strengths	Weaknesses
▪ Established known wine brand in Volkach with long years of tradition and therefore trusted brand, which radiates authenticity and genuineness ▪ Wide range of high-quality wines in various categories, which received	▪ Low brand recognition among consumers in Germany ▪ Dependence on wine hotel since they supply them with wine, and a large number of customers come from them

numerous national and international awards ▪ Offer visitors a holistic wine experience with Römmerts Weinsensorikum being a unique attraction in the Franconian wine region ▪ Organization of special wine events and celebrations ▪ Big modern 4-star wine hotel located right next to the winery and vineyard ▪ Located in the middle of Germany with good accessibility and therefore easy to reach ▪ Excellent reviews on Google and TripAdvisor ▪ Good PR connections	▪ Customer base is outdated and many of the longstanding customers have increasingly turned away from the brand, as they know the former owner family and have taken a negative view of the change of ownership ▪ Struggle to build a new loyal customer base ▪ Digital marketing measures lack a central theme and a clear strategy ▪ Business website is not favourable and effective, with no call-to-action motivation ▪ Decentralized management located in Munich
Opportunities	**Threats**
▪ Easing of COVID-19 restrictions with hospitality sector opening ▪ Tourism in the Franconian wine region is slowly recovering, with high demand especially from domestic travellers ▪ Wine tourism is trending ▪ Increasing willingness of consumers to pay more, especially for higher-quality wine ▪ Increasing wine involvement of consumers ▪ Tapping into new potential wine distribution channels and target groups, due to increasing digitalization of the wine scene	▪ Still unstable und unsure environment due to COVID-19 ▪ Regional personnel shortage due to pandemic ▪ High competition in the Franconian wine region, and in Bavaria in general as well as additional competition from young wine producers ▪ Urgent need for adaptation to increasing digitalization of the wine scene ▪ Increasing wine sales at food retailers, but at the same time high entry threshold for small and unknown wine brands into food retailers

Table 3.1 SWOT Analysis of Römmerts Weinwelt (Source: Own Elaboration)

3.3 Target Group Analysis

Römmerts Weinwelt has in general two types of target markets to consider, with B2B being one, which is composed of restaurants, bars, and retailers. Looking at the price and quality of their wine as well as how they want to position the brand, they are seeking after establishments in the upscale area. The B2B target market therefore consists of restaurants in the higher casual, contemporary casual and fine dining category as well as hotel, cocktail, and specialty bars. In terms of retailers, Römmert is focusing on shops specialized in wine or alcohol as well as niche food retailers in the premium range. The B2C target market on the other end consist of the individual end buyer consuming the product, which are potential cellar door customers, visiting the winery and the wine shop. It is important to note here, that consumer behavior and shopping preferences regarding wine is highly dependent on age, social status, and income in Germany. According to the wine consumer report from the Institute of Wine and Beverage Business Research in 2018/2019, it seems that the older the consumers and the higher their social status as well as income are, the more and more frequently they purchase and drink wine. Especially, wine drinkers above the age of 30 are very important for the wine sector in terms of consumption quantity, with women apparently consuming more than men. It also shows that with more consumption the higher their involvement with wine is, which leads to an increase of interest and knowledge (Szolnoki, 2019).

Hence, the B2C target group for Römmerts Weinwelt according to the management are in general highly educated and professional top performing male and female wine drinkers with a high income, aged 35 and above, located in Germany, and who are interested in culture, music, and nature. They are very active, keen to travel and looking for entertainment, variation, and self-development. The target group sees wine as an enjoyment and escape from everyday life, meaning that they are willing to spend more to treat and indulge themselves with something special. Wine for them is less about well-known names but more about exploration, discovery and trying new things. They appreciate high quality and local craftmanship and do not see wine itself, but rather an intensive wine knowledge as a status symbol.

Since the age range is quite large and coming with it a high heterogeneity in terms of behavior and other characteristics, the target market is divided into two groups for a better marketing approach later on:

- Target A encompasses those aged 35 to 55, where the majority are older Millenials and Generation X, who are performance and career-oriented, increasingly consisting of singles or couples without children and wielding significant spending power. Being firmly established in the professional world and holding a high position, work-life balance is very important to them. They enjoy a high standard of living, with wine being an essential part of their upscale lifestyle. In order to stand out, they are very enthusiastic to accumulate wine knowledge and are eager to discover new brands. Most of them are not digital natives, as they did not grow up with the Internet. However, they are embracing and quickly adapting to new technologies, thus keeping up with the tech-savvy digital natives, since a high level of technology literacy is required in their work environment. Furthermore, also because it facilitates an easier day-to-day life for them and gives them the option to inform themselves about product and services. They are influenced by recommendations from family and friends but also by online reviews from opinion leaders. All in all, they have an affinity for both, offline and online media, but with the increasing digitalization more and more are daily using mobile devices as well as social media networks, drawing them away from traditional media (Karr, 2021; Wolf et al., 2018).

- Target B encompasses those aged above 55, which globally represents the largest group of wine drinkers. Despite, with the majority being in the pre-retirement stage of life, they are still maintaining a very active and social lifestyle as many of them still have a full- or part-time job. Enjoyment, independence, and self-centeredness are very important to them, since those who have children are mostly empty nesters by now. They are looking for a balance between relaxation as well as experience and adventure, hence having a high interest in traveling to wine regions. Although many do not have a comprehensive wine knowledge, they are confident and playful in their handling of wine, knowing what they like but also being open to try new brands. Recommendations from friends and family are also highly valued here. In terms of media behavior, the majority are more acquainted with the use of Internet than expected. Many of them are also active on social media platforms, either using them as a source of information for news and events or posting pictures of their family and life. All in all, they are interested and open to new technologies, however only adopting slowly to it and still clinging to their own value system (Halstead, 2020; Karina, 2017; Karr, 2021).

A further segmentation can also be done using the Sinus-Milieus, which is a typology model developed by the German market and social research institute *Sinus*, based on scientific research, predominantly conducted in Germany, Austria, and Switzerland. As can be seen in Figure 3.1, the Sinus-Milieus identifies 10 different milieus of like-minded people rated on their social situation (low, medium, high) and basic normative orientation (tradition, modernization, re-orientation). The overlapping of the bubbles represents that the boundaries between groups are fluid because lifestyles cannot be limited with exact precision, meaning there are points of contact between the different milieus. The higher a milieu is positioned, the more upscale its education, income and occupation is, as well as the further to the right it extends, the more modern in a sociocultural sense their basic orientation is (Sinus Institut, 2021a). Therefore, Römmerts Weinwelt can position itself in the upper and upper-middle part in the Sinus-Milieus map, as they want to target consumers with a higher social class and income. Furthermore, in terms of basic orientation the winery is tending more to the right section, although it is a traditional brand. However, since the takeover and the expansion, they brought in many modern influences, which not only can be seen in the visual design of the winery and their bottles, but also in their philosophy and business practices. Hence, potential target groups for the winery can be the following milieus (Sinus Institut, 2021b), which are marked red in Figure 3.1:

- Post-Materials: This group sees itself as the enlightened educated elite with a liberal basic attitude, post-material roots and a critical world view, criticizing the pressures of growth and consumption. Although belonging to the upper class and having particularly high income, status and wealth only plays a minor role for them. Instead, they put more emphasis on self-determination and self-development. Being open and tolerant, they have a cosmopolitan orientation and are interested in art, culture, and travel.
- Performers: The ambitious, efficiency-oriented, and progress-optimistic performance elite lives an exclusive and fast-paced lifestyle, striving for success, recognition, independence, and self-determination. Having a high technology and IT affinity, they show global economic and liberal thinking and are early adopters. Their high income enables them to spend big and freely, seeing themselves as pioneers in terms of style and consumption.
- Expeditives: This milieu can be considered as transnational trendsetters, where many digital nomads can be found. Looking for new challenges and unconventional and intense experiences, they are non-conformist, strongly individualistic, creative, curious, eager to experiment and open to everything. They have a big network online as well as offline and are ambitious and goal-oriented, not in terms of career but rather one's own life themes and passions.
- Conservative-Upscales: This milieu sees themselves, socially isolated from the rest of the population, as the leading elite and attach importance to balance, order, living standards, exclusivity, status, and success. They are oriented towards traditional values but are willing to adapt to modern ideas at the same time.

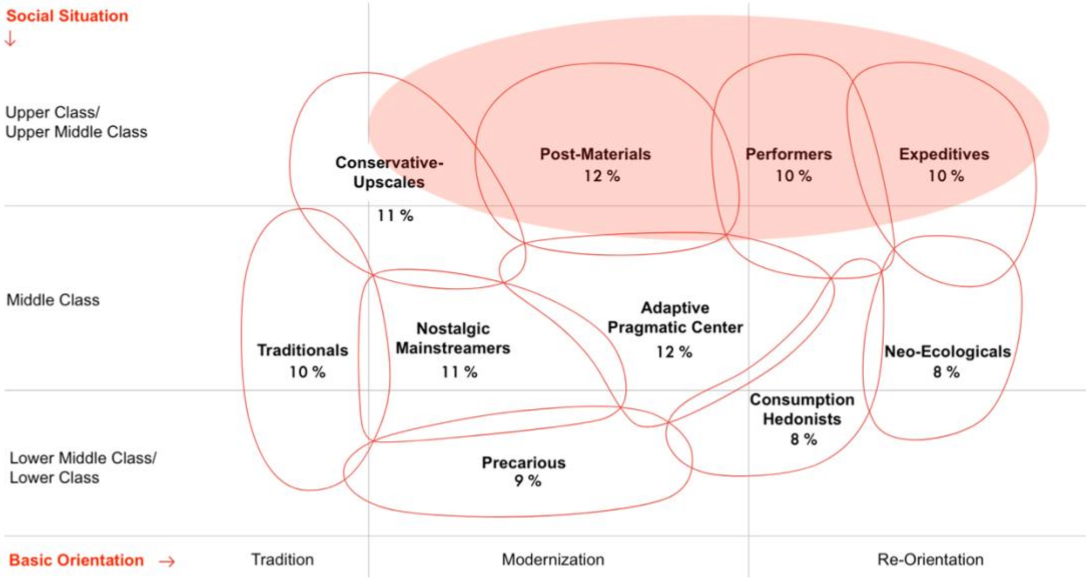

Figure 3.1 Potential positioning of Römmerts Weinwelt in the Sinus-Milieus (Source: Own elaboration based on Sinus Institut, 2021b)

Since wine consumption and purchase in Germany are highly dependent on age, social status, and income it's possible for Römmerts to target the four mentioned milieus above. However, they should focus on the milieus Post-Materials and Performers, since those would be more likely to identify themselves with the brand, in terms of values, interest, and lifestyle.

4. Consumer’s Media and Wine Consumption Study

Looking at the above literature review in combination with the business analysis, the research question of which digital platform is best suited for Römmerts Weinwelt to reach their target group and increase their brand awareness still remains. To address and answer this question, a quantitative survey investigating the media and wine consumption of consumers was conducted, raising the following three sub research questions:

a. Which digital platforms do consumers generally use and how often?
b. Which online platforms do consumers prefer when it comes to brand communication and what kind of brand content do they engage with?
c. How do consumers consume wine, discover new wine producers, and inform themselves further online?

4.1 Survey Design

The survey is designed as a quantitative, self-administered online questionnaire, containing a total of 21 multiple choice questions, which can be found in Annex A. The opening question is a filter question asking respondents for their country of residence to make sure that they match the target group in this research, which only focus on people living in Germany. Thus, the ones who do not live in Germany were led to the end of the survey and are not included in the analysis. The eligible respondents are then required to complete four survey sections: 1) general media consumption, 2) brand communication, 3) wine consumption, and 4) demographic factors. The sections are structured deliberately, following a deductive approach, starting with general questions and moving to specific ones. Furthermore, to keep it short and to decrease the number of dropouts, the estimated time to complete the survey was only around 5 minutes.

To discover consumer’s media consumption in general, participants are first asked to rate on a six-point-Likert type scale with 1 *lowest consumption to* 6 *biggest consumption* to what extent they consume the following media in their daily life, which included TV, internet, radio, and newspapers/magazines. Based on the fact that more than the majority in a highly developed country such as Germany are using the Internet (Kemp, 2021), the following questions are aiming at the time, they daily spent online, from less than one hour to more than four hours, and what device they prefer to go online with. Further, in a multiple answer format, respondents can choose up to three options out of 14, for what they primarily use the internet for. Presented with the digital platforms discussed in the literature review before, they are then asked how often they are using each platform, from never to daily.

To find out how consumers perceive brand communication, they are asked which digital platform they prefer to communicate and engage with a brand, where they can also select up to three options. After that, they should rate on a six-point-Likert type scale with 1 *very low* to 6 *very intense,* how strongly they perceive advertising on digital platforms, followed by the question if they have intentionally clicked on an online ad in the past three months. Moreover, to explore how to attract and engage consumers, they are asked to rate with 1 *lowest motivation* to 6 *greatest motivation* what kind of content does motivate them the most to interact with a brand, which included amongst other, giveaways, reviews, and educational videos.

The section following is dedicated to consumers wine consumption, including questions regarding frequency and preferred place of consumption as well as usual place of purchase. To analyze respondents' online behavior in terms of wine, they are asked to select one digital platform, on which they think they would be more likely to discover a new wine producer. And if so, how they usually would inform themselves further. Possible options, amongst others are for example follow or message the brand on social media, read their blog, sign up for newsletters or go directly to the website. Lastly, to gauge Römmerts brand awareness, participants are asked how familiar they are with the brand.

Finally, to examine the role of demographic factors in media behavior und wine consumption, respondents are asked for their gender, age, education, occupation, and average monthly net income. Those simple questions are put in the end, since concentration of participants often decreases here.

4.2 Sample and Data Collection

The survey was created using the Qualtrics platform and was conducted with German consumers, with data being collected in Germany, from August to September 2021. Hence, the questionnaire was developed in English and then in German by native speakers. The two different versions of the questionnaire were then compared, and no significant deviation could be detected. Afterwards, the marketing manager of Römmerts looked over the German and English version of the survey and minor corrections were made. Before launching the survey, a pretest with 10 participants amongst other with the owner of the winery and the marketing manager was conducted to test its reliability. In order to guarantee a significant respondent rate, the questionnaire was then distributed on the one hand through social media channels to target a younger audience, and on the other hand through direct mails and WOM recommendations within the winery's network to recruit older participants.

5. Data Analysis and Results

The results of the survey were analyzed, using the SPSS software 26 version. 220 responses were recorded in total. However, after cautiously cleaning the collected data, 204 valid responses remained, as responses were subtracted, which were unfinished or filtered out by the first question. Furthermore, a preliminary analysis was done to see if there were any suspicious and inconsistent response patterns such as outliers, missing values, and monotones, which in the end didn't show any significant problems. After that, the distribution of the data was analyzed by measuring the skewness and kurtosis values, which should be within the range of ±1.96 for $p = 0.05$. For a sample size of more than 30 and smaller than 1000, which is here the case, statistical tests such as Kolmogorov-Smirnov and Shapiro-Wilk are also recommended (Hair et al., 2006). The results shown in Table 5.1, indicate that the skewness and kurtosis levels of the concerned variables are all within range, however the Kolmogorov-Smirnov and Shapiro-Wilk tests are significant, Sig < 0.05, concluding that these variables are non-normal. Since the rest of the other variables are all based on ranks and there are no formulated hypotheses to begin with in this work, the analysis will be based on non-parametric testing.

		Statistic	Std. Error
Extent of Media Consumption	Skewness	,560	,170
	Kurtosis	,771	,339
Ad Perception on Digital Platforms	Skewness	,335	,170
	Kurtosis	-,773	,339
Motivation for Brand Engagement	Skewness	,168	,170
	Kurtosis	-,683	,339

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Extent of Media Consumption	,132	204	,000	,963	204	,000
Ad perception on digital platforms	,098	204	,000	,963	204	,000
Motivation for brand engagement	,064	204	,043	,983	204	,014

a. Lilliefors Significance Correction

Table 5.1 Tests of Normality (Source: own elaboration based on SPSS results)

5.1 Descriptive Findings

5.1.1 Respondents' Demographic Profile

Looking at the demographic results of the respondents in Table 5.2, the proportion between gender is quite balanced, where females account for a slight majority (53,9%). Regarding age group, the largest are those between 25-39 years old (43,1%), followed by the 56-66 years old (28.9%) and 40-55 years old (19,6%). Compared to those, the other age groups are much smaller in size. Furthermore, 62,3% of the respondents have a university degree and are either employed or self-employed. Lastly, more than the majority have a monthly net income of 2000€ upwards. Hence, in terms of demographics it seems that most respondents match Römmerts Weinwelts desired target group.

Demographics of Respondents

Gender:		*Age (in years)*:	
Female	53,9%	18 - 24	3,9%
Male	45,6%	25 - 39	43,1%
Not specified	0,5%	40 - 55	19,6%
		56 - 66	28,9%
		≥ 67	4,4%
Education:		*Occupation*:	
Intermediate school diploma	8,8%	Student	10,3%
Highschool degree	11,3%	Self-employed	37,3%
Vocational training	14,2%	Employed	42,6%
University degree	62,3%	Jobseeking	1,5%
Other degrees	3,4%	Retired	8,3%
Monthly net income:			
< 1000€			6,4%
1000€ to under 2000€			13,7%
2000€ to under 3000€			20,1%
3000€ to under 5000€			34,3%
≥ 5000€			22,1%
No indication			3,4%

Table 5.2 Demographics of Respondents (Source: Own elaboration based on SPSS results)

5.1.2 General Media Consumption

Unsurprisingly, Internet is consumed in average more extensively in daily life than TV, radio and print media (see Annex B.1), given that the largest share of respondents (22,9%) spends more than 4 hours per day on the Internet, with the majority accessing it mostly via their mobile phones, as can be seen in Table 5.3. In terms of age, the level of Internet consumption in average is decreasing with increasing age, given that a larger proportion of elderly respondents aged 40 and above spends only 1-2 hour or even less per day using the Internet, while almost 80% of those, who spent more than 4 hours are aged 18-39 (see Annex B.2).

Internet User Profile

Daily Time Spent on Internet:		*Used Device*:	
Less than 1 hour	8,3%	PC / Laptops	35,3%
1-2 hour	25,5%	Mobile phones	57,8%
2-3 hour	22,1%	Tablets	14%
3-4 hour	14,2%		
More than 4 hours	29,9%		

Table 5.3 Internet User Profile (Source: own elaboration based on SPSS)

The top three reasons for using the Internet varied in terms of age group as can be seen in Figure 5.1. For those aged 18-24 primary reasons are *watch videos, tv shows and movies, stay in touch with family and friends,* and *education*. On the other hand, the age groups 25-39, 40-55 and 56-66 primarily use the Internet for to *stay in touch with family and friends, keep up to date with news and events,* and *business and work-related activities.* Similar to the groups before, it is only *research products and brands* instead of *business activities* for the age group 67 and above. Also, for the age groups 40-55 and 56-66 *research products and brands* was listed as number four of the primary reasons why they use the Internet (see Annex B.3).

It is very important for Römmerts Weinwelt to know on which digital platforms their target group is in order to invest in the right channel. Figure 5.2 shows that the platforms used in average almost daily among all age groups are messenger platforms, Google search or other search engines, and emails. While blogs and Twitter are used never or only occasionally. As age increases, it seems that the frequency of access to social networking platforms such as FB, IG and YT in average decreases. With only one exception that those 67 years and above accesses YT slightly more often than the age group 56-66.

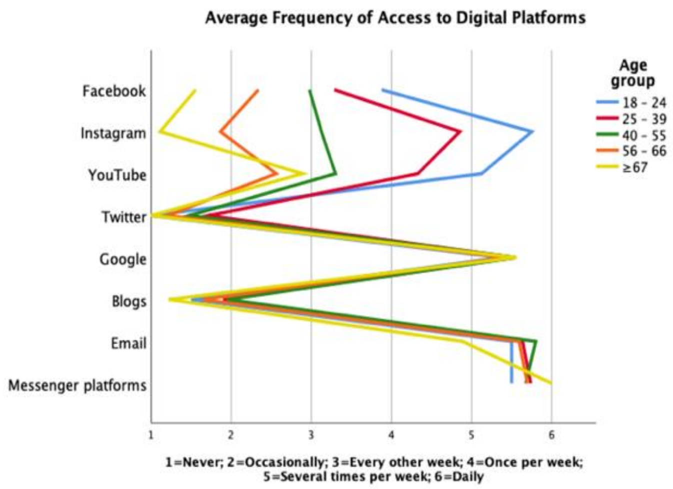

Figure 5.1 Access to Digital Platforms (Source: Own elaboration based on SPSS results)

5.1.3 Brand Communication

The online platform that the majority within all age groups prefer when it comes to brand communication and interaction is email, except within the age group 18-24, where IG and email have been equally selected as the most preferred platform. Followed by YT and FB as the second most preferred platform among the age group 18-24, as well as IG for the age group 25-39, and Google for the older age groups. Moreover, the age group 67 and above also stated that beside Google, they also prefer messenger for brand interaction (see Annex B.4).

When it comes to ad perception, Figure 5.3 shows that in overall, respondents perceive in average a rather lower level of ad intensity on digital platforms, especially on Twitter. It also indicates that all three older age groups perceive advertisement on Google more intense than on other platforms. Whereas the intensity of ad perception on IG and YT increases among the younger age groups 18-24 and 25-39, with IG being the platform where they perceive advertisements the strongest. In terms of FB, IG, and YT it appears that the intensity of ad perception decreases, when age increases. In comparison with the other age groups the ad perception on blogs are the strongest for the 25-39 years old. Moreover, in the last three months around 71% of the survey participants have clicked on an online ad (see Annex B.5), with half of them aged 25-39, whereas the largest proportion, who did not follow up are aged 56-66.

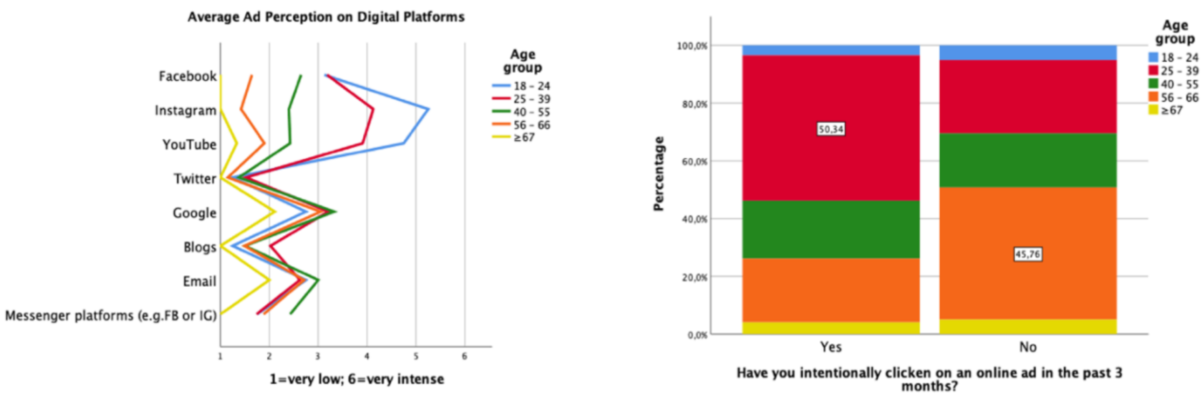

Figure 5.2 Ad Perception on Digital Platforms (Source: Own elaboration based on SPSS results)

When asked to rate (1 lowest and 6 greatest) how different kinds of brand content motivates them to engage with a brand, the overall level of motivation for all types of content was also in average low among respondents, as can be seen in Figure 5.4. The analysis reveals that the age groups 40-55, 56-66, and 67 and above are more likely motivated to engage with a brand when it comes to reviews and testimonials, followed by product information and photos. Whereas within the age group 25-39 it is the other way round. Additionally, news about the brand, whether if it is events or behind the scenes are rated as the third most motivating content type for brand engagement among those aged 25-39, and 67 and older. While for the age groups 40-55 and 56-66, it is educational and tutorial videos. Moreover, results showed that funny and entertaining short videos, followed by the opportunity to participate in contests with giveaways and promotions, and reviews are more motivating than other content types for the youngest age group. Lastly, it seems that as age increase the level of motivation for influencer generated content decreases.

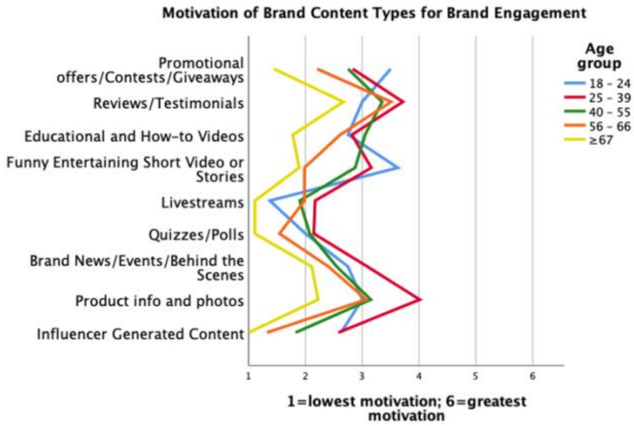

Figure 5.3 Average Motivation of Brand Content Types for Brand Engagement (Source: Own elaboration based on SPSS results)

5.1.4 Wine Consumer Behavior

Regarding wine consumption, Table 5.4 indicates that the majority of respondents can be categorized into frequent drinkers, those who drink wine daily and those who consume it several times or once a week. Although 2,5% of the respondents, of which 60% are female, stated that they never drink wine (see Annex B.6), they have not been excluded from the analysis, since they most likely still purchase wine for friends or family. Moreover, further observations (see Annex B.6) shows that with increasing age wine consumption in average increases, too. With only a slight decrease from the age group 67 years and above. Around 90% of those who drinks wine daily are aged between 40 and above.

The same also applies to income, where the majority of frequent drinkers have a monthly net income from 3000 € upwards. Those who earn less than 1000 € monthly have in average a lower consumption frequency than those who earn 5000 € and more. What is noticeable too is, that most of the respondents prefer to drink their wine at home, from which the majority is aged 40 years and above. In contrast, the majority of those who prefer to drink their wine outside such as at restaurants or clubs are aged between 18-39 and are mostly females (see Annex B.7).

In terms of purchase location, it seems that around 70%, who buy their wine in supermarkets are in the two younger age group categories. While the majority of purchases at more specific and wine-affine shopping locations such as specialist wine stores or directly from wine producers, either online or offline, are attributed to the older age groups as well to those who have a middle (2000€to under 3000€) and high (3000€ and above) monthly net income. However, the majority of those purchasing their wine at supermarkets also originates from the middle and high earner class (see Annex B.8), which can be explained by the fact that the pandemic has in total altered wine distribution channels and wine consumer behavior, with wine sales volume at food retailers growing compared to the year before (see chapter 3.2.2).

Lastly, when looking at Römmerts brand awareness in Table 5.4, only one fourth of the respondents know the brand well, with the rest being only familiar with it moderately, slightly or not at all. This enforces Römmerts aim to raise brand awareness, since brand recognition in widespread Germany is still quite low.

Wine Consumer Profile

Drinks wine:		*Prefers to drink wine:*	
Daily	10,8%	At home	45,1%
Several times a week	35,8%	At restaurants/cafes	38,2%
Once a week	25,5%	At bars/clubs	5,4%
Every other week	9,8%	Others (e.g. special events,	
Rarely	15,7%	occasion, etc.)	11,3%
Never	2,5%		
Usually purchases wine at:		*Familiarity with Römmerts Weinwelt:*	
Supermarkets	42,2%	Extremely	12,7%
Wine shops/shops		Very	12,3%
specialized in alcohol	25,5%	Moderately	13,7%
Online wine retailer	14,2%	Slightly	16,7%
Online shop of the winery	4,9%	Not at all	44,6%
Directly at the winemaker/winery	12,7%		
Online generic retailer			
(e.g. Amazon, Alibaba, etc.)	0,5%		

Table 5.4 Wine Consumer Profile (Source: Own elaboration based on SPSS results)

Regarding discovery of new wine online, it appears that the age groups 18-24 and 25-39 will be more likely to discover a new wine producer on their IG feed. Whereas the older respondents stated that Google or other search engines and additionally a winery's or wine retailer's website for those aged 67 and above will be more likely the source of their discovery. The options to discover a new wine producer via Twitter or YT feed have not been selected once by respondents and therefore were excluded from the analysis (see Annex B.9). When then asked how they will usually conduct their further information research online, if they notice a particular new wine brand, all age groups predominantly stated that they would directly go to the winery's website, except the age group 18-24, who will rather first follow the wine producer on IG to get to know them (see Annex B.10).

5.2 Testing and Analysis of Findings

The most important descriptive findings in the chapters above, which will answer the three sub research questions, will be object of non-parametric testing and analysis.

5.2.1 General Use of Digital Platforms

Messenger platforms, Google search or other search engines, and emails appear to be used in average almost daily by respondents, regardless of age group. Access to social media networks such as FB, IG and YT decreases while age increases. Twitter and blogs seem to be used never or only occasionally by all age group (see Figure 5.2). To compare the distribution of frequency of access to digital platforms according to age, a Kruskal-Wallis test was performed, as there are five independent age groups. Results showed that messenger platforms, Google, emails, and blogs don't present significant differences, as Sig > 0.05. This means that the distribution of access to those platforms are same for all age groups. However, for the platforms FB, IG, YT and Twitter there is a significant difference, as Sig < 0.05. There is evidence from the sample mean ranks that the older the respondents get, the less they are accessing FB, IG and YT. Whereas in terms of Twitter the age groups 25-39 and 40-55 access it more often than the other age groups (see Annex C.1). Further analysis additionally confirmed that age group has a highly significant moderate negative correlation with the frequency of access to FB (r = -0.33), YT (r = -0.47), and Twitter (r = -0.22), as well as a strong negative correlation with IG (r = -0.61), concluding that with increasing age the frequency of access to those platforms decreases. Lastly, the use of social networking platforms such as FB, IG, Twitter, and YT on the one hand and the use of digital communication platforms such as email, messenger, and Google on the other hand have a highly significant moderate positive correlation with one another, implying that the more one platform is accessed, the more the others are used, too (see Annex C.2).

All in all, it is undeniable that Internet nowadays is the most consumed media in everyone's daily life, given that the largest proportion of respondents spends three to more hours on it. A Mann-Whitney test conclude that the distribution of daily time sent on the Internet is significant different for the age groups 18-39 and 40 and above, given Sig < 0.05. From the sample mean rank there is evidence that the younger age group spent more time on the Internet than the older age group. Additionally, correlation testing showed that there is a highly significant negative correlation between the frequency of Internet access and age group, meaning that with increasing age the daily time spent on the Internet decreases (see Annex C.3). Furthermore, when analyzing the relationship between frequency of time spent on Internet and education level (high and low) with a Chi-Square test, it shows that the two variables are significantly related, as Sig < 0.05. Those, who have a university degree spend frequently more than 4 hours on the Internet than those, who does not have one (see Annex C.4)

5.2.2 Brand communication and engagement

When communicating and interacting with brands, email seems to be the number one platform that all age groups prefer. Beside email, IG seems to be mostly preferred among the younger age groups 18-24 and 25-39, while Google is popular among the older age groups 40 and above (see Annex B.4). In order to test for significant relationships between those preferred platforms for brand interaction and the age groups 18-39, and 40 and above, several Chi-Square tests were conducted. Based on the test's statistics, it was concluded that there is a relationship between age group and the platforms email, IG, and Google, with Sig < 0.05. There is evidence that within the age groups 56-66 and 18-24, email is more preferred as a brand communication platform. IG is more preferred within the younger age group 18-39, whereas Google is preferred within the older age group 40 and above (see Annex C.5, C.6 and C.7).

Despite a significant relationship between age group and email as well as Google as preferred brand communication platforms, the statistics of a Kruskall-Wallis test interestingly concluded that the distribution of ad perception on those platforms, plus additionally Twitter is the same for all age groups, as Sig > 0.05. The ad perception on social media networks such as FB, IG, YT as well as blogs and messenger platforms however, showed a significant difference in distribution for age groups, given Sig < 0.05. From the sample mean rank, it can be seen that ad perception on FB, IG and YT are increasing, as respondents get younger. Ad perception on blogs on the other hand are only perceived stronger by the age group 25-39. On messenger platforms it is the age groups 40-55, 56-66 and 18-24, who perceive advertisements stronger (see Annex C.8). A Chi-Square test additionally concluded that there is a significant relationship between the variables age group and if they followed up on an online ad in the last three months, Sig < 0.05. Especially the age group 25-39 have clicked on online advertisements more than other age groups in the last three months (see Annex C.9).

When it comes to brand interaction, one of the brand content types to which respondents from all age groups indicates to be more motivated to interact with, is reviews and testimonials. Beside reviews and testimonials, the age group 18-24 also are more likely to engage with funny and entertaining short videos as well as promotional offers. For the older age groups, it is product information and photos, brand news/events/behind the scenes and tutorials (see Figure

5.4). The Kruskal-Wallis test revealed that the distribution of motivation to interact with a brand based on reviews and additionally how-to-videos is the same for all groups, since Sig > 0.05. The results concluded further that the distribution of motivation to interact with a brand based on funny short videos, promotional offers, product information and brand news is significantly different for all age groups, with Sig < 0.05. Evidence in the sample mean ranks shows that while the motivation based on entertaining short videos and promotional offers decreases with older age, the motivation based on product information and photos is bigger for the age group 25-39. Moreover, the motivation based on brand news is bigger for the age groups 18-24 and 25-39 (see Annex C.10). When testing for correlations, the mentioned brand content types above, are all positively correlated with each other, except for promotional offers and product information. This means that with increasing motivation to engage with one content type, the motivation to engage with the others increases, too (see Annex C.11). Also, age group is highly significantly negatively correlated with the brand content types promotional offers, funny short videos, polls, brand news as well as product information and influencer generated content. Meaning that with increasing age, the motivation to interact with brands based on those content types decreases (see Annex C.12).

5.2.3 Wine Consumption and Online Discovery of Wine Producers

Wine consumption seems to increase with older age and with higher income, with the majority of daily drinkers being 40 and above years old and having a monthly net income from 3000 € upwards (see Annex B.6). A Mann-Whitney test was used here to compare the distribution of wine consumption for the two age groups 18-39 and 40 above as well as for the two income groups less than 3000 € and from 3000 € upwards. The respondents, who didn’t indicate their monthly net income had been excluded from testing. Results showed that there is a significant difference for the age groups, Sig < 0.05. Evidence from the sample mean ranks states that the older age group drink wine more often than the younger age group (see Annex C.13). There is however no significant difference in distribution for lower and higher earners, despite having evidence from the sample mean ranks stating that the group with a monthly net income of 3000€ and more have a higher frequency of wine consumption (see Annex C.14). Nevertheless, a moderate positive correlation (r = 0.17) between frequency of wine consumption and income could be verified, which implies that as income increase, so does wine consumption (see Annex C.15). Furthermore, a significant positive correlation can be found between the frequency of wine consumption and age group, implying that with increasing age wine consumption increases, too (see Annex C.16).

To analyze if there a significant relationship between the demographic variables age group and income in terms of preferred wine consumption and purchase location, several Chi-Square tests were performed. Again, the five age groups were grouped into younger (18-39) and older (≥40) age groups, as well as the five income groups into lower (<3000€) and higher (≥3000€) earners, as findings from sample (see Annex B.7 and B.8) shows that they have similar characteristics in terms of consumption behavior. Test statistics confirmed that there is a significant relationship between the variables age group and preferred drinking location of wine, as Sig < 0.05. There is evidence that the younger age group more often prefer to drink their wine out of home, while the older age group preferably consume it at home (see Annex C.17).

In order to get more reliable conclusions in terms of wine purchase locations, the listed purchase locations from the survey have been grouped into the three categories: supermarkets, wine affine locations (encompasses wine shops or shops specialized in alcohol and buying directly at the wine producer), and online shops (includes online wine or generic retailers and the wine producer's own online shop). Results then concluded that the purchase location of wine is significantly related with the variables age group and income, Sig < 0.05. While the younger age group in the lower income group usually buy their wine at supermarkets, the older age group with a higher income usually purchase their wine from locations, where costumers need a certain level of wine knowledge or must be involved with wine, as those shopping locations are either online shops or wine affine locations (see Annex C.18 and C.19).

Another Chi-Square test were performed to examine the relationship between the variables age group and the discovery of new wine producers on digital platforms. To get more reliable conclusions, besides already excluding the options Twitter and YT feed, blogs also have been excluded from testing, since it only had two respondents and therefore is not considered as relevant to the population. Furthermore, the platforms IG and FB feed as well as messenger platforms (such as FB and IG) have been grouped together as the category social media networks. With the age groups again divided into younger (18-39) and older (≥40), the test statistics showed that there is a significant relationship, with Sig < 0.05. Evidence shows that while the younger age group are more likely to discover a new wine producer on social media networks, the source of discovery for older age group are more likely Google or other search engines as well as the retailer's or winery's website (see Annex C.20).

After the discovery of a new wine producer online, it appears that the majority of respondents regardless of age would directly go to winery's website to get learn more about them (see Annex B.10). A Chi-Square test were conducted to see if the variables age group and further research after the discovery of a new wine brand on digital platforms are independent. In order to get more reliable results, the listed options were grouped into three categories: social media networks (includes direct message as well as follow them on IG and like them on FB), go directly to their website, and sign up for their emails/newsletters. Subscribe to their YT channel, follow them on Twitter and read their blog have been excluded from testing, since they only got seven respondents in total, therefore considering them not relevant for the population. With the age groups again divided into younger (18-39) and older (≥40) groups, the test statistics concluded that there is however a significant relationship, as Sig < 0.05. There is evidence from the sample that after discovery of a new wine producer online, the younger age group are more likely to engage with them further on social media networks than the older age group, who would more likely go directly to their website (see Annex C.21).

Since only 25 % of respondents have a high brand awareness of Römmerts Weinwelt, it is interesting to see if there are any differences in the distribution of level of familiarity with the brand by age group (young and old) as well as by income (low and high) and frequency of wine consumption (frequent and occasional). For that, several Mann-Whitney tests were conducted, with statistics concluding that there is a significant difference in distribution for the age groups 18-39 and 40 and above, since Sig < 0.05. The sample mean rank suggest that the older age group are more familiar with the brand Römmerts. In terms of income and drinking frequency there is no significant difference, Sig > 0.05. Therefore, the distribution is the same for low (<3000€) and high (>3000€) income as well as for frequent (daily, several and once a week) and occasional (every other week, rarely and never) wine drinkers (see Annex C.22). However, correlation testing shows that there is a positive correlation between Römmerts brand awareness and the three demographic variables, implying that with increasing age, income and wine consumption frequency, the familiarity with the brand Römmerts will increase, too (see Annex C.23).

6. Conclusion

6.1 Summary of Results

The comprehensive availability of the Internet, the fast spread of digital technologies as well as the ever more emerging online tools and channels for communication, force companies to act and react. Not only to a changing business world but also to changing consumer behaviors and expectations. Findings of the survey attest to the fact that Internet nowadays is more consumed than any other media. The daily time spent on the Internet, however, is different regarding age and education level. Younger age group (18-39) and those with a higher education (university degree) spent more time on the Internet than the older age group (≥40) and those with a lower education level (all other degrees). With increasing age, the frequency of Internet access is decreasing.

To address the sub research question which digital platforms consumers are using and how often, testing results show on the one hand, that in average regardless of age group, email, Google or other search engines and messenger platforms, such as WhatsApp, are used almost daily, while blogs are only occasionally or never accessed. On the other hand, the use of social media networks such as FB, IG, YT and Twitter is negatively correlated with age, given that with increasing age the frequency of access to those platforms decreases. While IG is more often used among the age groups 18-24 and 25-39, the frequency of access to FB and YT is higher among the other older age groups. Twitter is in average used never or occasionally, with those aged 25-39 and 40-55 having a higher frequency of access than others.

The three platforms, which in general are preferred the most for brand communication and interaction are email, Google and IG. Whereas IG is more preferred by the younger age group (18-39), Google is more preferred by the older age group (≥40). Although email as a brand communication platform is very popular among all age groups, it is more preferred by those aged 56-66. When it comes to engaging with brands, the overall level of motivation is in average quite low. The content types which in average exhibit a higher level of motivation in general, are promotional offers/contests/giveaways, reviews/testimonials, educational and how-to videos, funny and entertaining short videos or stories, brand news/events/behind the scenes, and product information and photos. Results of data analysis concluded that while the level of motivation for brand engagement based on reviews and how-to-videos are the same for all age groups, the motivation for the others differs with age groups. Seeing that funny short videos and promotional offers are more likely to motivate the youngest age group 18-24. Regarding product information and brand news, it is the age group 25-39, who exhibits a higher level of motivation. All in all, the content types promotional offers, funny short videos, brand news, product information, polls, and influencer generated content are all negatively correlated with age. As age increases, the level of motivation to interact with brands based on those contents decreases.

Looking at consumer behavior in terms of wine, results of the survey confirmed that wine consumption is significantly positively correlated with age and income. Therefore, wine consumption increases with increasing age and income, especially those aged 40 and above consume wine more often in average than the younger ones. The older age group (≥40) also prefers to drink their wine at home, while the younger age group (18-39) prefers it more to consume it outside, such as at restaurants or bars. Regarding shopping preferences, findings conclude that younger age group with a lower monthly net income (<3000 €) usually purchase their wine at supermarkets. While the older age group with a higher income (>3000 €) prefer to buy it at locations, whether online or offline, which requires a certain level of wine knowledge and involvement.

As there is a negative correlation between the use of social media networks and age, it is not surprisingly that the younger age group (18-39) are more likely to discover new wine producers, and if so, they would rather further inform themselves about the brand on those platforms, with IG being especially preferred. Whereas the source of discovery for the older age group (≥40) will be more likely Google or other search engines, and as a next step they would go directly to the wine producer's website to learn more about them. Despite the difference in terms of age, it is noticeable from the sample that going directly to the wine producer's website as a next step after discovery is popular across all age groups.

6.2 Recommendations

Digitalization has been under way for two centuries now, however the COVID-19 crisis accelerated its pace across all sectors, with digital transformation being the key to respond to the disruption of the social as well as work and business environment. It becomes evident that a digital strategy, particularly regarding corporate communication must be implemented into every organization nowadays, for them to not be left behind and thrive in today's business economy. Römmerts Weinwelt has already entered the digital landscape with a multichannel approach. Besides a website with an integrated online shop, they have an online presence on the main social media platforms such as FB, IG and YT as well as a weekly email newsletter, presenting the wine of the weekend on a special offer. However, all measures do not have a clear strategy as well as a central theme and lack in consistency. Not providing a seamless experience for the consumer and therefore minimizing the brand's visibility. Results of the survey showed, that although the majority have heard of the brand, only 25% of them know them well, despite being on the market for a while and having a 100-year-old tradition. Therefore, for the business to increase its brand awareness, they need to have a thorough digital marketing strategy and focus on key platforms, where their target group is. As Internet users in Germany have in average 5.9 social media accounts, they do not spend all their time on one platform, but rather using them at the same time or jumping in between (Kemp, 2020). An omnichannel approach here is the best way to bring together multiple consumer touchpoints online and provide consistency across platforms. So instead of managing the platforms separately, it integrates all available platforms and messaging strategies within the business to offer a seamless and consistent experience, which in the end is more impactful for the costumer. Moreover, a strong identifiable brand makes brand recognition easier (Hossain et al., 2020; Rigby, 2011).

To be reminded, the age range of Römmerts target group is quite large, therefore dividing them into younger (35-55) and older (>56) target group. Since the use of digital platforms is different for younger and older age group, each of them is to be reached and need to be addressed differently. The focus here should lie on the older target group, since they are more profitable in terms of revenues. Results of the survey support the fact, that with increasing age and income, wine consumption increases, too. Furthermore, those aged 40 and above are more likely to purchase wine directly at the wine producer or at online shops, where Römmerts wine is largely represented. Based on findings of the survey, the digital platforms the business for starters, should be focusing on to increase brand awareness are Google, their own website and social media networks such as FB for the older target group and IG for the younger target group. Furthermore, Römmerts unique selling proposition (USP) of offering a unique holistic emotional wine experience, which engages all senses should be at the core of all messaging tactics, defining the brand.

Google should be the key platform Römmert invest in, as survey results show that it is used almost daily and are likely the source of discovery of new wine producers online, especially for the older target group. Therefore, a high visibility on Google is essential for consumers to notice them. As discussed in chapter 2.2.3.5, a high page ranking can be achieved through SEO or paid search advertising. Römmerts current page ranking is quite good in relation to specific key search words including its brand name, *Weinsensorikum* as well as *wine* and *Volkach,* and *winery Franconia with overnight stay.* In this case their website is always positioned within the first page of the search results and in terms of overnight stay one can see Google ads from Römmerts wine hotel, positioned at the top of the SERPs. However, when using more general search phrases, the business is nowhere to be seen within the first two result pages. Since it is more likely that consumers use more general keywords such as *Franconia* in relation with *wine, wine experience, wine tasting* or *wine events*, it is imperative for the business to identify which keywords are the most relevant for their target group, when looking for wine or wine experiences online. To build their SEM strategy and acquire new customer leads, they can either incorporate those keywords into Google AdWords campaigns for paid search results or into their SEO for increased organic search. While paid search results can be used as a short-term and fast method to increase visibility and awareness, SEO is inevitable for a long-term success (Kritzinger & Weideman, 2013). This means that Römmert nevertheless need to apply effective SEO techniques to optimize their website, making it crawlable for SE's spider. This implies having good content as of relevant text-based content including effective keywords, quality internal and external links, and concise page titles amongst others (Ryan, 2017).

Based on the survey's findings a brand's webpage is also the next destination the majority of the older target group go to, after they discover a new wine producer online. Since it is the first glimpse of what the visitor will see from the brand, it is crucial for the website to be favorable, effective and user-friendly (Lin, 2013). Römmerts Weinwelt's webpage currently looks very sterile, outdated, not evoking any emotions and appears to only disseminate information. Although having minimalistic and simple visuals as well as clear titles in the header navigation such as *Winery Römmert*, *Latest News, About Us, Shop, Contact and Directions,* and *Events 2022,* the presented content in those categories seems chaotic and not having a clear structure, therefore not inviting visitors to engage with the website longer. The products and especially their Weinsensorikum are not attractively presented or highlighted and seems to be rather hidden, since one need several clicks to get to them. Moreover, there is no call-to-action stimulation and no social media linking (Römmerts Weinwelt, 2021c).

Besides to inform, a website need to be delighting and entertaining as well, animating potential customers to browse and engage with it longer (Lin, 2013). To improve website usability and effectiveness, the first thing one should see, when going to Römmerts webpage is a mix of their product highlights or bestsellers, teaser of their Weinsensorikum as well as winery in general, and a short description of what they stand for, with internal links leading them straight to the desired content. Furthermore, instead of sticking to generic page titles, it is recommended to create informative as well as unique and compelling ones such as *Römmerts Weinwelt* (introduction to the winery), *Discover Weinsensorikum*, *Our philosophy* (presentation of brand identity and values), *Visit Römmerts (*information about wine tasting, tours and hotel), *Shop Römmerts Wine* or *Join Our Events*. Visitors should also be presented with brand engaging benefits at the first sight, such as giving an incentive for newsletter sign ups or luring them to look around in the online shop by pointing out free shipping from a certain order value. Besides customer benefits, the business should also take more advantage of their excellent reviews regarding wine tasting and tour on TripAdvisor and Google, by linking them on their website. This can not only boost the brand's reputation and credibility, but also convert potential leads. Moreover, results from the survey showed that younger and older target group are more motivated to interact with a brand, when it comes to reviews or testimonials. Also, to increase brand reach and to guarantee a seamless brand promotion across platforms, Römmerts social media accounts should be easily accessed via their webpage. Providing especially their younger audience more ways to interact with them, since findings of the survey concluded that social media platforms such as IG are more used and preferred for brand communication among those age group.

Regarding social media networks the survey confirms that the frequency of access as well as the ad perception on those platforms decreases with increasing age. This would mean that by focusing on FB and IG, efforts will probably only reach the younger target group. However, engaging in social media marketing has in total the benefits of an increased brand exposure and targeted traffic to the business website, which in the end also improves search engine ranking (Rugova & Prenaj, 2016), which is a key measure to reach the older target group. Although FB and IG offer endless opportunities of creative content and business features, the potential is not fully utilized by the business. The initial impression of Römmerts FB and IG accounts is the same as with their website. The posted content does neither have a central theme nor are they consistent and regularly updated, making it difficult for visitors to find out, what they have to offer and what their USP is (Römmerts Weinwelt, n.d.; Weingut Römmert, n.d.). Therefore, a social media content calendar can be the solution for the business to have consistent updated accounts with visually appealing and engaging content, that meets the audience expectations. By precisely planning their posts beforehand, it does not only save time but also helps to avoid copying and pasting the same content across several platforms, use resources effectively and most importantly reduces the risk of publishing inappropriate or incorrect content (Cooper & Tien, 2021). Furthermore, to highlight Römmerts key feature of a holistic wine experience that engages all senses, branded hashtags should be created on IG as well as FB. Related to the five senses it can be *#SeeRömmerts, #TasteRömmerts, #TouchRömmerts, #HearRömmerts*, and *#SmellRömmerts,* assigning their posts according to those categories for more brand exposure.

Although there is a negative correlation between age and the use of social media accounts, findings nevertheless concluded that the frequency of access to FB is higher among the older target group. This means that posts in terms of product information and photos as well as tutorials can be planned for FB, as those content types are more motivating for older target group for brand engagement. Especially how-to-videos, e.g. how to make mulled wine or how to make a delicious wine aperitif are a great way to capture the attention of the audience by showing them how a brand can be of value for them, rather than just telling them. Resulting in an increase of contextual relevance on the one hand and brand recognition on the other (Kemp, 2021). Since tutorials are also motivating for the younger target group, they can be planned in combination with other preferred content types of this age group for the IG account, such as contests, giveaways as well as funny and entertaining short videos or stories, and brand news, events or behind the scenes. Since the IG feed is additionally more likely the source of discovery of new wine producer for the younger target group, Römmerts should think about promoting some posts and stories on IG including the swipe-up feature, to drive traffic to their website. Here it is also important to cross reference or linking posts between FB and IG for a seamless and consistent experience across platforms.

All in all, for Römmerts to increase brand awareness throughout Germany and especially online, they need to focus on creating several touchpoints between them and potential leads on key platforms. Meeting their target group where they are online, enables the brand to tap into their conversation most effectively and optimizing engagement along the way. With analytical tools available for all digital platforms, it is very easy for businesses to measure and improve their performance as well as get better insights. Lastly, it is crucial to consider all available platforms, both online and offline within the business as working together, and above all making sure that they are promoting each other. As maximum effectiveness can only be achieved, if one affects the other and through the synergy that arise (Chaffey & Ellis-Chadwick, 2019).

6.3 Limitations

Although this study offers useful insights into the media and wine consumption of consumers for the business, certain limitations should be acknowledged. For one thing it only targets German speakers living in Germany. And secondly, since there are no pre-formulated hypotheses, the data analysis mainly focused on significant differences in terms of age and income, since those are the most important segmentation factors for Römmerts Weinwelt's target group.

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Annexes

Annex A.

Annex A.1 *Questionnaire – English*

Use of digital platforms

Start of Block: General Media Consumption

Hello dear participants!

My name is Yang Liu and I'm a master's degree student at ISCTE Business School and as part of my master thesis I am conducting a study in cooperation with Römmert's vineyard on the consumer's use of digital platforms. It aims to understand better which online platforms consumers use and prefer when it comes to brand communication, discovery and search. The questionnaire will take you about 5 minutes to answer and is completely anonymous, with all data being treated with strict confidentiality. Your opinion is very important to us and we appreciate your participation a lot.
Thank you very much for your time.

Q1 Do you live in Germany?

- Yes
- No

Skip To: End of Survey If Do you live in Germany? = No

Q2 Please rate on a scale from 1-6, to what extent you consume the following media in your daily life.

	1 lowest consumption	2	3	4	5	6 biggest consumption
TV	○	○	○	○	○	○
Internet	○	○	○	○	○	○
Radio	○	○	○	○	○	○
Newspapers/Magazines	○	○	○	○	○	○

Q3 How much time per day do you spend using the Internet?

○ Less than 1 hour

○ 1-2 hour

○ 2-3 hour

○ 3-4 hour

○ More than 4 hour

Q4 On which device do you spend the most time to browse the Internet?

○ PC / Laptops

○ Mobilephones

○ Tablets

○ Others

Q5 What do you use the Internet primarily for? (up to 3 options can be selected)

- ☐ Staying in touch with family and friends
- ☐ Keeping up to date with news and events
- ☐ Gaming
- ☐ Education and study-related activities
- ☐ Researching products and brands
- ☐ Watching videos, tv shows, and movies
- ☐ Business or work-related activities
- ☐ Finding new ideas or inspiration
- ☐ Learn how to do things / watch tutorials
- ☐ Listening to music
- ☐ Filling up spare time and general browsing
- ☐ Meeting new people / dating
- ☐ Exercise / Workouts
- ☐ Others

Q6 How often do you visit and use each of the following online sites or apps?

	Never	Occasionally	Every other week	Once per week	Several times per week	Daily
Facebook	○	○	○	○	○	○
Instagram	○	○	○	○	○	○
Youtube	○	○	○	○	○	○
Twitter	○	○	○	○	○	○
Google search or other search engines	○	○	○	○	○	○
Blogs	○	○	○	○	○	○
Emails	○	○	○	○	○	○
Messenger platforms (e.g. WhatsApp, Facebook Messenger, etc.)	○	○	○	○	○	○

End of Block: General Media Consumption

Start of Block: Brand Communication

Q7 Which platform do you prefer to use to communicate and interact with a brand or company? (up to 3 options can be selected)

- ◯ Facebook
- ◯ Instagram
- ◯ Youtube
- ◯ Twitter
- ◯ Google
- ◯ Blogs
- ◯ Email
- ◯ Messenger platforms (z.B. WhatsApp, Facebook Messenger, etc.)

Q8 Please rate on a scale from 1-6 how strongly you perceive advertising on the following digital platforms.

	1 very low	2	3	4	5	6 very intense
Facebook	○	○	○	○	○	○
Instagram	○	○	○	○	○	○
Youtube	○	○	○	○	○	○
Twitter	○	○	○	○	○	○
Google	○	○	○	○	○	○
Blogs	○	○	○	○	○	○
Email	○	○	○	○	○	○
Messenger platforms (e.g. Facebook or Instagram Messenger, etc.)	○	○	○	○	○	○

Q9 In the last 3 months, have you intentionally clicked on an online advertisement?

○ Yes

○ No

Q10 Please rate on a scale from 1-6, what kind of content does motivate you the most to interact with a brand or company.

	1 lowest motivation	2	3	4	5	6 greatest motivation
Promotional offers / Contests / Giveaways	○	○	○	○	○	○
Reviews / Testimonials	○	○	○	○	○	○
Educational and how-to videos	○	○	○	○	○	○
Funny and entertaining short videos or stories	○	○	○	○	○	○
Livestreams	○	○	○	○	○	○
Quizzes/ Polls	○	○	○	○	○	○
Brand news / events / behind the scenes	○	○	○	○	○	○
Product information and photos	○	○	○	○	○	○
Influencer generated content	○	○	○	○	○	○

End of Block: Brand Communication

Start of Block: Wine Consumption

Q11 How often do you drink wine?

- ○ Daily
- ○ Several times a week
- ○ Once a week
- ○ Every other week
- ○ Rarely
- ○ Never

Q12 Where do you prefer to drink your wine?

- ○ At home
- ○ At restaurants / cafes
- ○ At bars / clubs
- ○ Others (at special events, occasion, etc.)

Q13 Where do you usually buy wine?

- ○ Supermarkets
- ○ Wine shops/shops specialized in alcohol
- ○ Online wine retailer
- ○ Online shop of the winery
- ○ Directly at the winemaker/winery
- ○ Online generic retailers (e.g. Amazon, Alibaba, etc.)

Q14 Over which of the following digital platforms would you be more likely to discover a winery / wine producer?

- Google or other search engines
- Facebook feed
- Instagram feed
- Twitter feed
- Winery's or retailer’s website
- Email newsletters
- Youtube feed
- Blogs
- Mobile notifications/apps
- Messaging platforms (Facebook messenger, etc.)

Q15 If you have noticed a particular winery / wine producer, how do you usually prefer to learn more about them online?

- Go directly to their website
- Like them on Facebook
- Follow them on Instagram
- Subscribe to their Youtube channel
- Follow them on Twitter
- Sign up for their emails/newsletters, etc.
- Read their blog
- Message them directly on social networks (Facebook, Instagram, WhatsApp, etc)

Q16 How familiar are you with Römmert's vineyard?

- Extremely
- Very
- Moderately
- Slightly
- Not at all

End of Block: Wine Consumption

Start of Block: Demographic Questions

Q17 Please indicate your gender.

- Male
- Female
- Not specified

Q18 What is your age?

- 18 – 24 years old
- 25 – 39 years old
- 40 – 55 years old
- 56 – 66 years old
- 67 + years old

Q19 Please indicate your highest education.

- ○ Intermediate school diploma
- ○ Highschool degree
- ○ University degree (e.g. Bachelor, Master, Doktor, etc.)
- ○ Vocational training
- ○ Other degrees

Q20 What is your current occupation?

- ○ Employed
- ○ Self-employed
- ○ Student
- ○ Jobseeking
- ○ Retired

Q21 What is your average monthly net income?

- ○ under 1000€
- ○ 1000 € to under 2000 €
- ○ 2000 € to under 3000 €
- ○ 3000 € to under 5000 €
- ○ 5000 € and more
- ○ No indication

End of Block: Demographic Questions

Annex A.2 *Questionnaire – German*

Nutzung digitaler Plattformen

Start of Block: Allgemeiner Medienkonsum

Hallo liebe Teilnehmer,

mein Name ist Yang Liu, ich studiere an der ISCTE Business School und führe im Rahmen meiner Masterarbeit in Kooperation mit dem Weingut Römmert eine Studie über die Nutzung digitaler Plattformen von Konsumenten durch. Das Ziel der Arbeit ist es herauszufinden, welche Online-Plattformen von Konsumenten bei der Kommunikation, Entdeckung und Suche neuer Marken bevorzugt benutzt werden. Das Ausfüllen des Fragebogens dauert ca. 5 Minuten. Alle Daten werden anonym erhoben und streng vertraulich behandelt. Ihre Meinung ist uns sehr wichtig und wir schätzen Ihre Teilnahme sehr.
Vielen Dank für Ihre Zeit.

Q1 Leben Sie in Deutschland?

- ○ Ja
- ○ Nein

Skip To: End of Survey If Leben Sie in Deutschland? = Nein

Q2 Bitte geben Sie auf einer Skala von 1-6 an, in welchen Ausmaß Sie die folgenden Medien normalerweise im Laufe eines Tages konsumieren?

	1 geringster Konsum	2	3	4	5	6 größter Konsum
Fernseher	○	○	○	○	○	○
Internet	○	○	○	○	○	○
Radio	○	○	○	○	○	○
Zeitungen/Magazine	○	○	○	○	○	○

Q3 Wie viel Zeit verbringen Sie täglich mit der Nutzung des Internets?

- ○ Weniger als 1 Stunde
- ○ 1-2 Stunden
- ○ 2-3 Stunden
- ○ 3-4 Stunden
- ○ Mehr als 4 Stunden

Q4 Über welches der folgenden Geräte nutzen Sie das Internet am häufigsten?

- ○ PC / Laptops
- ○ Mobiltelefone
- ○ Tablets
- ○ Sonstige

Q5 Wofür nutzen Sie das Internet hauptsächlich? (Bis zu 3 Optionen können ausgewählt werden)

- ☐ Mit Familie und Freunden in Kontakt bleiben
- ☐ Über Neuigkeiten und Ereignisse auf dem Laufenden bleiben
- ☐ Spiele spielen
- ☐ Bildung und studienbezogene Aktivitäten
- ☐ Recherche von Produkten und Marken
- ☐ Videos, Fernsehsendungen und Filme anschauen
- ☐ Geschäfts- oder arbeitsbezogene Aktivitäten
- ☐ Neue Ideen oder Inspirationen finden
- ☐ Lernen, wie man Dinge tut / Tutorials anschauen
- ☐ Musik hören
- ☐ Zeitvertreib und allgemeines Surfen
- ☐ Neue Leute kennenlernen / Dating
- ☐ Bewegung / Sportübungen
- ☐ Sonstige

Q6 Wie oft besuchen und nutzen Sie folgende Webseiten oder Apps?

	Nie	Selten	Jede zweite Woche	Einmal pro Woche	Mehrmals in der Woche	Täglich
Facebook	○	○	○	○	○	○
Instagram	○	○	○	○	○	○
Youtube	○	○	○	○	○	○
Twitter	○	○	○	○	○	○
Google oder andere Suchmaschinen	○	○	○	○	○	○
Blogs	○	○	○	○	○	○
Emails	○	○	○	○	○	○
Messenger Dienste (z.B. WhatsApp, Facebook Messenger, etc.)	○	○	○	○	○	○

End of Block: Allgemeiner Medienkonsum

Start of Block: Markenkommunikation

Q7 Über welche Plattformen kommunizieren und interagieren Sie am liebsten mit einer Marke oder einem Unternehmen? (Bis zu 3 Optionen können ausgewählt werden)

- ☐ Facebook
- ☐ Instagram
- ☐ Youtube
- ☐ Twitter
- ☐ Google
- ☐ Blogs
- ☐ Email
- ☐ Messenger Dienste (z.B. WhatsApp, Facebook Messenger, etc.)

Q8 Bitte bewerten Sie auf einer Skala von 1-6, wie stark Sie Werbung auf den folgenden digitalen Plattformen wahrnehmen.

	1 sehr gering	2	3	4	5	6 sehr intensiv
Facebook	○	○	○	○	○	○
Instagram	○	○	○	○	○	○
Youtube	○	○	○	○	○	○
Twitter	○	○	○	○	○	○
Google	○	○	○	○	○	○
Blogs	○	○	○	○	○	○
Email	○	○	○	○	○	○
Messenger Dienste (z.B. Facebook oder Instagram Messenger, etc.)	○	○	○	○	○	○

Q9 Haben Sie in den letzten drei Monaten bewusst auf eine Onlineanzeige geklickt?

○ Ja

○ Nein

Q10 Bitte bewerten Sie auf einer Skala von 1-6, welche Art von Inhalt Sie am meisten motiviert mit einer Marke oder einem Unternehmen zu interagieren.

	1 geringste Motivation	2	3	4	5	6 größte Motivation
Rabatte / Gewinnspiele / Geschenke	○	○	○	○	○	○
Bewertungen / Erfahrungsberichte	○	○	○	○	○	○
Lehr- und Anleitungsvideos	○	○	○	○	○	○
Lustige und unterhaltsame Kurzvideos	○	○	○	○	○	○
Liveübertragungen	○	○	○	○	○	○
Quiz/ Umfragen	○	○	○	○	○	○
Markenbezogene Neuigkeiten / Veranstaltungen / Hinter den Kulissen	○	○	○	○	○	○
Produktinformationen und -bilder	○	○	○	○	○	○
Inhalte von Influencern	○	○	○	○	○	○

End of Block: Markenkommunikation

Start of Block: Weinkonsum

Q11 Wie oft konsumieren Sie Wein?

- ◯ Täglich
- ◯ Mehrmals in der Woche
- ◯ Einmal pro Woche
- ◯ Jede zweite Woche
- ◯ Selten
- ◯ Nie

Q12 Wo trinken Sie Ihren Wein am liebsten?

- ◯ Zu Hause
- ◯ In Restaurants / Cafes
- ◯ In Bars / Clubs
- ◯ Sonstige (z.B. bei besondere Veranstaltungen, Anlässe, etc.)

Q13 Wo kaufen Sie normalerweise Ihren Wein ein?

- ◯ Supermarkt
- ◯ Weinhandlung / Fachgeschäft für Spirituosen
- ◯ Online-Weinhändler
- ◯ Onlineshop eines Weinguts
- ◯ Direkt beim Winzer/Weingut
- ◯ Allgemeine große Onlineversandhändler (z.B. Amazon, Alibaba, etc.)

Q14 Über welche der folgenden digitalen Plattformen würden Sie eher einen Weingut / Weinproduzenten entdecken?

- ○ Google oder andere Suchmaschinen
- ○ Facebook-Feed
- ○ Instagram-Feed
- ○ Twitter-Feed
- ○ Webseite des Weinguts oder des Händlers
- ○ Email-Newsletter
- ○ Youtube-Feed
- ○ Blogs
- ○ Mobile Benachrichtigungen / Apps
- ○ Über Messaging-Plattformen (Facebook Messenger,etc.)

Q15 Wenn Ihnen ein bestimmtes Weingut / Weinproduzent aufgefallen ist, wie würden Sie sich normalerweise weitergehend online informieren?

- ○ Direkt auf die Website des Weinguts gehen
- ○ Facebook-Profil des Weinguts liken
- ○ Dem Weingut auf Instagram folgen
- ○ Youtube-Kanal des Weinguts abonnieren
- ○ Dem Weingut auf Twitter folgen
- ○ Emailbenachrichtigungen/Newsletter vom Weingut abonnieren
- ○ Blog des Weinguts lesen
- ○ Das Weingut direkt auf sozialen Netzwerken anschreiben (Facebook Messenger, Instagram Messenger, WhatsApp, etc.

Q16 Wie vertraut sind Sie mit dem Weingut Römmert?

- ○ Äußerst gut
- ○ Sehr Gut
- ○ Mäßig
- ○ Geringfügig
- ○ Gar nicht

End of Block: Weinkonsum

Start of Block: Demografische Fragen

Q17 Bitte geben Sie Ihr Geschlecht an.

- ○ Männlich
- ○ Weiblich
- ○ Keine Angabe

Q18 Wie alt sind Sie?

- ○ 18 – 24 Jahre
- ○ 25 – 39 Jahre
- ○ 40 – 55 Jahre
- ○ 56 – 66 Jahre
- ○ 67 + Jahre

Q19 Bitte geben Sie Ihren höchsten Abschlussgrad an.

- ○ Mittlerer Schulabschluss
- ○ Abitur
- ○ Universitätsabschluss (z.B. Bachelor, Master, Doktor, etc.)
- ○ Berufliche Ausbildung
- ○ Andere Abschlüsse

Q20 Was ist Ihre aktuelle Beschäftigung?

- ○ Angestellt
- ○ Selbstständig
- ○ Student/in
- ○ Arbeitssuchend
- ○ Ruhestand

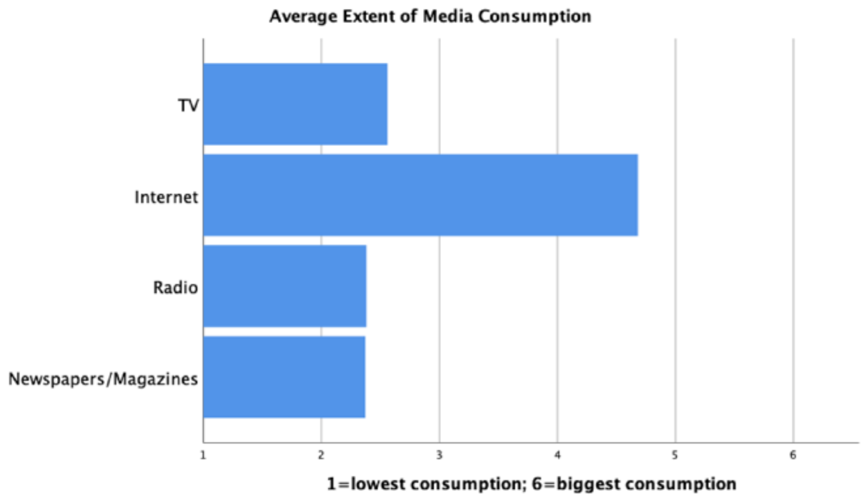
Q21 Wie hoch ist Ihr durchschnittliches monatliches Nettoeinkommen?

- ○ unter 1000 €
- ○ 1000 € bis unter 2000 €
- ○ 2000 € bis unter 3000 €
- ○ 3000 € bis unter 5000 €
- ○ 5000 € und mehr
- ○ Keine Angabe

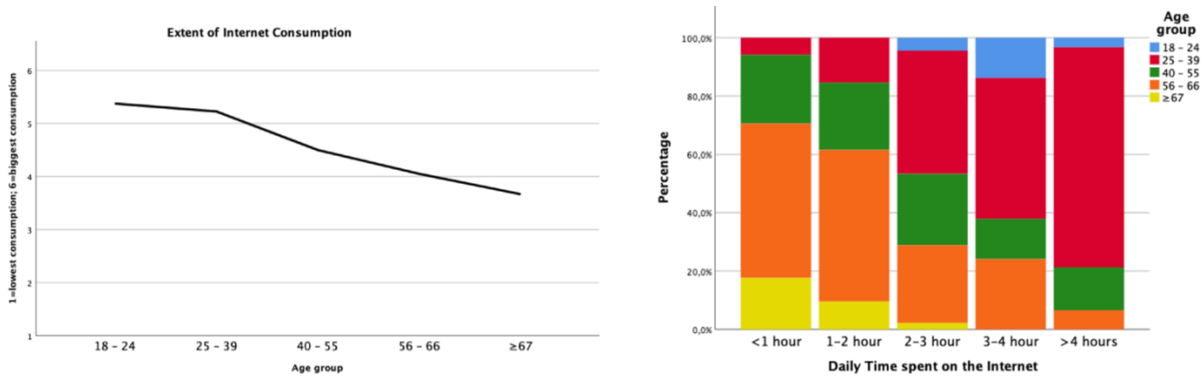
End of Block: Demografische Fragen

Annex B.

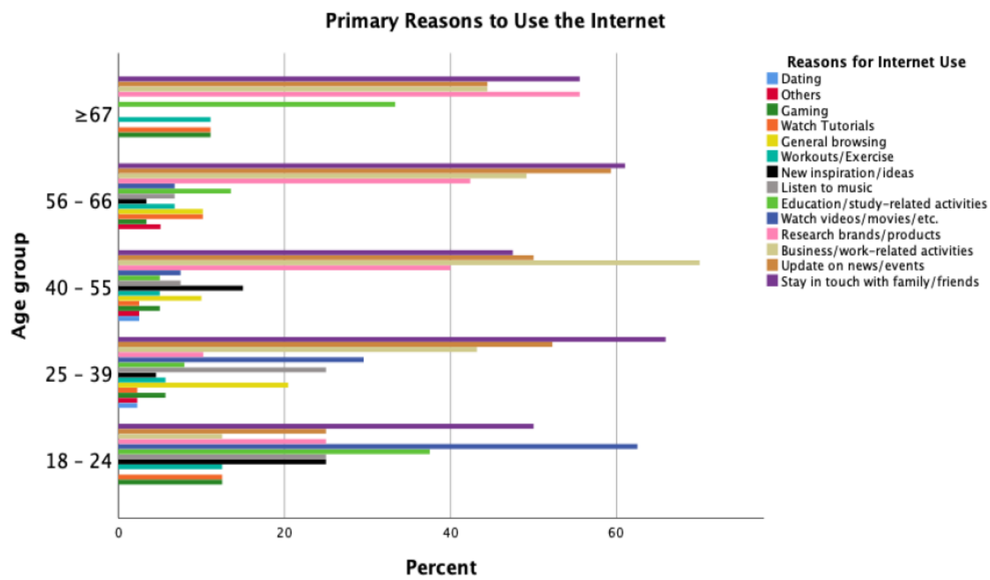
Annex B.1 *Average Extent of Media Consumption*



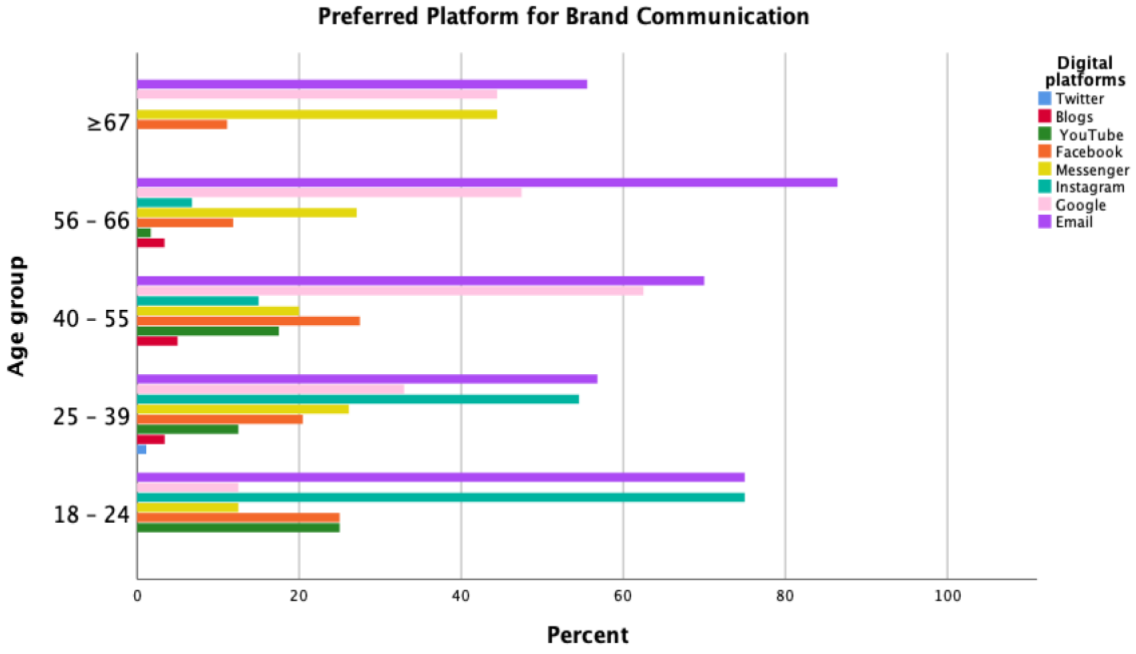
Annex B.2 *Graph on Internet Usage by Age Group*



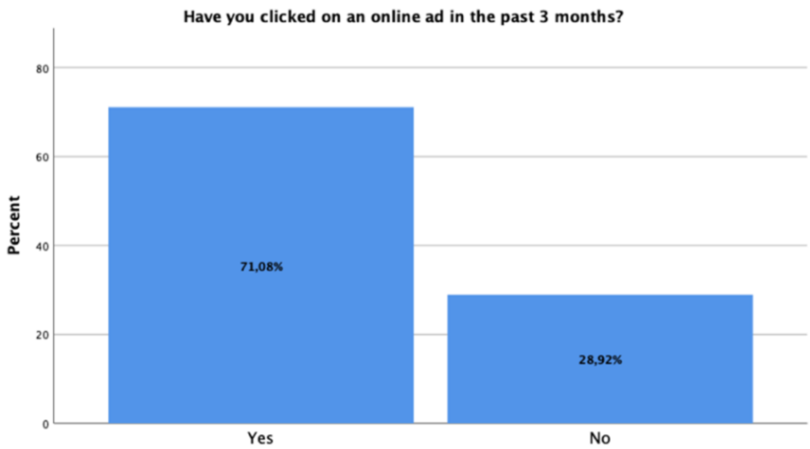
Annex B.3 *Graph on Primary Reasons to Use the Internet by Age Group*



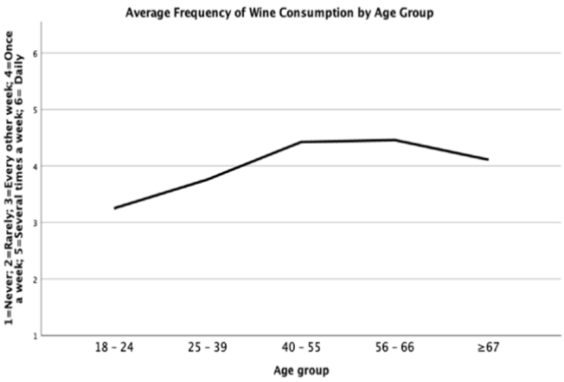
Annex B.4 *Graph on Preferred Digital Platforms for Brand Communication and Interaction by Age Group*

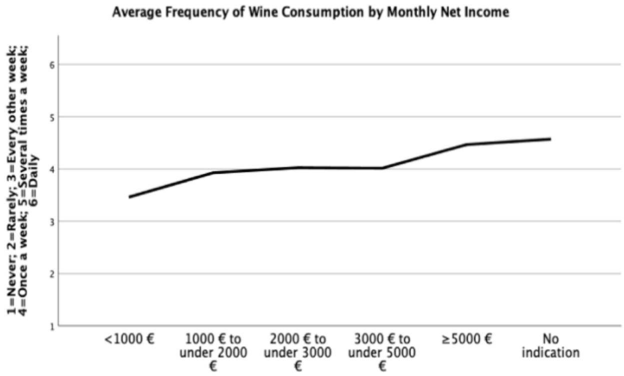


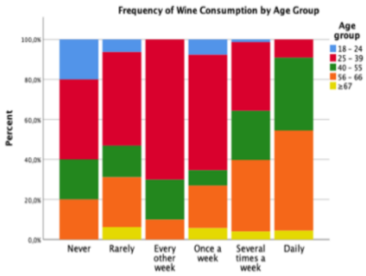
Annex B.5 *Graph on Online Advertising Follow Ups*

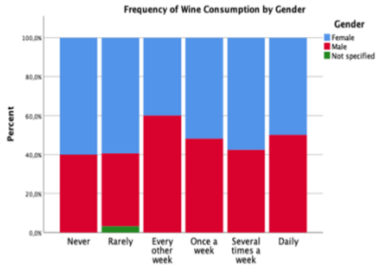


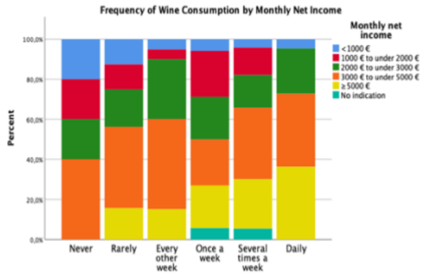
Annex B.6 *Graphs on Frequency of Wine Consumption*



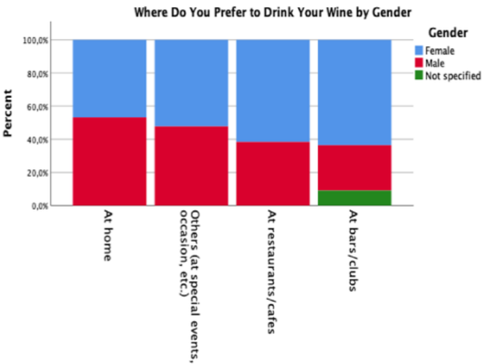


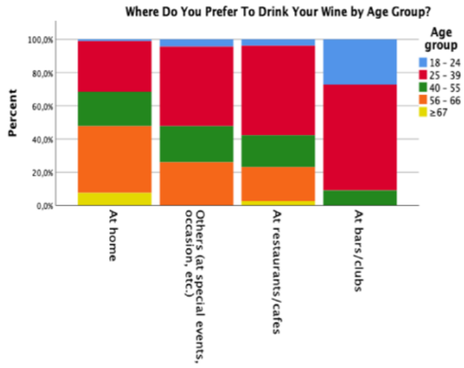




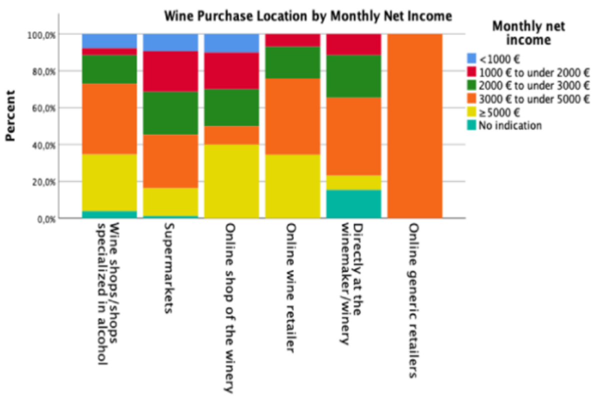


Annex B.7 *Graphs on Place of Wine Consumption*

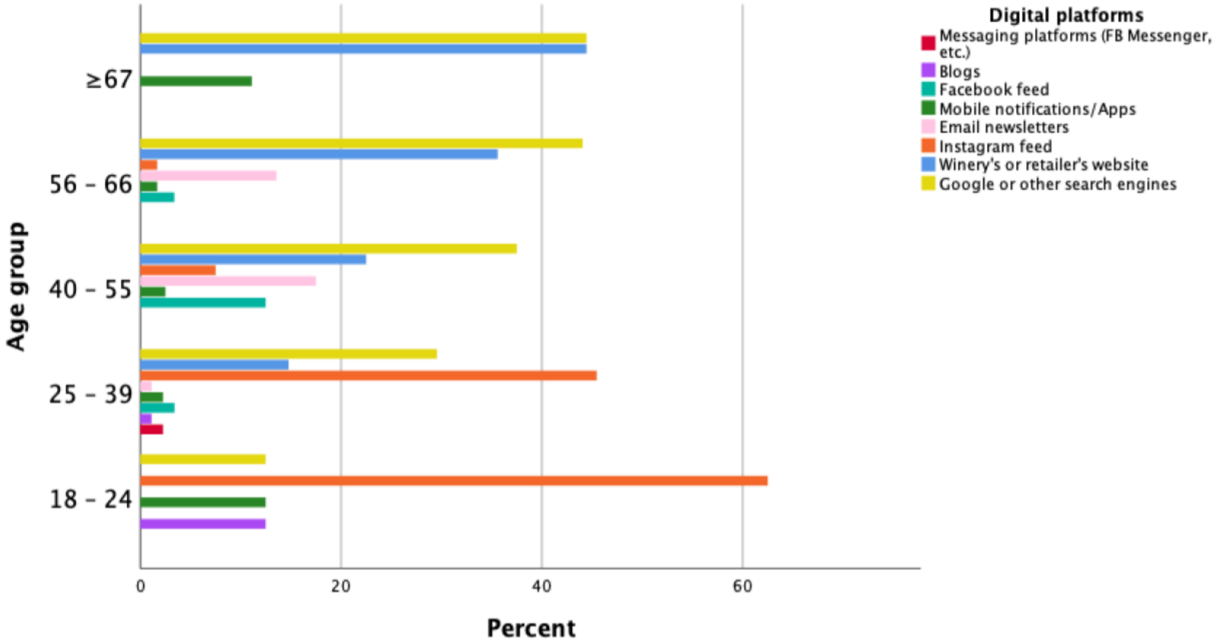




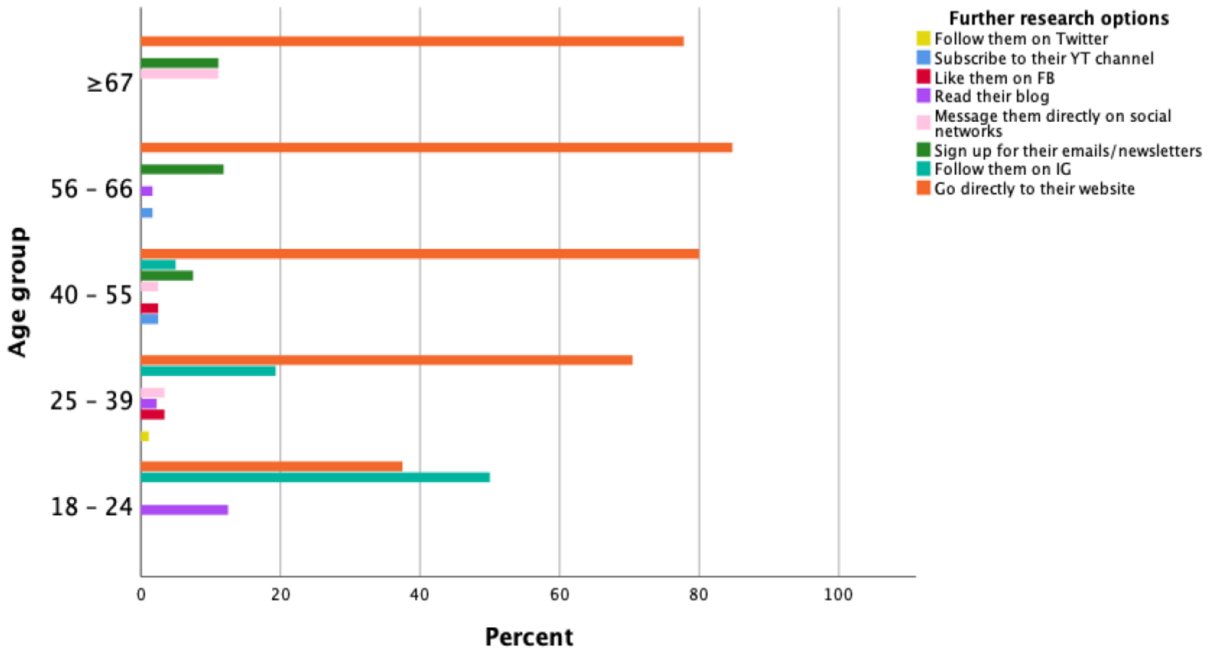
Annex B.8 *Graphs on Wine Purchase Location*



Annex B.9 *Graph on Discovery of New Wine Producers via Digital Platforms by Age Group*



Annex B.10 *Graph on Further Research after Discovery of New Wine Producer by Age Group*



Annex C.

Annex C.1 *Kruskal-Wallis Test – Access of Digital Platforms by Age Group*

Test Statistics[a,b]

	Facebook Access	Instagram Access	YouTube Access	Twitter Access	Google Access	Blogs Access	Email Access	Messenger Access
Kruskal-Wallis H	23,246	76,364	46,813	17,311	3,128	5,065	6,660	4,033
df	4	4	4	4	4	4	4	4
Asymp. Sig.	,000	,000	,000	,002	,537	,281	,155	,402

a. Kruskal Wallis Test

b. Grouping Variable: Age group

Ranks

	Age group	N	Mean Rank
Facebook Access	18 - 24	8	125,75
	25 - 39	88	118,76
	40 - 55	40	104,34
	56 - 66	59	81,06
	≥67	9	55,28
	Total	204	
Instagram Access	18 - 24	8	154,25
	25 - 39	88	134,48
	40 - 55	40	93,41
	56 - 66	59	62,95
	≥67	9	43,44
	Total	204	
YouTube Access	18 - 24	8	155,69
	25 - 39	88	127,47
	40 - 55	40	92,19
	56 - 66	59	68,24
	≥67	9	81,56
	Total	204	
Twitter Access	18 - 24	8	81,00
	25 - 39	88	114,65
	40 - 55	40	103,76
	56 - 66	59	89,72
	≥67	9	81,00
	Total	204	
Google Access	18 - 24	8	119,25
	25 - 39	88	106,71
	40 - 55	40	101,61
	56 - 66	59	94,69
	≥67	9	101,56
	Total	204	
Blogs Access	18 - 24	8	96,75
	25 - 39	88	109,93
	40 - 55	40	100,49
	56 - 66	59	98,15
	≥67	9	72,44
	Total	204	
Email Access	18 - 24	8	86,94
	25 - 39	88	104,18
	40 - 55	40	111,38
	56 - 66	59	100,04
	≥67	9	76,56
	Total	204	
Messenger Access	18 - 24	8	100,19
	25 - 39	88	106,25
	40 - 55	40	98,48
	56 - 66	59	98,27
	≥67	9	113,50
	Total	204	

Annex C.2 *Spearman's Rank Correlation – Access of Digital Platforms and Age Group*

			Facebook Access	Instagram Access	YouTube Access	Twitter Access	Google Access	Blogs Access	Email Access	Messenger Access	Age group
Spearman's rho	Facebook Access	Correlation Coefficient	1,000	,345**	,237**	,218**	,099	,118	,228**	,125	-,328**
		Sig. (2-tailed)	.	,000	,001	,002	,157	,094	,001	,075	,000
	Instagram Access	Correlation Coefficient	,345**	1,000	,393**	,284**	,125	,215**	,130	,184**	-,612**
		Sig. (2-tailed)	,000	.	,000	,000	,074	,002	,065	,008	,000
	YouTube Access	Correlation Coefficient	,237**	,393**	1,000	,232**	,189**	,284**	-,085	,090	-,468**
		Sig. (2-tailed)	,001	,000	.	,001	,007	,000	,226	,200	,000
	Twitter Access	Correlation Coefficient	,218**	,284**	,232**	1,000	,072	,396**	,020	,014	-,216**
		Sig. (2-tailed)	,002	,000	,001	.	,303	,000	,775	,842	,002
	Google Access	Correlation Coefficient	,099	,125	,189**	,072	1,000	,089	,329**	,190**	-,113
		Sig. (2-tailed)	,157	,074	,007	,303	.	,207	,000	,007	,108
	Blogs Access	Correlation Coefficient	,118	,215**	,284**	,396**	,089	1,000	,113	,033	-,119
		Sig. (2-tailed)	,094	,002	,000	,000	,207	.	,107	,635	,090
	Email Access	Correlation Coefficient	,228**	,130	-,085	,020	,329**	,113	1,000	,344**	-,047
		Sig. (2-tailed)	,001	,065	,226	,775	,000	,107	.	,000	,506
	Messenger Access	Correlation Coefficient	,125	,184**	,090	,014	,190**	,033	,344**	1,000	-,064
		Sig. (2-tailed)	,075	,008	,200	,842	,007	,635	,000	.	,360
	Age group	Correlation Coefficient	-,328**	-,612**	-,468**	-,216**	-,113	-,119	-,047	-,064	1,000
		Sig. (2-tailed)	,000	,000	,000	,002	,108	,090	,506	,360	.

**. Correlation is significant at the 0.01 level (2-tailed).

Annex C.3 *Mann- Whitney Test and Spearman's Rank Correlation – Frequency of Internet Access and Age Group*

Test Statistics[a]

	Internet Access
Mann-Whitney U	2061,000
Wilcoxon W	7947,000
Z	-7,643
Asymp. Sig. (2-tailed)	,000

a. Grouping Variable: Age group

Ranks

	Age group	N	Mean Rank	Sum of Ranks
Internet Access	18-39	96	135,03	12963,00
	≥40	108	73,58	7947,00
	Total	204		

			Frequency of Internet access	Age group
Spearman's rho	Frequency of Internet access	Correlation Coefficient	1,000	-,561**
		Sig. (2-tailed)	.	,000
		N	204	204
	Age group	Correlation Coefficient	-,561**	1,000
		Sig. (2-tailed)	,000	.
		N	204	204

**. Correlation is significant at the 0.01 level (2-tailed).

Annex C.4 *Chi-Square Test – Frequency of Internet Access and Education Level*

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13,997[a]	4	,007
Likelihood Ratio	14,364	4	,006
Linear-by-Linear Association	12,040	1	,001
N of Valid Cases	204		

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 6,42.

Internet Access * Education level Crosstabulation

			University degree		Total
			Yes	No	
Internet Access	< 1 hour	Count	6	11	17
		% within Education level	4,7%	14,3%	8,3%
	1-2 hour	Count	28	24	52
		% within Education level	22,0%	31,2%	25,5%
	2-3 hour	Count	28	17	45
		% within Education level	22,0%	22,1%	22,1%
	3-4 hour	Count	17	12	29
		% within Education level	13,4%	15,6%	14,2%
	> 4 hours	Count	48	13	61
		% within Education level	37,8%	16,9%	29,9%
Total		Count	127	77	204
		% within Education level	100,0%	100,0%	100,0%

Annex C.5 *Chi-Square Test – Email as Preferred Platform for Brand Communication by Age Group*

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15,296[a]	4	,004
Likelihood Ratio	16,380	4	,003
Linear-by-Linear Association	6,717	1	,010
N of Valid Cases	204		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 2,51.

Email as preferred brand COM platform * Age group Crosstabulation

			Age group					
			18 - 24	25 - 39	40 - 55	56 - 66	≥67	Total
Email as preferred brand COM platform	1 Yes	Count	6	50	28	51	5	140
		% within Email as preferred brand COM platform	4,3%	35,7%	20,0%	36,4%	3,6%	100,0%
		% within Age group	75,0%	56,8%	70,0%	86,4%	55,6%	68,6%
		% of Total	2,9%	24,5%	13,7%	25,0%	2,5%	68,6%
	2 No	Count	2	38	12	8	4	64
		% within Email as preferred brand COM platform	3,1%	59,4%	18,8%	12,5%	6,3%	100,0%
		% within Age group	25,0%	43,2%	30,0%	13,6%	44,4%	31,4%
		% of Total	1,0%	18,6%	5,9%	3,9%	2,0%	31,4%
Total		Count	8	88	40	59	9	204
		% within Email as preferred brand COM platform	3,9%	43,1%	19,6%	28,9%	4,4%	100,0%
		% within Age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
		% of Total	3,9%	43,1%	19,6%	28,9%	4,4%	100,0%

Annex C.6 *Chi-Square Test – IG as Preferred Platform for Brand Communication by Age Group*

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	52,124[a]	1	,000		
Continuity Correction[b]	49,965	1	,000		
Likelihood Ratio	55,581	1	,000		
Fisher's Exact Test				,000	,000
Linear-by-Linear Association	51,869	1	,000		
N of Valid Cases	204				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 30,12.

b. Computed only for a 2x2 table

Instagram as preferred brand COM platform * Age group Crosstab

			Age group		
			18-39	≥40	Total
Instagram as preferred brand COM platform	1 Yes	Count	54	10	64
		% within Instagram as preferred brand COM platform	84,4%	15,6%	100,0%
		% within Age group	56,3%	9,3%	31,4%
		% of Total	26,5%	4,9%	31,4%
	2 No	Count	42	98	140
		% within Instagram as preferred brand COM platform	30,0%	70,0%	100,0%
		% within Age group	43,8%	90,7%	68,6%
		% of Total	20,6%	48,0%	68,6%
Total		Count	96	108	204
		% within Instagram as preferred brand COM platform	47,1%	52,9%	100,0%
		% within Age group	100,0%	100,0%	100,0%
		% of Total	47,1%	52,9%	100,0%

Annex C.7 *Chi-Square Test – Google as Preferred Platform for Brand Communication by Age Group*

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	9,630[a]	1	,002		
Continuity Correction[b]	8,770	1	,003		
Likelihood Ratio	9,741	1	,002		
Fisher's Exact Test				,003	,001
Linear-by-Linear Association	9,583	1	,002		
N of Valid Cases	204				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 40,94.

b. Computed only for a 2x2 table

Google as preferred brand COM platform * Age group Crosstab

			Age group		Total
			18–39	≥40	
Google as preferred brand COM platform	1 Yes	Count	30	57	87
		% within Google as preferred brand COM platform	34,5%	65,5%	100,0%
		% within Age group	31,3%	52,8%	42,6%
		% of Total	14,7%	27,9%	42,6%
	2 No	Count	66	51	117
		% within Google as preferred brand COM platform	56,4%	43,6%	100,0%
		% within Age group	68,8%	47,2%	57,4%
		% of Total	32,4%	25,0%	57,4%
Total		Count	96	108	204
		% within Google as preferred brand COM platform	47,1%	52,9%	100,0%
		% within Age group	100,0%	100,0%	100,0%
		% of Total	47,1%	52,9%	100,0%

Annex C.8 *Kruskal-Wallis Test – Ad Perception on Digital Platforms by Age Group*

Test Statistics[a,b]

	FB ad perception	IG ad perception	YT ad perception	Twitter ad perception	Google ad perception	Blog ad perception	Email ad perception	Messenger ad perception
Kruskal-Wallis H	43,319	90,177	56,948	8,847	6,046	18,483	2,486	14,526
df	4	4	4	4	4	4	4	4
Asymp. Sig.	,000	,000	,000	,065	,196	,001	,647	,006

a. Kruskal Wallis Test

b. Grouping Variable: Age group

Ranks

	Age group	N	Mean Rank
FB ad perception	18 - 24	8	123,56
	25 - 39	88	125,22
	40 - 55	40	107,36
	56 - 66	59	71,31
	≥ 67	9	44,50
	Total	204	
IG ad perception	18 - 24	8	166,75
	25 - 39	88	137,01
	40 - 55	40	91,46
	56 - 66	59	58,72
	≥ 67	9	44,00
	Total	204	
YT ad perception	18 - 24	8	152,81
	25 - 39	88	131,17
	40 - 55	40	89,26
	56 - 66	59	69,69
	≥ 67	9	51,39
	Total	204	
Twitter ad perception	18 - 24	8	97,50
	25 - 39	88	111,08
	40 - 55	40	100,60
	56 - 66	59	94,42
	≥ 67	9	84,50
	Total	204	
Google ad perception	18 - 24	8	90,19
	25 - 39	88	106,61
	40 - 55	40	111,24
	56 - 66	59	97,98
	≥ 67	9	64,06
	Total	204	
Blog ad perception	18 - 24	8	81,81
	25 - 39	88	118,43
	40 - 55	40	92,79
	56 - 66	59	93,24
	≥ 67	9	69,00
	Total	204	
Email ad perception	18 - 24	8	103,88
	25 - 39	88	101,66
	40 - 55	40	111,13
	56 - 66	59	101,32
	≥ 67	9	78,83
	Total	204	
Messenger ad perception	18 - 24	8	101,75
	25 - 39	88	95,92
	40 - 55	40	125,40
	56 - 66	59	102,84
	≥ 67	9	63,50
	Total	204	

Annex C.9 *Chi-Square Test – Have you clicked on an online ad by Age Group*

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14,589[a]	4	,006
Likelihood Ratio	14,565	4	,006
Linear-by-Linear Association	8,984	1	,003
N of Valid Cases	204		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 2,31.

Have you clicked on an online ad? * Age group Crosstabulation

			Q18 Age group					
			18 - 24	25 - 39	40 - 55	56 - 66	≥67	Total
Have you clicked on an online ad?	Yes	Count	5	73	29	32	6	145
		% within Age group	62,5%	83,0%	72,5%	54,2%	66,7%	71,1%
	No	Count	3	15	11	27	3	59
		% within Age group	37,5%	17,0%	27,5%	45,8%	33,3%	28,9%
Total		Count	8	88	40	59	9	204
		% within Age group	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Annex C.10 *Kruskal-Wallis Test – Motivation of Brand Content Types for Brand Interaction by Age Group*

Test Statistics[a,b]

	Reviews/Testimonials	Funny and entertainig short video	Promotional offers	Product info and photos	Brand news/events /behind the scenes	How-to videos
Kruskal-Wallis H	6,248	26,236	15,335	23,916	12,312	6,430
df	4	4	4	4	4	4
Asymp. Sig.	,181	,000	,004	,000	,015	,169

a. Kruskal Wallis Test

b. Grouping Variable: Age group

Ranks

	Age group	N	Mean Rank
Reviews/Testimonials for brand interaction	18 - 24	8	82,69
	25 - 39	88	110,67
	40 - 55	40	96,09
	56 - 66	59	102,50
	≥67	9	68,72
	Total	204	
Funny and entertaining short videos for brand interaction	18 - 24	8	133,81
	25 - 39	88	118,86
	40 - 55	40	107,96
	56 - 66	59	74,92
	≥67	9	71,17
	Total	204	
Promotional offers for brand interaction	18 - 24	8	134,56
	25 - 39	88	113,28
	40 - 55	40	105,86
	56 - 66	59	85,96
	≥67	9	62,06
	Total	204	

	Age group	N	Mean Rank
Product info and photo for brand interaction	18 - 24	8	85,88
	25 - 39	88	124,20
	40 - 55	40	90,81
	56 - 66	59	86,94
	≥67	9	59,06
	Total	204	
Brand news/events/behind the scenes for brand interaction	18 - 24	8	104,06
	25 - 39	88	118,02
	40 - 55	40	93,91
	56 - 66	59	88,78
	≥67	9	77,44
	Total	204	
How-to videos for brand interaction	18 - 24	8	98,75
	25 - 39	88	105,23
	40 - 55	40	112,69
	56 - 66	59	98,36
	≥67	9	61,00
	Total	204	

Annex C.11 *Pearson Correlation –Motivation for Brand Interaction Based on Content Types*

		Promotional offers	Reviews/Testimonials	How-to-videos	Funny short videos	Brand news	Product info/photos
Promotional offers	Pearson Correlation	1	,378**	,248**	,446**	,166*	,122
	Sig. (2-tailed)		,000	,000	,000	,018	,083
	N	204	204	204	204	204	204
Reviews/Testimonials	Pearson Correlation	,378**	1	,327**	,205**	,271**	,353**
	Sig. (2-tailed)	,000		,000	,003	,000	,000
	N	204	204	204	204	204	204
How-to-videos	Pearson Correlation	,248**	,327**	1	,442**	,245**	,287**
	Sig. (2-tailed)	,000	,000		,000	,000	,000
	N	204	204	204	204	204	204
Funny short videos	Pearson Correlation	,446**	,205**	,442**	1	,333**	,249**
	Sig. (2-tailed)	,000	,003	,000		,000	,000
	N	204	204	204	204	204	204
Brand news	Pearson Correlation	,166*	,271**	,245**	,333**	1	,529**
	Sig. (2-tailed)	,018	,000	,000	,000		,000
	N	204	204	204	204	204	204
Product info/photos	Pearson Correlation	,122	,353**	,287**	,249**	,529**	1
	Sig. (2-tailed)	,083	,000	,000	,000	,000	
	N	204	204	204	204	204	204

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Annex C.12 *Spearman's Rank Correlation –Motivation for Brand Interaction Based on Content Types and Age Group*

			Age group	Promotional offers	Reviews/Testimonials	How-to videos	Funny short videos	Brand news	Product info/photos	Livestreams	Polls	Influencer content
Spearman's rho	Age group	Correlation Coefficient	1,000	-,261**	-,082	-,085	-,346**	-,227**	-,283**	-,117	-,208**	-,448**
		Sig. (2-tailed)	.	,000	,243	,228	,000	,001	,000	,096	,003	,000
		N	204	204	204	204	204	204	204	204	204	204
	Promotional offers	Correlation Coefficient	-,261**	1,000	,376**	,256**	,469**	,189**	,165*	,104	,357**	,247**
		Sig. (2-tailed)	,000	.	,000	,000	,000	,007	,018	,139	,000	,000
		N	204	204	204	204	204	204	204	204	204	204
	Reviews/Testimonials	Correlation Coefficient	-,082	,376**	1,000	,321**	,212**	,282**	,333**	,054	,126	,089
		Sig. (2-tailed)	,243	,000	.	,000	,002	,000	,000	,445	,072	,204
		N	204	204	204	204	204	204	204	204	204	204
	How-to videos	Correlation Coefficient	-,085	,256**	,321**	1,000	,444**	,248**	,275**	,332**	,276**	,070
		Sig. (2-tailed)	,228	,000	,000	.	,000	,000	,000	,000	,000	,320
		N	204	204	204	204	204	204	204	204	204	204
	Funny short videos	Correlation Coefficient	-,346**	,469**	,212**	,444**	1,000	,345**	,254**	,350**	,431**	,420**
		Sig. (2-tailed)	,000	,000	,002	,000	.	,000	,000	,000	,000	,000
		N	204	204	204	204	204	204	204	204	204	204
	Brand news	Correlation Coefficient	-,227**	,189**	,282**	,248**	,345**	1,000	,513**	,259**	,319**	,278**
		Sig. (2-tailed)	,001	,007	,000	,000	,000	.	,000	,000	,000	,000
		N	204	204	204	204	204	204	204	204	204	204
	Product info/photos	Correlation Coefficient	-,283**	,165*	,333**	,275**	,254**	,513**	1,000	,204**	,183**	,263**
		Sig. (2-tailed)	,000	,018	,000	,000	,000	,000	.	,003	,009	,000
		N	204	204	204	204	204	204	204	204	204	204
	Livestreams	Correlation Coefficient	-,117	,104	,054	,332**	,350**	,259**	,204**	1,000	,401**	,208**
		Sig. (2-tailed)	,096	,139	,445	,000	,000	,000	,003	.	,000	,003
		N	204	204	204	204	204	204	204	204	204	204
	Polls	Correlation Coefficient	-,208**	,357**	,126	,276**	,431**	,319**	,183**	,401**	1,000	,268**
		Sig. (2-tailed)	,003	,000	,072	,000	,000	,000	,009	,000	.	,000
		N	204	204	204	204	204	204	204	204	204	204
	Influencer content	Correlation Coefficient	-,448**	,247**	,089	,070	,420**	,278**	,263**	,208**	,268**	1,000
		Sig. (2-tailed)	,000	,000	,204	,320	,000	,000	,000	,003	,000	.
		N	204	204	204	204	204	204	204	204	204	204

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Annex C.13 *Mann-Whitney test –Frequency of Wine Consumption by Age Group*

Test Statistics[a]

	Frequency of wine consumption
Mann-Whitney U	3405,500
Wilcoxon W	8061,500
Z	-4,378
Asymp. Sig. (2-tailed)	,000

a. Grouping Variable: Age group

Ranks

	Age group	N	Mean Rank	Sum of Ranks
Frequency of wine consumption	18-39	96	83,97	8061,50
	≥40	108	118,97	12848,50
	Total	204		

Annex C.14 *Mann-Whitney test –Frequency of Wine Consumption by Income*

Test Statistics[a]

	Frequency of wine consumption
Mann-Whitney U	4063,000
Wilcoxon W	7466,000
Z	-1,709
Asymp. Sig. (2-tailed)	,087

a. Grouping Variable: Monthly net income

Ranks

	Monthly net income	N	Mean Rank	Sum of Ranks
Frequency of wine consumption	under 3000€	82	91,05	7466,00
	≥ 3000€	115	104,67	12037,00
	Total	197		

Annex C.15 *Spearman's Rank Correlation – Frequency of Wine Consumption by Income*

			Frequency of wine consumption	Monthly net income
Spearman's rho	Frequency of wine consumption	Correlation Coefficient	1,000	,173*
		Sig. (2-tailed)	.	,015
		N	204	197
	Monthly net income	Correlation Coefficient	,173*	1,000
		Sig. (2-tailed)	,015	.
		N	197	197

*. Correlation is significant at the 0.05 level (2-tailed).

Annex C.16 *Spearman's Rank Correlation –Frequency of Wine Consumption and Age Group*

			Frequency of wine consumption	Age group
Spearman's rho	Frequency of wine consumption	Correlation Coefficient	1,000	,281**
		Sig. (2-tailed)	.	,000
		N	204	204
	Age group	Correlation Coefficient	,281**	1,000
		Sig. (2-tailed)	,000	.
		N	204	204

**. Correlation is significant at the 0.01 level (2-tailed).

Annex C.17 *Chi-Square Test – Preferred Wine Consumption Location by Age Group*

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21,186[a]	3	,000
Likelihood Ratio	22,606	3	,000
Linear-by-Linear Association	19,423	1	,000
N of Valid Cases	204		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,18.

Preferred wine consumption location * Age group Crosstabulation

			Age group		Total
			18-39	≥40	
Preferred wine consumption location	At home	Count	29	63	92
		% within Preferred consumption location	31,5%	68,5%	100,0%
		% within Age group	30,2%	58,3%	45,1%
		% of Total	14,2%	30,9%	45,1%
	Others (at special events, occasion, etc.)	Count	12	11	23
		% within Preferred consumption location	52,2%	47,8%	100,0%
		% within Age group	12,5%	10,2%	11,3%
		% of Total	5,9%	5,4%	11,3%
	At restaurants/cafes	Count	45	33	78
		% within Preferred consumption location	57,7%	42,3%	100,0%
		% within Age group	46,9%	30,6%	38,2%
		% of Total	22,1%	16,2%	38,2%
	At bars/clubs	Count	10	1	11
		% within Preferred consumption location	90,9%	9,1%	100,0%
		% within Age group	10,4%	0,9%	5,4%
		% of Total	4,9%	0,5%	5,4%
Total		Count	96	108	204
		% within Preferred consumption location	47,1%	52,9%	100,0%
		% within Age group	100,0%	100,0%	100,0%
		% of Total	47,1%	52,9%	100,0%

Annex C.18 *Chi-Square Test – Wine Purchase Location by Age Group*

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	40,961[a]	2	,000
Likelihood Ratio	42,363	2	,000
Linear-by-Linear Association	1,706	1	,192
N of Valid Cases	204		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 18,82.

Wine Purchase Location * Age group Crosstabulation

			Age group		Total
			18-39	≥40	
Wine purchase location	Wine affine locations (directly at wine producer or at specialty stores)	Count	22	56	78
		% within Wine purchase location	28,2%	71,8%	100,0%
		% within Age group	22,9%	51,9%	38,2%
		% of Total	10,8%	27,5%	38,2%
	Supermarkets	Count	63	23	86
		% within Wine purchase location	73,3%	26,7%	100,0%
		% within Age group	65,6%	21,3%	42,2%
		% of Total	30,9%	11,3%	42,2%
	Online shops (wine producer, wine and generic retailers)	Count	11	29	40
		% within Wine purchase location	27,5%	72,5%	100,0%
		% within Age group	11,5%	26,9%	19,6%
		% of Total	5,4%	14,2%	19,6%
Total		Count	96	108	204
		% within Wine purchase location	47,1%	52,9%	100,0%
		% within Age group	100,0%	100,0%	100,0%
		% of Total	47,1%	52,9%	100,0%

Annex C.19 *Chi-Square Test – Wine Purchase Location by Income*

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11,538[a]	2	,003
Likelihood Ratio	11,588	2	,003
Linear-by-Linear Association	,206	1	,650
N of Valid Cases	197		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 16,65.

Wine Purchase Location * Monthly Net Income Crosstabulation

			Monthly net income		
			<3000€	≥3000€	Total
Wine Purchase Location	Wine affine locations (directly at wine producer or at specialty stores)	Count	23	49	72
		% within Wine purchase location	31,9%	68,1%	100,0%
		% within Monthly net income	28,0%	42,6%	36,5%
		% of Total	11,7%	24,9%	36,5%
	Supermarkets	Count	47	38	85
		% within Wine purchase location	55,3%	44,7%	100,0%
		% within Monthly net income	57,3%	33,0%	43,1%
		% of Total	23,9%	19,3%	43,1%
	Online shops (wine producer, wine and generic retailers)	Count	12	28	40
		% within Wine purchase location	30,0%	70,0%	100,0%
		% within Monthly net income	14,6%	24,3%	20,3%
		% of Total	6,1%	14,2%	20,3%
Total		Count	82	115	197
		% within Wine purchase location	41,6%	58,4%	100,0%
		% within Monthly net income	100,0%	100,0%	100,0%
		% of Total	41,6%	58,4%	100,0%

Annex C.20 *Chi-Square Test - Discovery of New Wine Producers via Digital Platforms by Age Group*

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	50,339[a]	4	,000
Likelihood Ratio	54,993	4	,000
Linear-by-Linear Association	5,818	1	,016
N of Valid Cases	202		

a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 2,79.

Discovery of New Wine Producers via Digital Platforms * Age Group Crosstab

			Age group		
			18-39	≥40	Total
Discovery of new wine producer via digital platforms	Winery's or retailer's website	Count	13	34	47
		% within Discovery via platforms	27,7%	72,3%	100,0%
		% within Age group	13,8%	31,5%	23,3%
		% of Total	6,4%	16,8%	23,3%
	Social media networks (feed and messenger of FB and IG)	Count	50	11	61
		% within Discovery via platforms	82,0%	18,0%	100,0%
		% within Age group	53,2%	10,2%	30,2%
		% of Total	24,8%	5,4%	30,2%
	Mobile notifications/Apps	Count	3	3	6
		% within Discovery via platforms	50,0%	50,0%	100,0%
		% within Age group	3,2%	2,8%	3,0%
		% of Total	1,5%	1,5%	3,0%
	Google or other search engines	Count	27	45	72
		% within Discovery via platforms	37,5%	62,5%	100,0%
		% within Age group	28,7%	41,7%	35,6%
		% of Total	13,4%	22,3%	35,6%
	Email newsletters	Count	1	15	16
		% within Discovery via platforms	6,3%	93,8%	100,0%
		% within Age group	1,1%	13,9%	7,9%
		% of Total	0,5%	7,4%	7,9%
Total		Count	94	108	202
		% within Discovery via platforms	46,5%	53,5%	100,0%
		% within Age group	100,0%	100,0%	100,0%
		% of Total	46,5%	53,5%	100,0%

Annex C.21 *Chi-Square Test – Further Research after Discovery of New Wine Producers by Age Group*

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29,134[a]	2	,000
Likelihood Ratio	34,770	2	,000
Linear-by-Linear Association	13,030	1	,000
N of Valid Cases	197		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 5,14.

Further research after discovery of new wine producer* Age group Crosstabulation

			Age group		
			18-39	≥40	Total
Further research after discovery of new wine producer	Social media networks (follow or direct message)	Count	27	5	32
		% within Age group	29,3%	4,8%	16,2%
	Sign up for their emails/newsletters	Count	0	11	11
		% within Age group	0,0%	10,5%	5,6%
	Go directly to their website	Count	65	89	154
		% within Age group	70,7%	84,8%	78,2%
Total		Count	92	105	197
		% within Age group	100,0%	100,0%	100,0%

Annex C.22 *Mann-Whitney Tesst – Brand Awareness Römmert by Age Group, Income and Frequency of Wine Consumption*

Test Statistics[a]

	Q16 Brand awareness Römmert
Mann-Whitney U	4267,500
Wilcoxon W	8923,500
Z	-2,295
Asymp. Sig. (2-tailed)	,022

a. Grouping Variable: Age group

Ranks

	Age group	N	Mean Rank	Sum of Ranks
Brand awareness Römmert	18-39	96	92,95	8923,50
	≥40	108	110,99	11986,50
	Total	204		

Test Statistics[a]

	Q16 Brand awareness Römmert
Mann-Whitney U	4178,500
Wilcoxon W	7581,500
Z	-1,436
Asymp. Sig. (2-tailed)	,151

a. Grouping Variable: Monthly net income

Ranks

	Monthly net income	N	Mean Rank	Sum of Ranks
Q16 Brand awareness Römmert	<3000€	82	92,46	7581,50
	≥3000€	115	103,67	11921,50
	Total	197		

Test Statistics[a]

	Q16 Brand awareness Römmert
Mann-Whitney U	4019,000
Wilcoxon W	5672,000
Z	-,475
Asymp. Sig. (2-tailed)	,635

a. Grouping Variable: Wine consumption frequency

Ranks

	Drink_Groups	N	Mean Rank	Sum of Ranks
Brand awareness Römmert	Frequent wine drinkers	147	103,66	15238,00
	Occasional wine drinkers	57	99,51	5672,00
	Total	204		

Annex C.23 *Spearman's Rank Correlation – Brand Awareness Römmerts by Age Group, Income and Frequency of Wine Consumption*

Correlations

			Brand awareness Römmert	Age group	Income	Wine consumption
Spearman's rho	Brand awareness Römmert	Correlation Coefficient	1,000	,162*	,081	,026
		Sig. (2-tailed)	.	,021	,255	,712
		N	204	204	197	204
	Age group	Correlation Coefficient	,162*	1,000	,257**	,281**
		Sig. (2-tailed)	,021	.	,000	,000
		N	204	204	197	204
	Income	Correlation Coefficient	,081	,257**	1,000	,173*
		Sig. (2-tailed)	,255	,000	.	,015
		N	197	197	197	197
	Wine consumption	Correlation Coefficient	,026	,281**	,173*	1,000
		Sig. (2-tailed)	,712	,000	,015	.
		N	204	204	197	204

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).