



Thesis title: Analysis of Chinese Consumers' Online Wine Purchasing Behaviour on Wine E-commerce Retailing

Student name:	Xiaowen DU
Institution/company involved:	The University of Verona; The University of Udine; The University of Padova

Jury members (name/position):

Prof. Enrico Peterlunger	Member of EMaVE Committee on behalf of University of Udine, Padova and Verona
Prof. Piergiorgio Comuzzo	University of Udine, Italy
Prof. Vittorino Novello	University of Turin, Italy
Prof. Nicola Cobelli	University of Verona, Italy
Prof. Luigi Galletto	University of Padova, Italy
Prof. Francesco Danuso	University of Udine, Italy
Prof. Paolo Sivilotti	University of Udine, Italy

Names & emails of supervisors:

Nicola Cobelli	nicola.cobelli@univr.it
Luigi Galletto	luigi.galletto@unipd.it

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University of Udine**

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Abstract (max 300 words)

<p>Topic position & objectives:</p> <p>(i) to review the literature on the topic of retailing and E-commerce retailing, (ii) to understand the Chinese consumers' wine purchasing behaviour and online wine purchasing behaviour in particular, (iii) to give constructive suggestions to the winery who wants to improve market share in Chinese market.</p> <p>Methods:</p> <p>The research was conducted through the questionnaire collection website. The questionnaire is consisted of 30 questions, among them six questions considering to demographics and geographies: age, city of residence, gender, family type, highest education level and employment status. The remaining questions included single choice, multiple choice, wine regions rating and 7 Likert-type scale regarding to familiarity or agreement with a statement. Chinese consumers' online wine purchasing behaviours are tested from many perspectives.</p> <p>Results:</p>

The Chinese importing wine market is dominated by French wines. The results shows that the majority of Chinese consumers are interested in participating the tasting events. Thus wines from other country will gradually establish the reputation through wine education; The domestic wineries should distinguish themselves and work more on building its own specialty.

Main conclusions:

From the vineyard establishment, viticulture philosophy, enological technics to even architecture style of the winery, the domestic wineries have to create on the basis of its unique value. The region should work together as a whole to build the recognition; Winery need to make lots of effort in order to enhance its brand, and gain its competitive advantages, thus be successful in the Chinese wine market. Building a wineries website is the first step.

Keywords (5): Chinese Consumers' behaviour, E-commerce, Retailing, Wine