



Student name: Chen QIAN

Thesis title: An Analysis of the Significance of Wine architecture From Wine Consumers' and Professionals' Perspective

Jury members (academic title, name, university / institution):

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Abstract (max 300 words)

Topic: position and objectives:

Getting consumers and wine experts' point of views for wine architecture. Analyzing consumer's preference and their interpretation of wine architecture. Stating wine experts' point of views for wine architecture, especially focusing on wine architecture's role in communicating corporate identity. Supply insights of wine architecture styles to winery owners for building or re-building a winery.

Methods:

Use onsite surveys with six selected pictures of wine architectures and formulated questionnaires for interviewing wine consumers, and interview experts via email questionnaires. Use ANOVA and Crosstab in SPSS for analyzing data.

Results:

Compared to other communication tools during wine purchase and wine tourism, wine architecture's influence is quite limited. Architecture's appearance is moderately important compared to cellar decoration and integrated into nature. Traditional style is the most preferred according to consumer's survey, considered to be persistent in next 30 years. Wineries with traditional style are thought to produce luxurious, terroir wine with ageing potential with quality-oriented, high-end and personality behind corporate philosophy. Organic architecture is the second popular one, with modern philosophy and producing organic and young, easy drinking wine according to consumers' answers. Consumer has neutral attitude for international style and traditional+ style, while they don't like winery with high-tech architecture and international style with natural material.

Main conclusions:

Consumers do have typical preference for wine architecture styles and professionals' preference is different from consumers'. Furthermore, wine architecture could communicate winery's product style and corporate philosophy to normal consumers. Even though German professionals and Chinese professionals have different point of views, they consider wine architecture has influence for wine consumers.

Keywords (5):

Wine architecture, Corporate identity, Wine tourism, Wine consumer, Wine professional

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