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An investigation into how UK bricks and mortar Independent Wine Merchants use websites to complement their retail shops

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CONTENTS

1:   ABSTRACT

Having an online presence is an increasingly important feature for companies across all industries as consumers are evermore turning to the internet to research businesses and to purchase a range of products. The UK online wine retail sector is dominated by large companies, but there is potential for smaller merchants to expand into this field.

The purpose of this study is to analyse the extent of website use by independent wine merchants (IWMs) in the UK. It assesses how their websites meet the key goals for website success of providing information, facilitating online sales and building relationships with customers. In order to investigate this, a content analysis of a randomly selected representative sample of UK IWMs was undertaken.

The study found that almost all IWMs have a website but there is a large variation in the goals of the merchants' websites, and how closely their websites meet these goals. It highlights that IWMs predominantly use their websites as a complementary channel to drive in-store sales rather than as a separate sales channel, and provides insight into how IWMs can improve their own websites depending on their specific website goals.

2:   INTRODUCTION

Websites have become an important part of Business to Consumer marketing across all sectors, particularly offering small businesses the potential to reach more customers than a bricks and mortar store can. Operating in multiple channels is positive for customers as they can interact with the business on different levels, enhancing their overall experience (Experian, 2011). As customers who visit a well-designed website are more likely to visit their bricks and mortar store (Constantinides, 2004), a company's website can be viewed as a complementary channel to their offline business, rather than as a separate entity.

Although the internet was widely available by the late 1980s, it was not until the mid-1990s that e-commerce became commonplace, dominated by the so-called "dot.coms": virtual retailers with no physical high-street presence (Doherty & Ellis-Chadwick, 2010). When the dot-com "bubble" burst in 2001 many of these virtual retailers became insolvent and since then e-commerce has been dominated by high-street retailers (Min & Wolfinburger, 2004). High-street retailers now use the internet in order to gain advantage over their competitors (Gholizadeh, et al., 2013), and as an important tool in creating and maintaining relationships with their customers (Neilson, et al., 2010).

IWMs are a re-emerging part of high-street wine retail in the UK, but there has been little research conducted into how these businesses operate. In particular, a research gap exists with regards to how bricks and mortar IWMs utilise websites to complement their retail shops. This study aims to address that research gap by first analysing what proportion of UK bricks and mortar IWMs have a website; followed by assessing IWM websites to see how

closely they meet the three key goals of website success (Neilson, et al., 2010), here defined as:

1. The provision of information on the business and the products it sells

2. E-commerce: the facility to purchase goods via the website

3. The ability to build relationships between the business and customers

This study aims to provide the wine industry with an overview of how this sector uses websites. This information will be valuable both for IWMs and also for members of the wider industry that work with IWMs. It also aims to provide insights for IWMs as to how they may improve their websites. Finally, it will add to the larger body of knowledge of website use by UK small and medium-sized enterprises (SMEs), where previous research has investigated SMEs in other industries, but not in UK wine retail.

3:   RESEARCH CONTEXT

3.1:   The UK Online Market

Buying goods online has become a commonplace occurrence for UK consumers. Recent figures show that 90% of the UK population aged 16+ used the internet at least once over a three month period and 85% of these internet users shopped online in the previous year (Eurostat, 2013). This is a growth in online shoppers of 28% from 2011 (Sturiale & Scuderi, 2013). UK consumers spent over £700 million a week shopping online in 2014, and the Office of National Statistics predicts that this figure will continue to increase in the future (Siddle & Walker, 2014).

3.2:   The UK Online Wine Market

Wine Intelligence figures show that the UK online wine sector is worth £800 million: 11% of total off-trade wine sales and a growth of 470% from 2005 (Schmitt, 2013). CapGemini figures show that the growth in online sales of alcohol is outperforming that of other goods, up 19% in 2013 versus 16% for other sectors (Schmitt, 2013b). When coupled with Wilson Drinks Report figures showing that still wine represents 80% of all online alcohol sales, and sparkling wine a further 17% (Schmitt, 2014), it can be stated that not only are online wine sales growing, they are growing at a faster rate than sales of other online goods.

Wine has great potential to be sold online as it is a specialised commodity (Sheridan, et al., 2009) and an information-rich product (Stening & Lockshin, 2001). Websites allow

businesses to list a lot of detail about wines in order to interest customers (Mills, et al., 2011) and allow consumers to research wines and then purchase them wherever and whenever they want. Colla and Lapoule (2012) showed that a further benefit of e-commerce to consumers is the lack of physical effort as large, heavy goods can be delivered directly to their home. This is a clear advantage of buying wine online, particularly when linked to figures showing the UK average spend for online wine purchases is £126 (Wilson, 2014) and the average online bottle price is £6.89 (Mileham, 2014). This indicates that UK consumers buy multiple bottles when they purchase wine online.

In common with the total off-trade, UK online wine sales are dominated by Tesco, accounting for almost 50% of all online wine sales (Schmitt, 2014). However, whilst 71% of high-street wine shoppers purchase wine in Tesco, Sainsbury's and Asda, only 38% of online wine shoppers do (Siddle, 2014). This shows that there may be an opportunity for smaller, specialist retailers to sell online.

3.3:   __Independent Wine Merchants__

There is no single accepted definition for IWMs and there has been very little research conducted into this category of the UK off-trade. IWMs are generally understood to be specialist wine merchants with a limited number of stores (Wine Merchant Magazine, n.d.). Sources show agreement that IWMs are a growing sector, with Wine Intelligence recording 50% growth in the number of retailers between 2007 and 2014 (Eads, 2014). Wine Merchant magazine considers there to be 753 IWM stores with 550 owners (Holter, 2015) – a 6%

increase in the number of stores from 2014. Total annual sales in the IWM sector are worth nearly £500 million and are predicted to continue to grow (Woodard, 2015).

A 2015 survey by Wine Merchant magazine showed that, on average, 4.2% of IWM sales turnover came from e-commerce (Holter, 2015b). In comparison, multiple specialist Majestic Wines recently reported online transactions account for 11.1% of their turnover (Finnegan, 2014). This underperformance in online sales by IWMs, coupled with predictions that online wine sales will double in the next 5 years (Siddle, 2014), means that this sector has the potential to increase their total sales by better utilising their online offering.

Whilst there has been no research conducted into how IWMs use their websites, there has been research conducted into website use by SMEs. The definition of SMEs by the EU as companies with fewer than 250 employees (European Commission for Enterprise and Industry, 2014) includes all IWMs as defined in this study[1].

Thompson et al. (2013) found a positive relationship in UK SMEs between IT innovation and sales growth, indicating that use of websites leads to increased turnover. However, they acknowledge that these advantages are linked to the level of web skills present in SME staff. This agrees with Taylor and Murphy's findings (2004) that the small size of SMEs presents barriers to entry into online business, particularly with regards to skills and initial start-up costs. Sanders and Galloway's research (2013) on small rural firms' website quality found that larger firms generally have better websites. Other research shows that large companies have been much faster to embrace the online channel, with the take up of website use by SMEs being significantly lower (Johnston, et al., 2007). Despite this, Quinton and Harridge-

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[1] See page 13 for IWM definition

March (2008) argue that websites offer IWMs the opportunity to differentiate and ultimately grow their businesses.

3.4:   <u>The Role of Websites</u>

Since the act of creating a website is not the same as having a properly functioning website (Bressolles & Durrieu, 2011), it is necessary to analyse the different aspects of IWM websites in order to assess them.

Neilson et al. (2010) describe three key goals of websites:

- The provision of information to customers on the business and the products it sells

- Providing a sales channel for customers: e-commerce

- Building relationships with customers as well as facilitating interaction between customers

These goals are consistent with those found in other research (including Chiou et al., 2010, Doherty and Ellis-Chadwick, 2010 and Schaupp et al., 2006) and whilst each goal is distinct, they are also linked. Johnston et al. (2007) conducted a study of 1,666 SMEs in the EU and North America and found that IT use by SMEs resulted in significant financial gains, particularly with regards to marketing, e-commerce and customer service. These benefits agree with those described by Kaynak et al. (2005) and provide further confirmation of the importance of the three website goals described above.

3.5: <u>Content Analysis in Website Research</u>

Content analysis as a research methodology has been widely used since the 1950s to analyse communications messages. The key characteristic of content analysis is that it is used to study the message itself, not the person or business conveying the message or the final audience receiving the message. As part of a review of content analysis in consumer research in 1977, Kassarjian defined it as "objective, systematic and quantitative" (Kassarjian, 1977). In this way it is recognised as a rigorous methodology for social science research.

With the proliferation of the internet in the late 20th century, content analysis became one of the first methodologies used to analyse websites and website content (Herring, 2010). Since then it has been used to analyse websites in a range of different sectors, including tourism (Doolin, et al., 2002, Hellemans & Govers, 2005 and Law, et al., 2010), fashion (Marciniak & Bruce, 2004), grocery retail (Ellis-Chadwick, et al., 2007 and Lim, et al., 2009) and rural SMEs (Sanders & Galloway, 2013).

Within the wine industry, no content analysis research has yet been conducted on UK off-trade websites or on IWM websites in other countries. However, it has been used to analyse winery websites in USA (Thach, 2009) and Australia (Burgess, et al., 2005 and Sellitto, et al., 2003) as well as to compare winery websites in Canada, USA, France, Australia and Chile (Neilson, et al., 2010). Another study has looked specifically at popular US wine brand websites (Mills, et al., 2012).

The aim of this study is to use content analysis to investigate how UK IWMs use their websites with particular regard to Neilson et al.'s stated key goals, and also to highlight areas for potential improvement.

4:   METHODOLOGY

4.1:   Introduction

In order to investigate how IWMs use their websites, a definition of IWMs was developed and a database covering the population of UK IWMs compiled. Following this, quantitative data was gathered via content analysis of a representative sample of IWM websites.

A set of criteria was developed against which every website in the sample was assessed. In content analysis this set of criteria is referred to as the coding instrument. The coding instrument was divided into three sections, each one focusing on a different key goal (Neilson, et al., 2010). Closed questions were used and were designed to assess different aspects of each goal.

The content analysis was followed by a series of semi-structured interviews to generate qualitative insight to supplement the quantitative findings.

4.2:   IWM Definition and Population

There is no official definition of IWMs. For this study, IWMs were defined as specialist retail wine merchants which may be single shops or small chains operating in a specific part of the country. National chains were excluded.

Wine Merchant magazine states that there are 550 IWMs that operate retail premises in the UK (Holter, 2015) and this figure was adopted as the population for this study. [2]

4.3:   **Sample Selection**

A database of IWMs was compiled to form the sampling frame. Graham Holter at Wine Merchant magazine was approached for access to their database which covers the entire population, but this was not made available for reasons of commercial sensitivity.

In order to compile the database, a list of IWMs provided by Wine Australia was first assessed with each entry checked against the study definition to ensure agreement. Any entry that did not meet the definition was discarded, for example being an online-only merchant or being a wholesale outlet. Once this initial list was collated, additional entries were found by checking both Jamie Goode's directory of UK wine merchants (Goode, n.d.) and Jancis Robinson's list of UK wine merchants (Robinson, n.d.). Finally, articles in Wine Merchant magazine were consulted to include any recently opened shops. This resulted in the final sampling frame of 550 IWMs, 100% of the population (see Appendix 8.2).

Prior to determining the sample, the full sampling frame was analysed to see how many IWMs have a website. Three internet search engines were used, with each IWM first searched for in Google, followed by Bing and finally Yahoo. If no website was found following these three searches, the IWM was deemed not to have a website.

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[2] The approved proposal for this research paper (see Appendix 8.1) cited 521 as the population of IWMs. However, more recent findings from Wine Merchant magazine indicate a higher figure of 550, which has since been adopted for this study in order to be as accurate as possible.

In order to achieve a 95% confidence level with 5% margin of error, a sample of 226 IWMs was calculated to be required (Survey System, n.d.). To ensure the sample was representative of the entire population, the sampling frame was segmented both by region and size.

The Office of National Statistics shows that 53% of England's population lives in the South East, South West, East and London (Office of National Statistics, n.d.). Therefore, the IWMs in the sampling frame were categorised into one of two regions:

1. South – comprising south and east England
2. North – comprising central and north England, Scotland, Northern Ireland and Wales

Based on these groupings, 60% of the IWMs were found to be in the South (328 shops) and 40% in the North (222 shops). With 44% of the total UK population living in the South[3] (Office of National Statistics, n.d.), this shows that there are more IWMs per capita in the South than there are in the North.

Secondly, the IWMs were categorised by number of shops into three groups: 1 shop, 2-4 shops and 5+ shops (table 1).

Table 1: IWMs divided both by location and number of shops with percentages per region

	1 shop	**2-4 shops**	**5+ shops**
South	277 (85%)	44 (13%)	7 (2%)
North	183 (82.5%)	32 (14.5%)	7 (3%)

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[3] As categorised here

Using these proportions, the final sample of IWMs in each group was calculated (Table 2).

Table 2: Final sample numbers by location and number of shops

	1 shop	**2-4 shops**	**5+ shops**
South	116	18	2
North	74	13	3

A random number generator was used to select the IWMs from the sub-groups (Random Number Generator, n.d.). This produced the final sample of 226 merchants that would be analysed (see Appendix 8.3).

4.4: Coding Instrument Design

In order to design the coding instrument, existing website research across a number of industries was assessed. This determined best practice associated with each of the key goals focused on in this research. Following this, the websites of key UK wine retailers were assessed to analyse the type and amount of information given for each wine – an area specific to the wine industry.

There is no official data detailing UK online wine sales of multiples and larger retailers. However, a recent report from Harpers indicates that the online market is more diverse than the high-street for wine (Siddle, 2014). Therefore, the following grocery home shopping and wine retailer websites were assessed: Tesco, Asda, Sainsbury's, Waitrose, Naked Wines,

Laithwaite's, Majestic, Marks & Spencer and Virgin Wines. Finally, interviews with representatives from both Tesco and Majestic highlighted any further areas for analysis.

The coding instrument was designed so that each question was either yes/no or free-response in order to remove any potential for bias during coding. Prior to the analysis, the coding instrument was piloted by four wine trade professionals. Each person was asked to analyse the same five websites in order to assess how clear the questions were and to highlight any discrepancy in responses. Following this the coding instrument was refined, principally for ease of use as well as clarity. The final coding instrument can be seen in Appendix 8.4.

4.5: __Content Analysis__

Content analysis was conducted over a period of five weeks from February to March 2015 when each IWM website in the sample was visited and analysed. The time taken to conduct this analysis conforms to that found in McMillan's review of 19 website content analysis studies, which found that most studies collected data within one to two months (McMillan, 2000).

Content analysis of websites is by its nature a snapshot in time: websites are continuously being updated and so the same analysis conducted at a later date may produce different results. Whilst this limitation is acknowledged, it was never the intention for this study to produce an on-going analysis. Future researchers may conduct a longitudinal study of IWM websites in order to assess their changes over time, and so avoid this limitation. As this necessitates research over a number of years, this is outside the scope of this study.

4.5.1: Wine Information Analysis

In order to assess the amount of information each IWM website provides for the wines it lists, it was necessary to choose a small number of wines to analyse on each website. With some websites listing hundreds of wines, it was not possible to analyse each one separately. A decision rule was used to select five wines from each website in order to identify the wines to analyse without instilling bias.

The decision rule used was to search 'wine' in the keyword search on each website and then select the first five wines listed. If no keyword search option was available, the first five wines listed on the website were chosen. This method of selecting which wines to analyse was chosen as a result of assessing similar research in the literature review (McMillan, 2000) and from discussion with Dr Liz Thach MW, a Professor of Wine Business who has conducted content analysis research, with one of her key research areas being wine e-commerce (Thach MW, 2015).

4.5.2: Customer Service Analysis

The third website goal of building relationships with customers includes investigating customer service. In order to assess the levels of customer service from IWMs via their website, each IWM in the sample was sent a short email:

> *Hello. Please can you let me know what discount you can offer for large*
>
> *purchases, and whether you offer sale or return? Many thanks.*

The format of the email was chosen in order to include all IWMs, regardless of what information they provided on their website, or whether they used e-commerce or not.

This email was sent to the first email address listed on the website, or via the contact form on the website if no email address was shown. The time taken to receive a reply from each IWM was noted, with a cut off of 30 days.

4.5.3: Chi-square Statistical Tests

In order to assess the statistical significance of findings, chi-square tests were performed using a significance level of $p = 0.05$. These results are reported throughout the findings using (χ^2).

4.5.4: Scoring each Website Goal

To draw a conclusion of how successfully IWMs meet each of the website goals, a numerical code was created for each goal based on the results of the content analysis in order to give an overall score[4].

4.6:   <u>Interviews</u>

Following the completion of the content analysis, semi-structured interviews were held with sixteen IWMs. The interviews questioned IWMs on the goals of their website, success in

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[4] See 5.2.3; 5.3.5; 5.4.3

achieving the goals, particular challenges and reasons for including or excluding different aspects.

The interviewees were selected as a result of the quantitative findings to include both IWMs that were more and less successful in the three key website goals that underpin this study. Interviewees were also chosen to be as representative of the whole population as possible and included IWMs with different numbers of stores and from both the North and South of the country. All interviews were conducted in April and May 2015. The full list of interviewees can be seen in Appendix 8.5.

Whilst this study provides an empirical assessment of the current state of IWM website use, the interviews described only provide background colour and cannot be used to fully explain IWM website strategy. Therefore, an opportunity for future research exists to assess the strategy IWMs use when setting up and maintaining their websites. However, the goal of this study was to assess how IWMs use their websites to complement their retail shops rather than why and so this limitation is accepted.

5:   RESULTS AND ANALYSIS

5.1:   IWM Website Usage

The first aim of this study was to assess website use by IWMs. The analysis of the entire

population found that 514 of the 550 IWMs have a website: 93%. For the remaining 36

IWMs no website was found, indicating that they are not operating online in any capacity. In

each case, these were found to be IWMs with only one shop.

This total result can be compared to that found by the content analysis. In the sample of 226

IWMs, 13 (5.8%) had no website. Of the remaining 213 (94.2%), four were found to have

websites that were down and could not be analysed. Therefore, 209 websites were assessed in

the content analysis – 92% of the sample. The 17 IWMs with no website, or websites that

were down, were all found to be IWMs with only one shop.

The figure of 93% website usage by IWMs indicates that they believe this is an important

aspect of their business. This figure is significantly higher (χ^2 = 105.4184, p = <0.001, df = 1)

than total UK SME website use of 74% (Federation of Small Businesses, 2012), showing that

IWMs are more likely to have a website than UK SMEs in other industries.

5.2:   Provision of Information

A key factor in website success is the quality of website information (Lee & Kozae, 2006). In

order to assess the first goal of provision of information by IWM websites, two aspects were

analysed: provision of company information and provision of wine information.

5.2.1: Provision of Company Information

Consumers are wary of unknown web retailers (Luo, et al., 2012) and the inclusion of contact details on the website for a physical store can help to instil trust (Quinton & Harridge-March, 2006). The homepage of a website is the most visited page (Schegg, et al., 2005) and including information about the business on this page is critical to website success (Neilson, et al., 2010).

Analysing if IWMs list contact information (address, phone number and email address) on their website shows that the majority of IWMs surveyed are aware how important this information is. Only seven IWMs do not list their shop address on their website (3%), the same number do not list an email address and four IWM websites do not show a phone number (Table 3).

There are significant differences for IWMs with two or more stores with regards to where they list their address (χ^2 = 9.6902, p = 0.001852, df = 1), phone number (χ^2 = 4.1166, p = 0.042465, df = 1) and email address (χ^2 = 4.29, p = 0.038336, df = 1). In each case they are less likely to list it on the homepage than IWMs with one store. This may simply be because of the amount of space this takes up on the homepage for IWMs with more than one store.

Table 3: Where IWM contact information is listed on their websites

	Address(es)		Phone number(s)		Email address(es)	
	1 store	2+ stores	1 store	2+ stores	1 store	2+ stores
Listed on Homepage	112 (65%)	13 (36%)	138 (80%)	23 (64%)	82 (47%)	10 (28%)
Listed Elsewhere	56 (32%)	21 (58%)	32 (18%)	12 (33%)	86 (50%)	24 (67%)
Not listed	5 (3%)	2 (6%)	3 (2%)	1 (3%)	5 (3%)	2 (5%)

Figure 1 shows the incidence of other business information IWMs include on their websites: a shop location map, opening times and an 'About Us' page.

Figure 1: Incidence on IWM websites of business information options
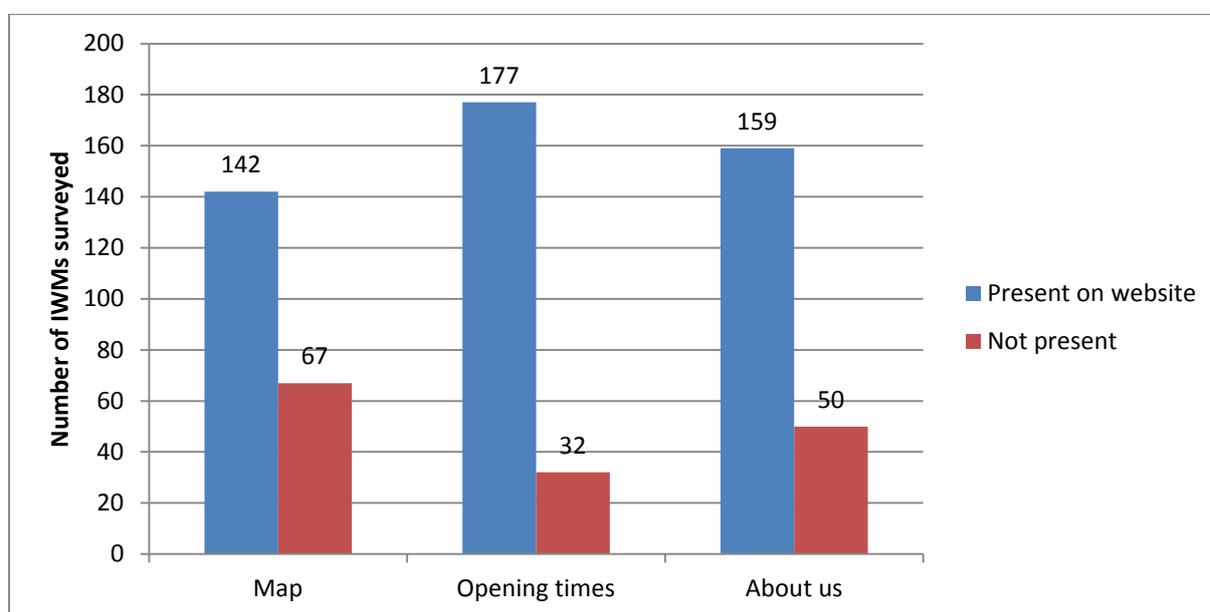
Whilst the majority of IWMs include this information on their websites, there are still many that do not – and so perhaps are at a disadvantage.

The qualitative data showed that the interviewees are aware how important it is to provide business information on their website. Boyce, Badcock, Houghton and Wallace (interviews, 2015) all stated that new customers often find out about their shop via their websites and then subsequently visit the store. Fong (2015) summed up the goal of the Bottle Apostle website as "our strongest marketing tool".

Including information on the store owners and, particularly, showing personality can also help new customers to feel that the business is trustworthy (Schegg, et al., 2005). However, of the 159 IWMs that have an 'About Us' page, only 50% of these mention the names of the staff.

A hypothesis could be made that IWMs that do not use e-commerce may be more likely to provide business information as this is the main feature of their website. However, as Table 4 shows, there is very little difference in information provision by IWM websites that use e-commerce and those that do not. The main difference is the 'About Us' section, where 87% of IWM e-commerce websites have an About Us section, versus 64% of IWM websites without e-commerce. This may show that IWMs that use e-commerce are more aware of the importance of building trust with their customers in order to increase online sales.

Table 4: Provision of information on IWM websites, divided by those that use e-commerce and those that do not

	Address		Phone		Email		Opening Times		About Us	
	present	not present	present	not present	present	not present	present	not present	present	not present
No e-commerce	95%	5%	97%	3%	95%	5%	82%	18%	64%	36%
e-commerce	98%	2%	99%	1%	98%	2%	87%	13%	87%	13%

5.2.2: Provision of Wine Information

The other aspect of provision of information for IWM websites is what information they list for wines.

Wine is well suited to the internet as it is an information-sensitive product and merchants can list a lot of detail in order to interest customers (Mills, et al., 2011). Wine is an experiential good - its characteristics and quality can only be determined on tasting. As online wine consumers are unable to taste wine before they buy, they seek websites with high levels of information to minimise risk (Cho, et al., 2014) and websites without sufficient product information may negatively impact purchase (Neilson, et al., 2010). For e-commerce websites, increasing the amount of wine information can reduce price sensitivity on unique products (Lynch & Ariely, 2000) – meaning that customers are more likely to buy wine from a website with higher levels of product information, regardless of price. Lynch and Ariely (2000) also found that information-rich websites were more likely to retain customers as they expressed higher satisfaction levels with their purchased wine.

Research into Australian online wine-buying consumers found that their main goal when visiting a wine website was not to buy wine, but to obtain information on wine and compare prices (Bruwer & Wood, 2005). Bruwer and Wood (2005) also cite previous research findings that 80% of website users do not revisit a website if they think it is uninformative. This underlines how important it is for wine merchant websites to show detailed product information and highlights how important this aspect is even for websites without e-commerce.

5.2.2a: Provision of Information on Wines

In this study, 135 of the IWMs surveyed listed their wines on their website. Three listed a small selection of wines, 16 only had a pdf list available for download and the remaining 54 websites did not list their wines in any capacity (see Figure 2).

Figure 2: Incidence of wines listed on their websites by IWMs
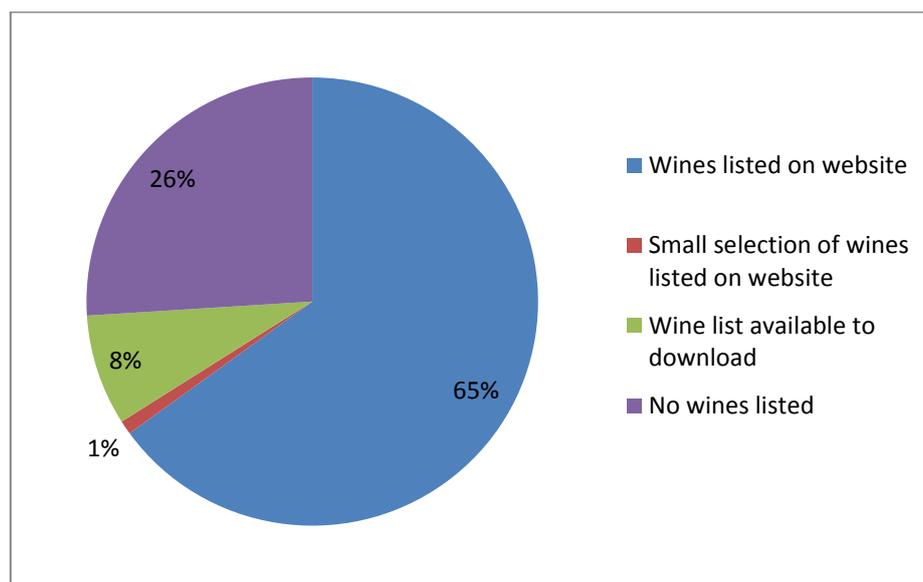
The analysis of key UK wine retailer websites showed a number of different aspects of wine information used (Table 5).

Table 5: Analysis of wine information provided by major UK grocery home shopping and wine retailer websites

Retailer	Tasting Note	Producer Information	Regional information	ABV	Closure	Allergens	Food match	Awards	Photo
Tesco	✓	✓	✓	✓	✓	✓	x	x	✓
Asda	✓	✓	✓	✓	✓	x	x	x	✓
Sainsbury's	✓	✓	✓	✓	x	x	✓	x	✓
Waitrose	✓	x	x	✓	✓	✓	x	x	✓
Naked Wines	✓	✓	✓	✓	x	x	✓	x	✓
Laithwaite's	✓	✓	x	✓	x	x	x	x	✓
Majestic	✓	✓	✓	✓	✓	x	✓	x	✓
Marks & Spencer	✓	✓	x	✓	✓	✓	✓	x	✓
Virgin	✓	✓	x	✓	x	x	x	✓	✓
Total number of retailer websites	**9**	**8**	**5**	**9**	**5**	**3**	**4**	**1**	**9**

Seven aspects were found to be common to all or most of these retailers; tasting note, producer information, regional information, ABV, closure, food match and bottle photo. These aspects were therefore deemed to be the most important and so were used to analyse the IWM websites.

Figure 3 shows the amount of wine information provided by the IWM websites surveyed.

Figure 3: IWM wine information, shown by how many of the five wines analysed on each site included these aspects
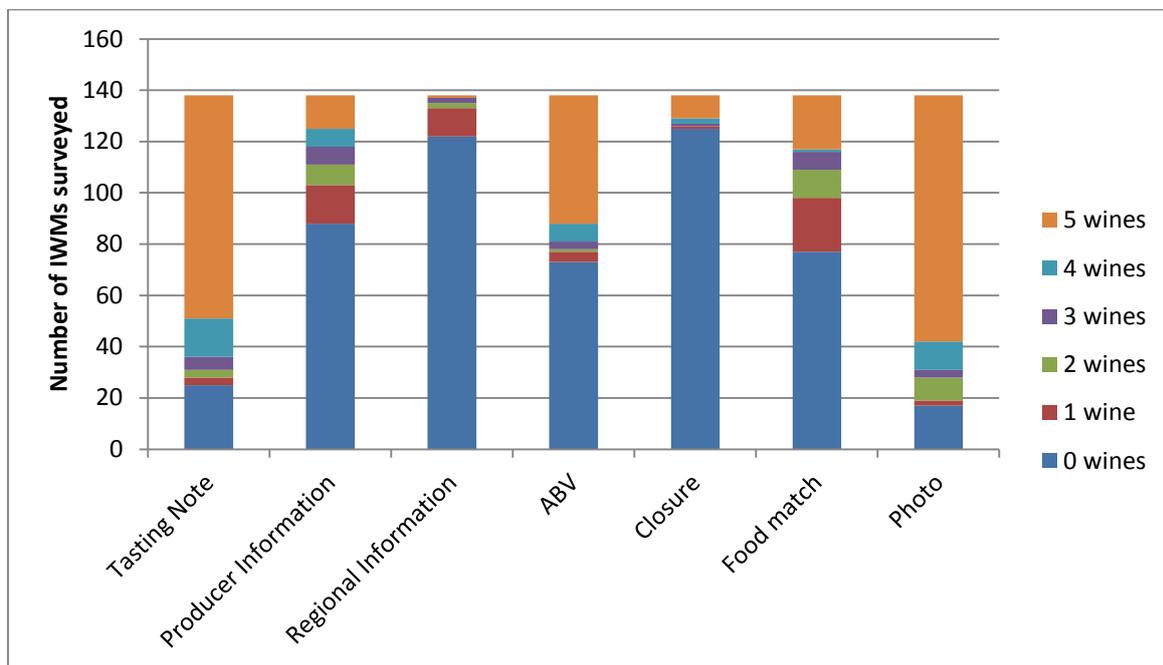
There is a large variation both in the amount of information shown and how many wines the information is listed for per website. This suggests that many IWMs do not use set criteria when listing wine information – with some wines on an individual website listing some information, and others not. In contrast, Majestic ensure that all of their wines listed online show consistency, with the same detail shown for each wine – and even the same word count used for tasting notes. The information for each wine is uploaded as soon as a wine comes into stock, so a wine is never listed online without this information (James, 2015). Similarly, Tesco use a universal format across all of their wines (Murray, 2015).

On 14 December 2014 revised EU regulations came into force, stating that mandatory labelling information must be available before purchase for distance selling (The Wine and Spirit Trade Association, 2014). With regards to wine, this includes listing the ABV for any wine sold online. With 100% of the major retailers analysed showing this information, it is

clear that they are aware of this legality. However, 53% of the IWMs surveyed had no ABV information for any of the wines analysed – and only 36% of IWMs showed ABVs for all wines analysed. This indicates that many IWMs may not be aware of this change in regulation and are currently not providing the amount of information required by law.

All of the interviewees who list their wines online talked about the fact that ensuring this information on their wines is accurate and up to date is the hardest part of having an e-commerce website (interviews, 2015). Yates (2015) admitted that whilst ideally all of the information for a new wine is uploaded before it arrives in store, in practice this is a long process and sometimes it is not feasible. A lack of resources, both in terms of staff and time, appears to be the main reason why IWMs are not able to compete with larger retailers in provision of information about wines.

However, provision of wine information is still important for many IWMs. For Gibson (2015), the ability to have a constantly maintained price list is a key benefit of the Wine Utopia website, and an advantage over their former printed price list. Whilst their new website is e-commerce enabled, it is not an important part of their business – but having their wines listed online and always up to date is very important to their local customers. Badcock (2015) also maintained that the amount of wine information was very important: "people like to see a picture of the product, information on a wine and the price – it is more visual. Then they often come and buy [the wine] in store". Harris (2015) is in the process of updating the Planet of the Grapes website to add e-commerce functionality, but is aware that they will not be able to compete on price with major online retailers – so the main role of the website will be to "advertise the range of wines in the shops, rather than to sell wine online".

5.2.2b: Search Options

Linked to the provision of wine information on a website is the ability for a customer to search for information. Bressolles and Durrieu (2011) found that increasing the search options on a wine merchant website correlated with increased customer satisfaction.

The most important search criteria used by major retailers are keyword, colour/style, country of origin and grape variety (Table 6).

Table 6: Search options used by major UK grocery home shopping and wine retailer websites

Retailer	Keyword search	Colour / Style	Country of Origin	Grape Variety	Region of Origin	Price	Rating	ABV	Brand / Producer	Closure	Taste	Total number of search options
Tesco	✓	✓	✓	x	x	x	x	x	x	x	x	3
Asda	✓	✓	✓	✓	✓	✓	✓	x	x	x	✓	8
Sainsbury's	✓	✓	✓	✓	x	x	x	✓	✓	x	x	6
Waitrose	✓	✓	✓	✓	✓	x	x	x	x	x	x	5
Naked Wines	✓	✓	✓	✓	✓	✓	✓	x	✓	x	x	8
Laithwaite's	✓	✓	✓	✓	✓	✓	✓	x	x	x	x	7
Majestic	✓	✓	✓	✓	✓	x	✓	✓	✓	✓	x	9
Marks & Spencer	✓	✓	✓	✓	x	✓	✓	x	x	x	x	6
Virgin	✓	✓	✓	✓	x	✓	x	x	x	x	x	5
Total number of retailer websites	9	9	9	8	5	5	5	2	3	1	1	

Therefore, each IWM website was analysed as to whether they listed these search options (Figure 4) . The number of any further options was then also assessed.

Figure 4: Search options used by IWM websites
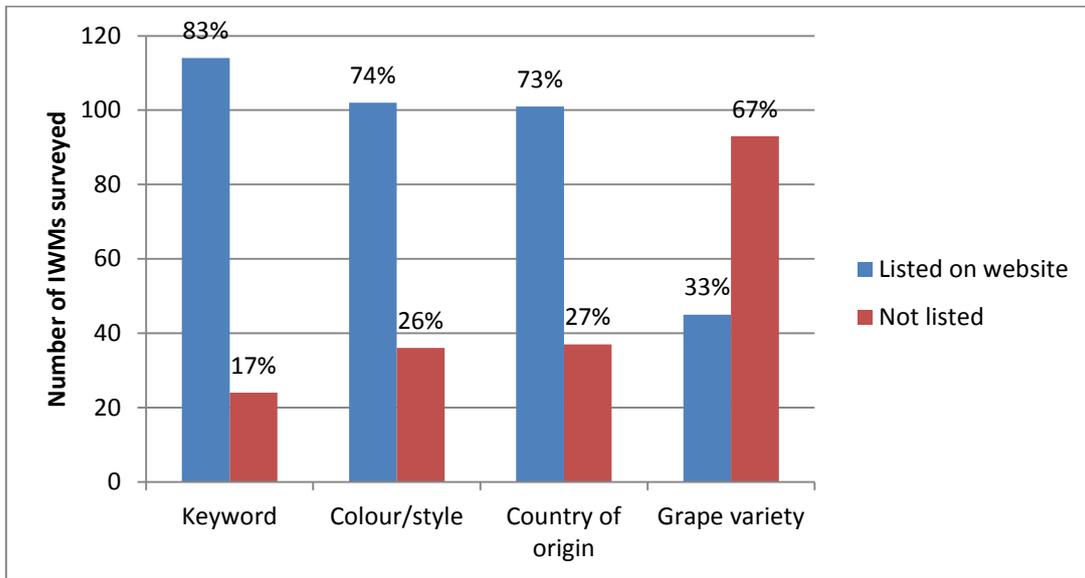
Keyword search is the predominant search method, used by 83% of IWM websites. 74% of IWM websites allow customers to search by colour/style and 73% by country of origin, but only 33% allow for search by grape variety.

Figure 5 shows how many search options the IWMs surveyed list on their websites. The median of 3 is less than the median of 6 for the key retailers – indicating that IWMs do not provide as many search options as the major online retailers.

Figure 5: Number of search options on IWM websites
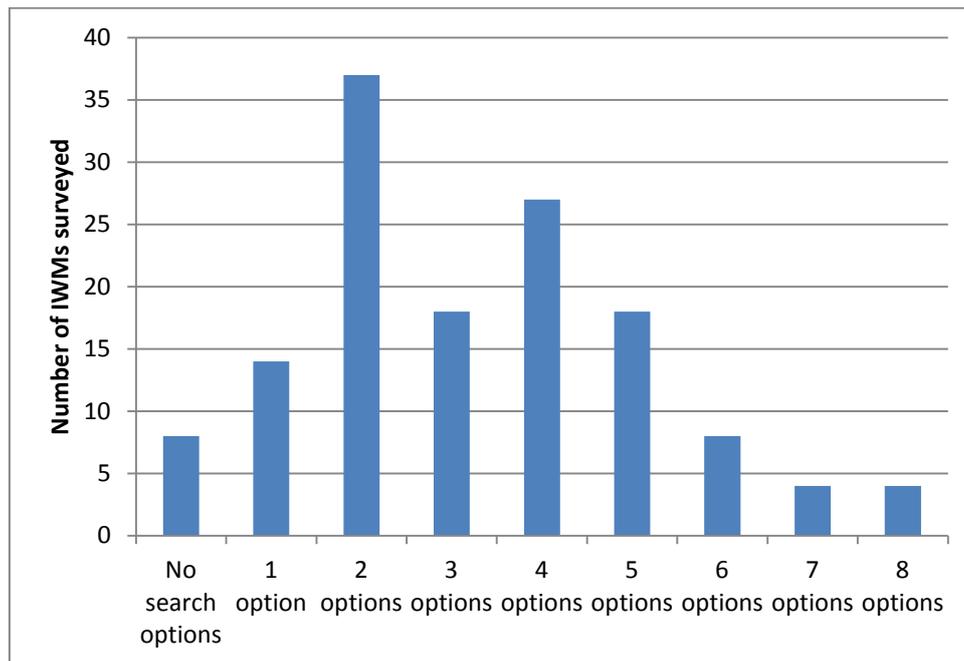
5.2.3: Overall Results for Provision of Information

The code used for analysing provision of information is shown in Table 7.

Table 7: Code for scoring provision of information by IWM websites

| Question	Code
Does the homepage list the shop address/es?	Yes = 1 No = 0
If no, is it listed elsewhere on the website?	Yes = 0.5 No = 0
Does the homepage list a phone number?	Yes = 1 No = 0
If no, is it listed elsewhere on the website?	Yes = 0.5 No = 0
Does the homepage list an email address or in-site email form?	Yes = 1 No = 0
If no, is it listed elsewhere on the website?	Yes = 0.5 No = 0
Is there a map on the website showing the location of the shop(s)?	Yes = 1 No = 0
If no, is there a link to a map?	Yes = 0.5 No = 0
Are shop opening times listed?	Yes = 1 No = 0
Is there an 'About Us' page giving information on the shop/team?	Yes = 1 No = 0
If yes, are the names of owners/employees mentioned?	Yes = 1 No = 0
Are the wines sold in the shop listed on the website?	Yes = 1 No = 0
If no, can you download a winelist?	Yes = 0.5 No = 0
What is the total number of search options for wines?[5]	4 – 7 = 1 1 – 3 = 0.5 0 = 0
Does at least one of the wines have a tasting note?	Yes = 1 No = 0
Does at least one of the wines have information on the producer?	Yes = 1 No = 0
Does at least one of the wines have information on region?	Yes = 1 No = 0
Does at least one of the wines have the ABV listed?	Yes = 1 No = 0
Does at least one of the wines have a photo of the bottle?	Yes = 1 No = 0
Does at least one of the wines have information on the closure?	Yes = 1 No = 0
Does at least one of the wines have information on food matching?	Yes = 1 No = 0

Based on this code, the maximum score an IWM could achieve was 17. Figure 6 shows the

result of this analysis.

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[5] In order to highlight websites with more search options, websites with more than the median number of search options (i.e.: 4-7 options) were scored 1. Those with between 1 and 3 search options were scored 0.5. Websites with no search options were scored 0.

Figure 6: Provision of information score by IWMs
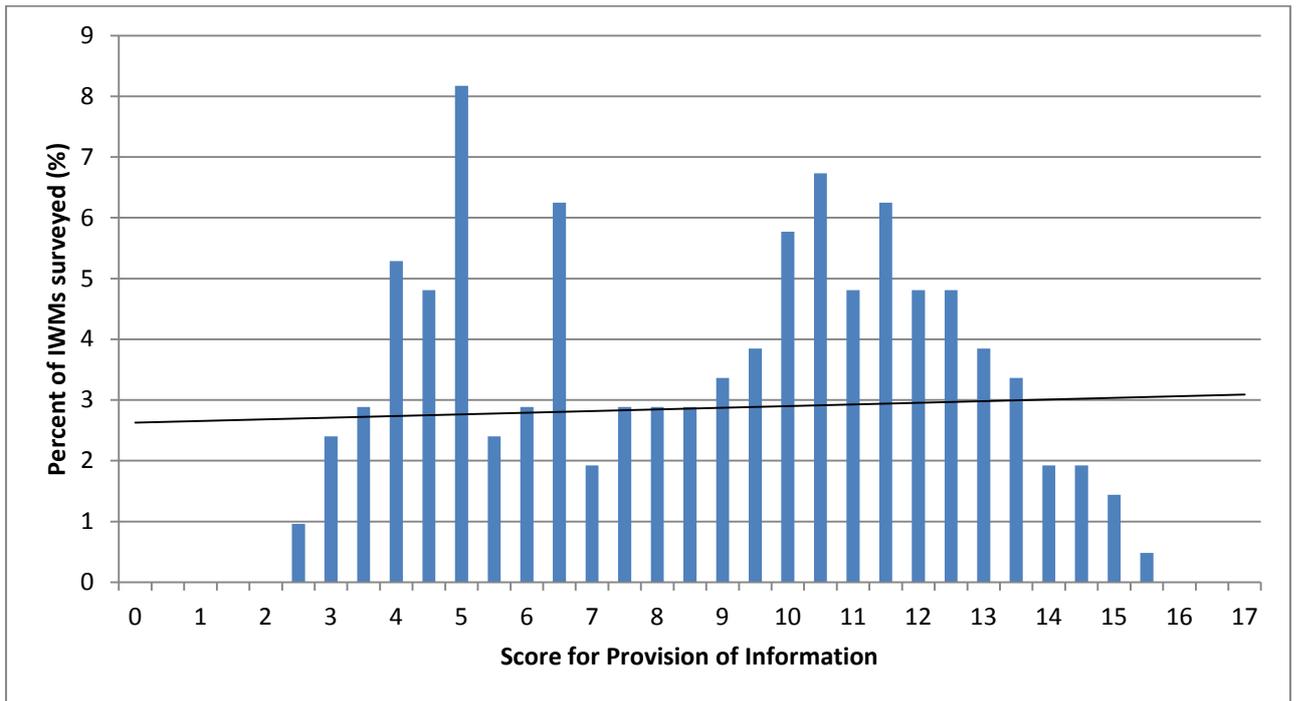
There is a large range of scores for provision of information by IWM websites, reinforced by the shallow angle of the trend line.

This is partly explained by only 135 of the 209 websites analysed listing information on the wines they sell – meaning those with no wine information are skewed towards the left of the graph. Figure 7 indicates this skew by just showing the scores for provision of company information.

Figure 7: Provision of company information score by IWMs
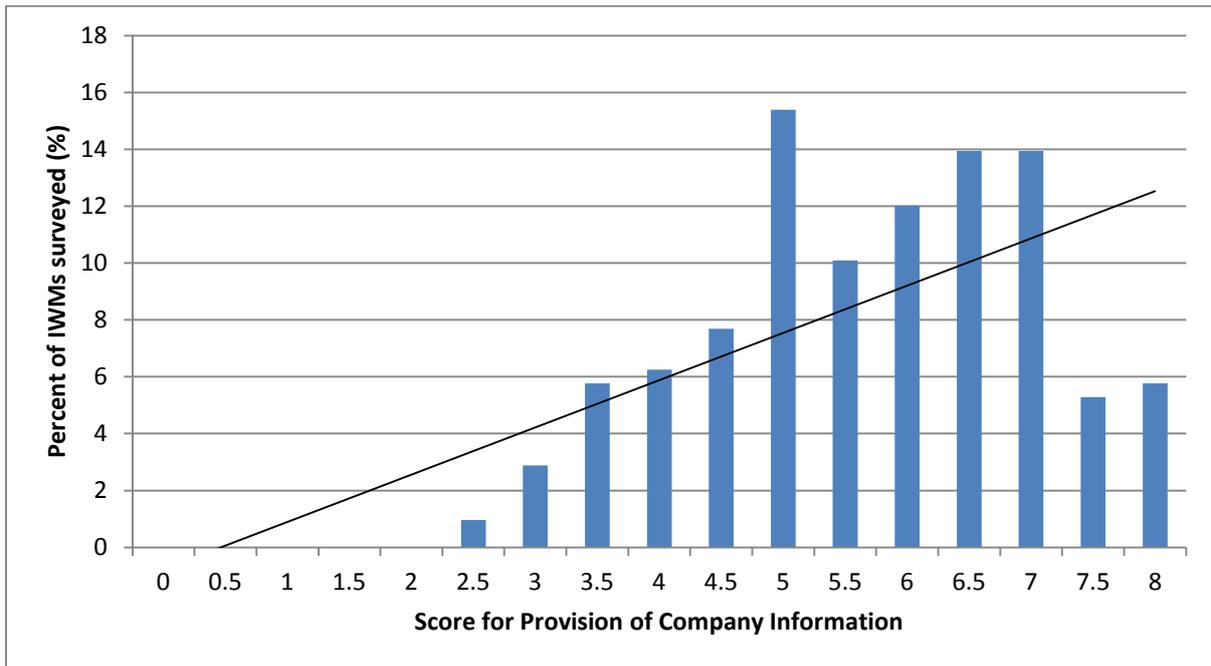
Figure 7 shows a positive trend line with an average score of 5.69 (71%), indicating that IWM websites generally provide a high level of information about their company. This is supported by findings from the interviews, where all of the interviewees commented that telling potential customers about their shop is one of their main goals for their website. Cernecca (2015) summed this up: "The brand building aspect of the website is very important – it really drives people into the shop".

5.3:   E-commerce

5.3.1: Use of e-commerce

Of the 209 IWM websites analysed, 109 were found to use e-commerce and the remaining 100 had no e-commerce function. The 95% confidence interval, based on a sample of 226,

suggests that 43-53% of IWMs have an e-commerce site. This figure is less than that stated in a recent Harpers survey, which found that 66.7% of their respondents had an e-commerce website (Siddle, 2015).

When broken down by size of IWM (Figures 8 and 9) it can be seen that IWMs with two or more stores are more likely to use e-commerce on their websites than IWMs with only one store.

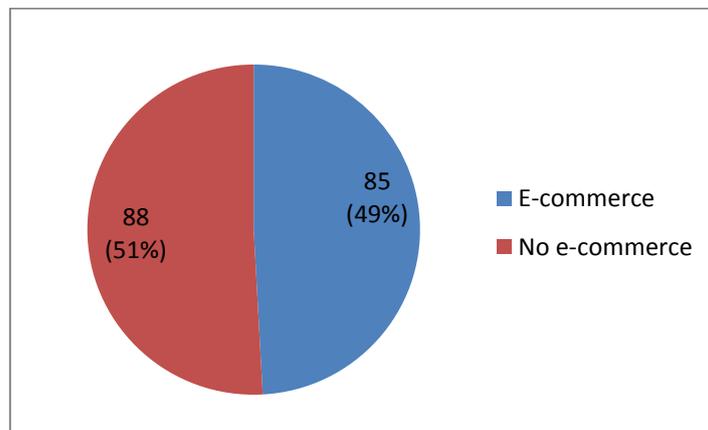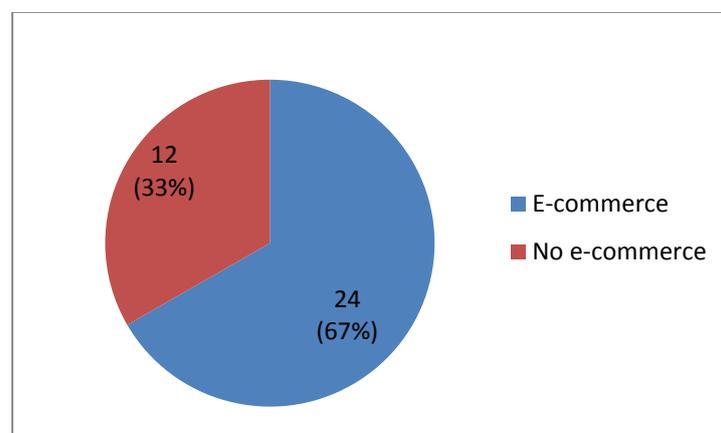Figure 8: E-commerce use by IWMs with one store

Figure 9: E-commerce use by IWMs with two or more stores

67% of IWMs with two or more stores use e-commerce, compared to 49% of IWMs with one store. This figure of 67% is almost identical to that found in the Harpers study, indicating that perhaps that study was not representative of the whole population and included a disproportionately high number of IWMs with 2 or more stores.

The follow up interviews indicated that IWMs fall into three distinct groups: those that do not use e-commerce, those where e-commerce was the main goal of their website, and those whose websites were set-up for e-commerce, but it was not an important part of the business.

Vagabond Wines' and Loki Wines' websites are not set up for e-commerce – but for different reasons. Vagabond do not want to compete in that market (Flounders, 2015), whereas for Loki Wines, "I am not convinced [e-commerce] works for IWMs" (P. Innes, 2015). In contrast, for Yates, Hutchinson and Wallace (interviews, 2015), e-commerce is the main goal of their websites – even though Hutchinson admits "It is extraordinarily difficult [for an IWM] to have a well-functioning e-commerce site". This perhaps explains why some IWMs with e-commerce websites do not sell much wine through this channel. Boyce (2015) stated that Eynsham Cellars' sales are 99% in-store and only 1% through their website. Cernecca (2015) set up the Vini Italiani e-commerce website in late 2013, but stated that he had been "deluded by e-commerce – it hasn't worked the way we thought it would". Fingal Rock has taken a different approach to online sales, listing their wines on the website but orders have to be placed by phone. T. Innes (2015) believes this gives customers more trust in the business as a result of having to talk to someone, and also means he avoids the extra cost of having an e-commerce enabled website.

5.3.2: Trust

When buying goods, trust in the retailer is a key factor in purchase. Perceived risk is much greater online than for bricks and mortar stores, meaning that stores selling online need to make a greater effort to build customer trust (Lockshin & Corsi, 2012). The most important issue for consumers when buying online is the security of personal and financial information (Bruwer & Wood, 2005) and a customer's perceived trust in a website has a stronger impact on sales than the perceived price of the good (Kim, et al., 2012).

Quinton and Harridge-March (2006) took this a stage further in their study of UK online wine-buying consumers, and found that not only did the consumers experience risk related to financial security, they also felt perceived social risk associated with buying the 'right' wine. Therefore, customers need to feel trust in the website in terms of financial security, and also in terms of trust in the product. These elements of consumer risk further confirm the importance of product information when buying wine online and the best way to reduce risk is by increasing the quality of information (Cho, et al., 2014).

In order to assess the security of personal information, the IWM websites were analysed to see how many of them listed a privacy policy. 90 websites were found to have a privacy policy whilst 119 did not have one. Figure 10 shows the findings split by those websites that use e-commerce and those that do not.

Figure 10: Privacy policy use on IWM websites, split by e-commerce use
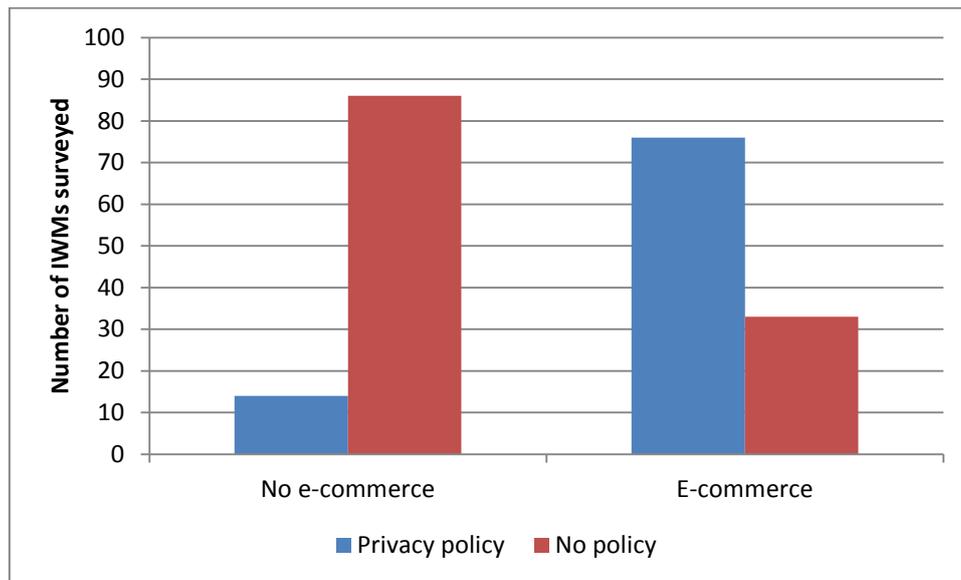
It can be seen that the majority of IWMs that use e-commerce have a privacy policy (70%) and the majority of IWM websites with no e-commerce do not have a privacy policy (86%). This is a significant difference (χ^2 = 66.0511, p = <0.001, df = 1) and indicates that IWMs with e-commerce websites are more aware of the importance of trust for potential customers than IWMs without e-commerce websites.

IWM websites were analysed to see what method they used to indicate to customers that the site was secure. Of the 97 websites set up for e-commerce where payment was taken online, only one site had no indication of secure transaction. 92 websites showed the secure communication protocol of HTTPS, with nine websites also showing both Verified by Visa and Mastercard Secure code logos. The remaining four websites just showed the Verified by Visa and Mastercard Secure code logos.

5.3.3: Stock Levels

The ability to accurately assess stock levels is important for e-commerce to ensure the customer is able to buy the product that they want. Bressolles and Durrieu (2011) argue that in order to increase customer satisfaction, wine merchant websites should include up-to-date stock levels for their wines.

The IWM websites were assessed to see if there was any mention of stock levels – either as a specific number for each wine analysed, or if they were listed as 'in stock'. Only 36 (30%) of the websites that list wines online had an indication of stock levels – with the majority (70%) not listing any stock information for the wine.

The post-survey interviews showed the IWMs are aware that up-to-date stock levels are important. Thompson (2015) stated that one of the main changes they are looking to make when they upgrade their website soon is to make stock levels up to date. However, Hutchinson (2015) commented that up-to-date website stock levels still rely on accurate stock keeping in store and problems can still occur with wines being listed on the website, but the bottle not actually being present in store.

5.3.4: Shipping Costs and Delivery

Other important factors in e-commerce are shipping costs and delivery times. Stening and Lockshin (2001) state that very high shipping costs are more likely to impede online purchase than issues around financial security.

For the IWM websites analysed in this survey, only 73% list delivery fees on the website –
for the remaining 37% a customer has to go through the checkout process to determine
delivery cost. 53% of the IWMs offer free delivery if a purchase is over a certain level –
although the variation in order value for free delivery varies a large amount from £20 to
£650. Standard delivery costs for one bottle also show a big variation, from £4.95 to £19.99,
with a mean of £8.78 (median £8.73).

Cost of delivery is clearly a major issue for IWMs who use e-commerce. Both Cernecca and
Borges (interviews, 2015) commented that packaging and delivery costs are expensive and
this is where IWMs cannot easily compete against bigger retailers. Borges (2015) estimated
that cost of delivery and packaging is around £12 per transaction – indicating that some
IWMs may be losing money on delivery.

Delivery times also show a variation (see Table 8).

Table 8: Delivery time estimated on IWM websites

Delivery time estimated on website	Number of IWMs
No estimated time	23
Up to 2 days	19
Up to 3 days	18
Up to 4 days	9
Up to 5 days	30
Up to 6 days	1
Up to 7 days	9

21% of the websites have no estimated delivery time. For the remaining 79%, timings vary from 1-2 days up to 7 days. Despite the fact that being able to plan deliveries and choose delivery slots is an important factor in e-commerce, with 60% of consumers reporting frustration when deliveries arrive while no-one is home to receive them (Experian, 2011), only 5% of the websites surveyed mention the ability to track deliveries. This very low level of tracking deliveries is likely simply due to the additional cost implications that couriers charge for this service.

5.3.5: Overall Results for e-commerce

The code used for analysing e-commerce is shown in Table 9.

Table 9: Code for scoring e-commerce by IWM websites

Question	Code
Can you buy wine directly on the website?	Yes = 1 No = 0
Is there indication of secure transaction?	Yes = 1 No = 0
Can you find out delivery cost before checkout?	Yes = 1 No = 0
Is there an order amount to get free delivery?	Yes = 1 No = 0
How much is standard delivery for 1 bottle if not free?[6]	£0 - £7.00 = 1 £7.01 - £9.99 = 0.5 £10+ = 0
What is the estimated time for standard delivery?[7]	Up to 3 days = 1 Between 3 and 5 days = 0.5 More than 5 days = 0
Can you track the delivery?	Yes = 1 No = 0
Are current stock levels shown?	Yes = 1 No = 0
Is there a policy detailing security of personal information available on the homepage?	Yes = 1 No = 0
If no, is it listed elsewhere on the website?	Yes = 0.5 No = 0

Based on this code, the maximum score was 9. Figure 11 shows the result of this analysis.

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[6] Websites were scored to give greater weighting to IWMs with lower delivery fees (score of 1), a moderate score for delivery fees around the average (score of 0.5) and a score of 0 for very high delivery fees.

[7] Websites were scored to give greater weighting to IWMs with quick delivery times of 3 or fewer days, a moderate score for delivery times of 3-5 days and no score for long delivery times of more than 5 days.

Figure 11: Provision of e-commerce score by IWMs
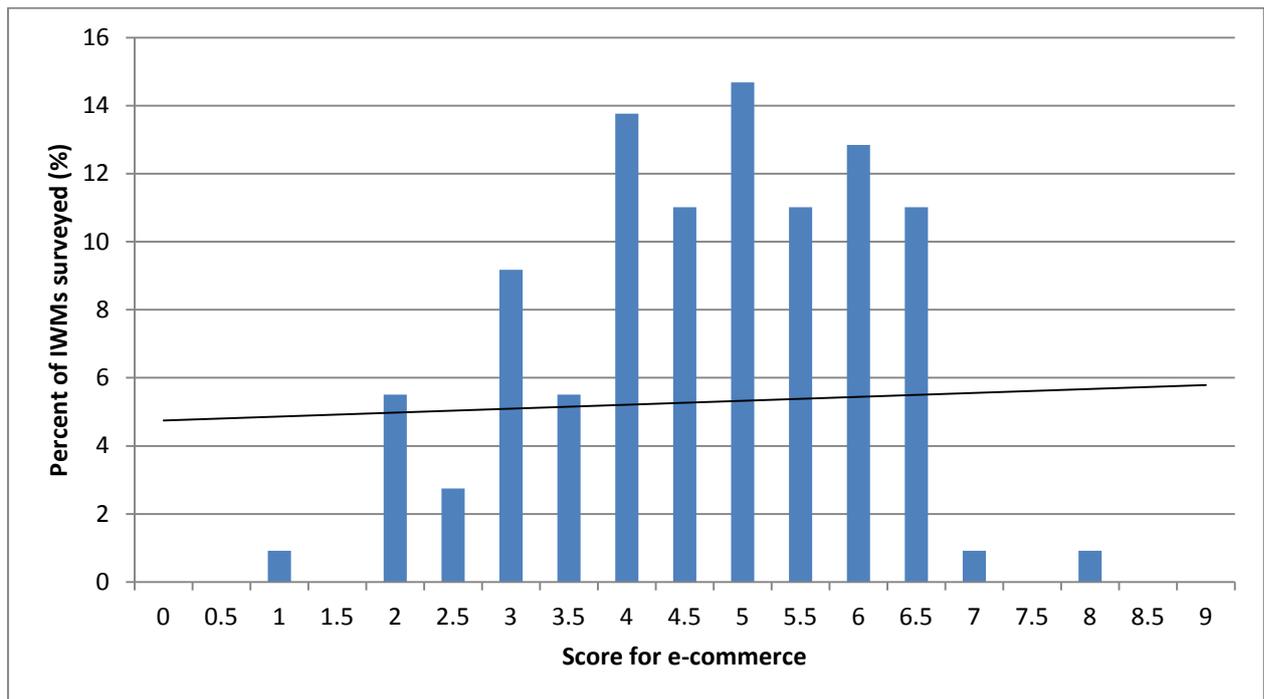
Figure 11 shows that for IWMs who use e-commerce, whilst there are a range of scores, the overall trend is towards higher scoring websites. However, the average score of 4.66 (51.8%) indicates that there is a lot of potential for IWMs to improve in this area.

5.4:   Building Relationships

The third key goal of websites concerns building relationships, both between the business and its customers and also between customers. This goal has the aim of fostering customer loyalty as well as increasing the total number of customers.

5.4.1: Building Relationships between Business and Customer

Customer service is a key method businesses have of building relationships with their customers. For a website this includes how easy the business is to contact and the responsiveness after contact. The ease of contact relates back to how a business provides information about itself on its website – particularly with regards to contact details. Lim et al. (2009) found that information relating to customer service on a website can affect the customer's perception of website quality and ultimately affect whether that customer buys goods online. When taken into account with Luo et al.'s (2012) findings that customer service is more important to consumers when buying experience goods (such as wine), this shows that the customer service function of a wine merchant website is of key importance.

In order to analyse customer service in relation to IWM websites, the 202 IWM websites in the sample that listed an email address on the website, or had an in-site contact form, were emailed and response rates were analysed (Table 10).

Table 10: IWM response time to email query

Response time	Number of IWMs	Percentage of IWMs
Under 24 hours	114	56.5%
1-2 days	17	8.5%
2-3 days	6	3%
3-4 days	1	0.5%
5-6 days	1	0.5%
9-10 days	1	0.5%
11-12 days	1	0.5%
No response within 30 days	61	30%

The majority of IWMs responded very quickly to the email query, with 68% responding in less than 3 days. However, 30% did not respond within the cut-off date of 30 days. These IWMs included shops from different parts of the country, with different numbers of stores and both those with and without e-commerce – so no meaningful conclusion can be drawn as to why these merchants may not have responded to the email.

When buying wine online, another important customer service option is providing information about returning faulty wine. In this study, 80 (73%) of the IWM e-commerce websites were found to have a returns policy, indicating that the majority of IWMs are aware that this is important information, but that there are still many IWMs who are lacking it.

5.4.2: Building Relationships between Customers

5.4.2a: Reviews

One way of fostering relationships between customers is via recommendations. Thach (2009) argues that as wine is an information-intensive product, recommendations can work well and can help to stimulate online purchasing. Cho et al. (2014) found that consumers are more likely to visit wine websites that include recommendations, as this is another way to decrease perceived social risk.

Seven of the eight key retailers analysed were found to use reviews on their website: with just Tesco not showing this information. The Tesco website currently lacks the functionality for customer reviews – but reviews are an integral part of their associated website, Tesco Wine by the Case: "We find that customers may not necessarily trust our opinion, but they will

trust other customers' opinions" (Murray, 2015). Majestic find that customer reviews act as a

sales tool and wines with higher ratings sell in larger volumes than similar wines with poorer

reviews (James, 2015).

Despite this, only 40% of the IWM websites analysed allow customers to post reviews of

wines and, of these, only 14% had one or more review listed for the wines analysed (see

Table 11).

Table 11: Customer reviews on IWM websites, shown by how many of the five wines analysed

on each website had reviews

Review Option	Number of IWMs
Reviews not possible on website	94
Review possible, but none of the wines surveyed had a review	38
1 wine with at least one review	3
2 wines with at least one review	0
3 wines with at least one review	3
4 wines with at least one review	0
5 wines with at least one review	0

The interviews showed that many IWMs are aware how important reviews can be – but some

sites lacked the functionality to host reviews. Exel Wines is launching a new website soon

and one of the main new areas of functionality will be the ability for customers to write

reviews (Wallace, 2015). Yates (2015) is aware how important customer reviews can be for

influencing sales and uses various methods as prompts for customers to write a review, such as post-purchase email follow ups and via social media. However, Boyce and Badcock (interviews, 2015) both found that their customers do not post reviews, and so this functionality on their website has not been effective.

5.4.2b: Social Media

Cho et al. (2014) argue that wine websites should involve social media as another way for customers to talk about wine and share opinions. In order to assess the extent IWMs integrate social media into their websites, the websites were analysed to see what social media links were included on the homepage. 135 (65%) of the websites were found to show at least one social media link.

Figure 12 shows that Twitter is the most popular social media option shown on IWM websites, closely followed by Facebook. The 'other' links included YouTube, Pinterest, Instagram and Flickr.

Figure 12: Social media links on IWM websites
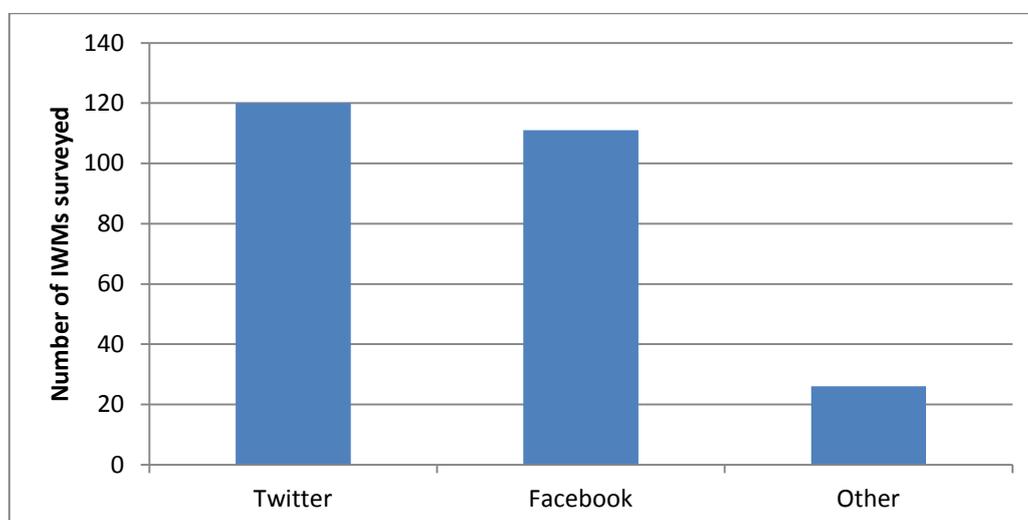
Due to the popularity of Twitter and Facebook, these were separately analysed to assess whether websites include a live feed and when the account was last updated. Table 12 shows that only 33% of websites with a Twitter link include a live feed, and 5.5% for Facebook. This indicates that whilst social media is important for many IWMs, it is not yet fully integrated into their websites.

Table 12: Incidence of Twitter and Facebook live feeds on IWM websites

	Live feed	**No live feed**
Twitter	39	81
Facebook	6	103

Figures 13 and 14 show that IWMs with social media links on their websites generally update their Twitter and Facebook accounts regularly, with 74% having updated Twitter within the last week and 68% for Facebook. However, a small proportion has not updated their accounts for over 6 months.

Figures 13 and 14: Latest update on IWMs' Twitter and Facebook
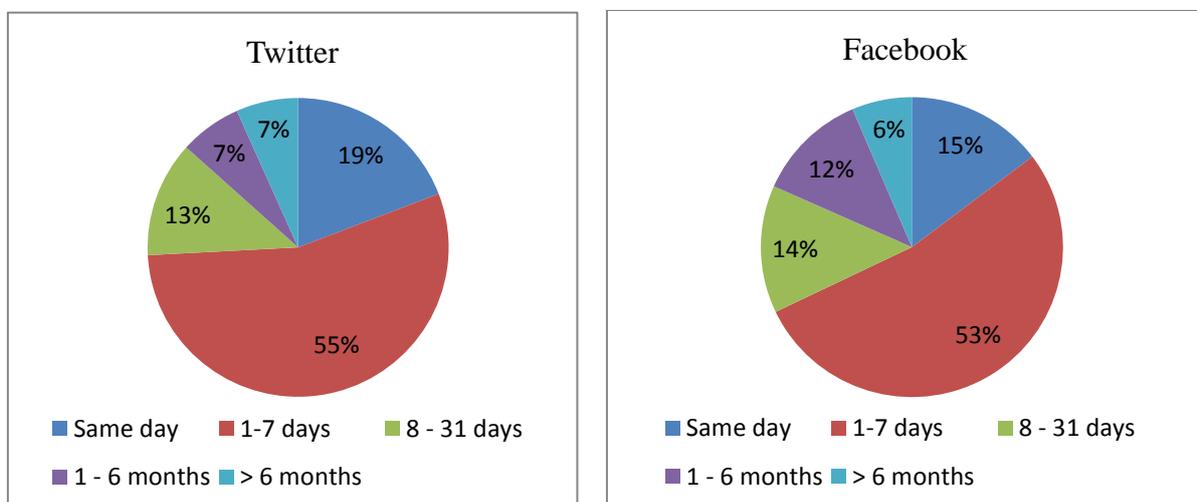
Questioning the interviewees about their use of social media showed that the importance they place on this channel varies. Gibson, Fong, P. Innes and Yates (interviews, 2015) all stated that their social media accounts were important ways of driving customers to their websites. Badcock (2015) countered this, saying Solent Cellar's social media accounts do not drive people to the website but integrating the accounts into their website helps to raise their overall Google ranking. However, while Flounders, T. Innes and Boyce (interviews, 2015), use social media it is not important for their businesses – with Flounders commenting that they lack the resources and time to use social media fully.

Other opportunities for businesses to interact with customers include hosting a regularly updated blog on their website, advertising in-store events or offering the option to sign up to an e-newsletter.

Whilst 56% of IWMs use e-newsletters to talk to their customers and the same number use in-store events to build customer relationships, only 26% host a blog (Figure 15).

Figure 15: Incidence of customer relationship options on IWM websites
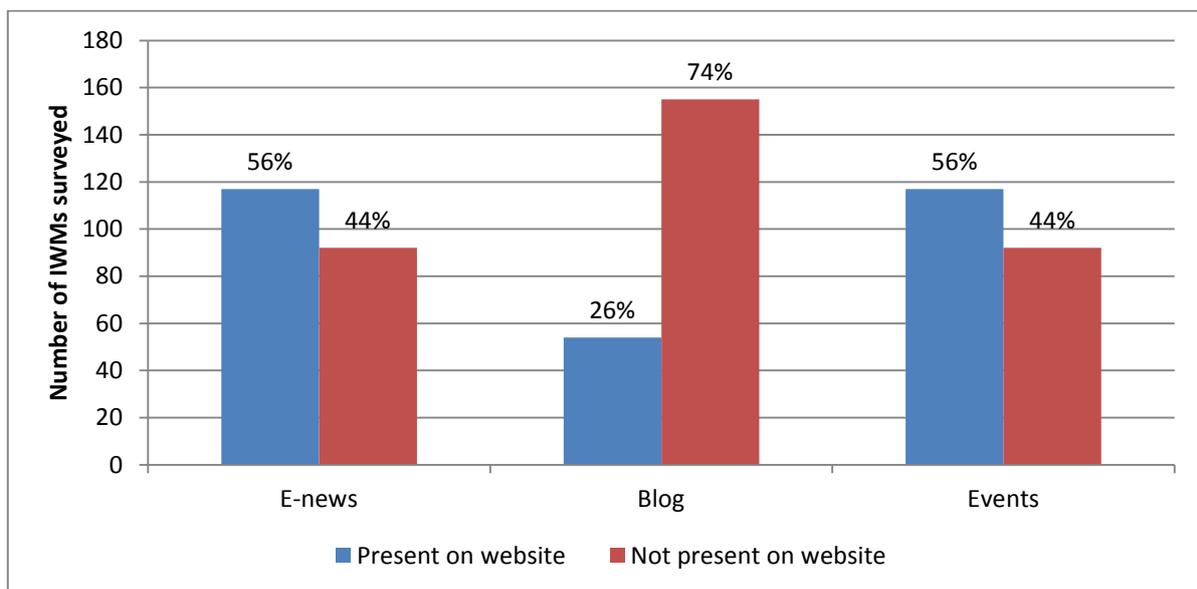
The interviews showed that IWMs are aware that these aspects of their websites are important for customer relationships, but often lack the time to keep them updated. The main goal of the Wine Utopia website is to build relationships with their local customers, and so regularly updating their blog and events calendar is a priority for them (Gibson, 2015). P. Innes (2015) has found their blog drives traffic to Loki Wines' website, and so has implemented a timetable for staff to upload new posts to ensure the content is regularly updated. In contrast, whilst Badcock (2015) stated that blog posts have directly led to sales, they do not have as much time as she would like to write posts and keep this updated. This lack of resources was also mentioned by Flounders, Fong and Boyce (interviews, 2015) as the reason that their respective sites do not have regularly updated blogs – as they do not have dedicated time available to post on a regular basis. Knock is in the process of improving the Philglas and Swiggot website and is aware that this area is a major concern, as "...it can hold a whole level of additional information beyond what we can deliver in store. Food and travel are two examples, as well as the more conventional video and imagery of our producers and staff. It also gives the opportunity to advertise tastings and events." (Knock MW, 2015).

Table 13 shows the data split by number of stores. Whilst there is no significant difference in the presence or absence of a blog or list of events by the number of stores an IWM has, there is a significant difference in whether a website contains a link to sign up to an e-newsletter ($\chi^2 = 6.3842$, p = 0.011514, df = 1). IWMs with two or more stores are more likely to have a link to sign up to their e-newsletter on their website than IWMs with one store. It is tempting to hypothesise that this may indicate a causal link where IWM websites that use e-commerce are more likely to also have a link to an e-newsletter, but this is not supported by the data.

Table 13: Customer relationship options on IWM websites, divided by number of stores

	Present on website		Not present	
	1 store	2+ stores	1 store	2 + stores
e-newsletter link	90	27	83	9
Blog	54	10	155	26
Events	95	22	78	14

The importance of an e-newsletter was reinforced by the interviewees, with Yates, Hutchinson, Harris and Boyce (interviews, 2015) all stating that it was one of their most important marketing activities and led directly to sales - although Hutchinson commented that it mostly led to in-store sales, rather than increasing online sales. In-store events are an important part of the business for Wine Store at Four, and Houghton (2015) commented that listing events on their website allowed them to broaden their customer base and gives them access to a wider local market.

5.4.3: Overall Results for Building Relationships

The code used for analysing provision of information is shown in Table 14.

Table 14: Code for scoring building customer relationships by IWM websites

Question	Code
Can you sign up for an e-newsletter/mailing list?	Yes = 1 No = 0
Is there a blog?	Yes = 1 No = 0
Is there any other media content, eg news, videos?	Yes = 1 No = 0
Is there a section about in-store events/tastings?	Yes = 1 No = 0
Are there links to social media on the homepage?	Yes = 1 No = 0
If no, are there links to social media elsewhere on the website?	Yes = 0.5 No = 0
Are you able to add a review for wines?	Yes = 1 No = 0
If so, do any of the wines have one or more reviews?	Yes = 1 No = 0
How many days did it take for the IWM to respond to the customer service email?[8]	0-3 days =1 4-12 days = 0.5 No reply = 0
Is there a returns policy on the website?	Yes = 1 No = 0

Based on this code, the maximum score was 9. Figure 16 shows the result of this analysis.

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[8] Websites were scored to give greater weighting to IWMs with fast email replies (score of 1), a moderate score for slower replies (score of 0.5) and a score of 0 where no reply was received.

Figure 16: Building customer relationships score by IWMs
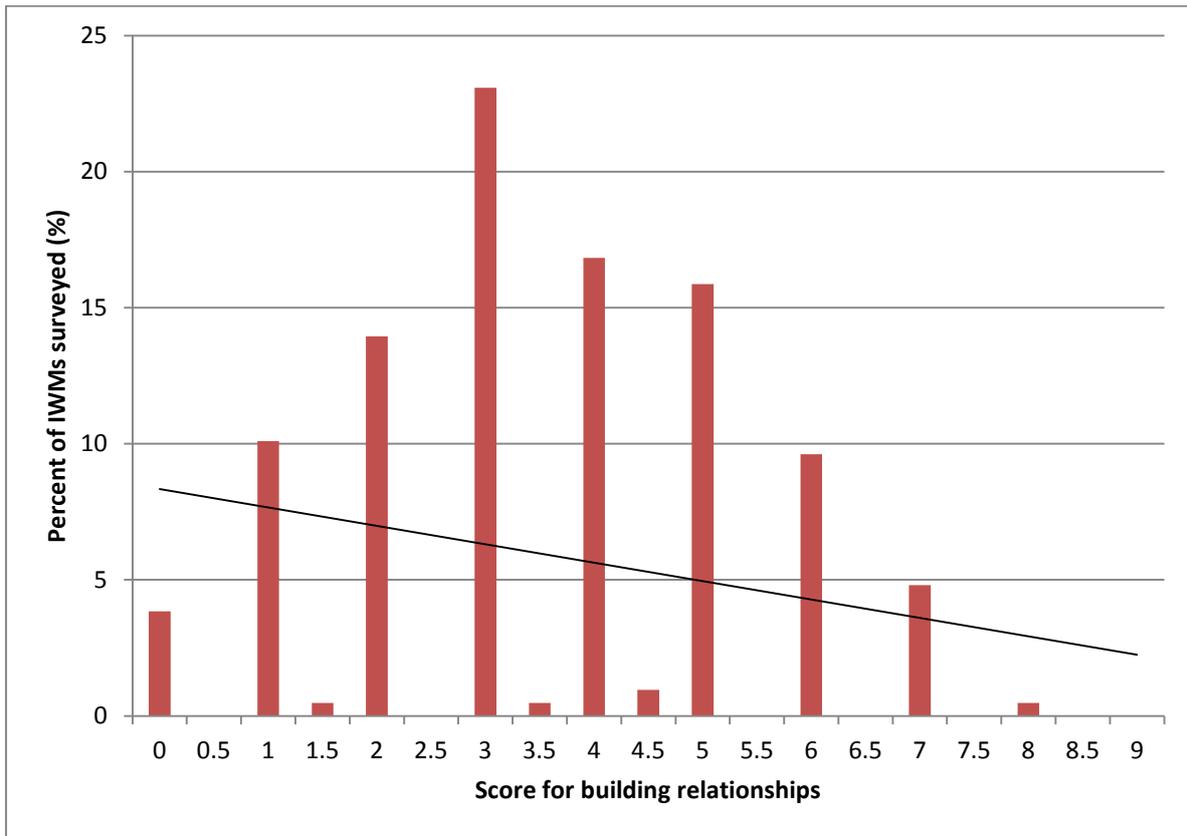
The average score of 3.55 (39.4%) for building relationships suggests that this is an area where the majority of IWMs could improve their websites. Although 11 of the 208 IWMs surveyed scored highly in this area, with scores of 7 or more (77% or more), the majority of IWM websites are not currently performing well against this goal. This is reinforced by the overall negative trend displayed in Figure 16.

6:   DISCUSSION AND CONCLUSIONS

This study is the first time a content analysis has been undertaken on UK IWM websites and is believed to be the most comprehensive study of IWM website use to date. It found that 93% of UK bricks and mortar IWMs have a functional website - a significantly higher figure than for UK SMEs in other industries, indicating that IWMs believe having a website is an important part of their business. This importance of IWM website use was reinforced in the interviews – with all interviewees stating the benefit of having a website, regardless of the specific goal of their website. As Badcock (2015) commented: "You have to have a website nowadays".

However, the results also show a disparity between the importance that IWMs place on having a website and how closely their websites meet the key goals of website success.

The brand-building aspect of IWM websites was cited as an important goal by all of the interviewees. The results from the analysis show that most IWM websites are successful in achieving this goal by providing sufficient information on their company and in an accessible format. However, the associated aspect of providing information on the wines the IWM sells is much less successful, with very few IWMs providing information on a comparable level to the key retailers in the market. The qualitative data indicates that this is due to a lack of time and manpower from IWMs to devote to this task, with Borges (2015) admitting it was "embarrassing" not to have this information up to date – but it is a "...time-consuming task that takes staff away from the shop floor". One important issue that this survey has highlighted is that many IWM websites are not currently displaying wine information that is legally required. Along with ABV as noted here, retailers are now required to list

geographical indication, volume and allergen information (The Wine and Spirit Trade Association, 2014). It is strongly recommended that IWMs familiarise themselves with these new regulations and update their websites to show the required information as soon as possible.

The growth in UK online wine sales suggests that there is the potential for IWMs to increase their e-commerce turnover. However, this study shows that e-commerce is currently only used by around half of all IWMs. The results show that some IWM websites score highly in this area and are successful in achieving the goal of providing an online sales facility, but many IWM websites are not. Comments from the interviewees on the difficulties of e-commerce, including lack of time and resources and cost implications, suggest that this may not be an easily achievable goal for some IWMs. However, this study highlights aspects of e-commerce that IWMs could look to improve, in particular showing up-to-date stock levels on their websites, delivery times and tracking deliveries.

The final key goal of websites, building relationships with customers, is the area where IWM websites are currently weakest. There is a lot of potential in this area for IWMs to improve their websites by better interacting with their customers and strengthening these relationships. Whilst many interviewees commented that social media and interactive website aspects were important, lack of time to dedicate to them was a common theme. However, other comments highlighted that this area is a key concern in upcoming website upgrades – meaning that future studies may find an improvement in this goal. Knock stated "we are currently upgrading to a Web 2.0 platform to allow us to generate a lot more original media and content and be [more] active in the wine community" (Knock MW, 2015).

When looked at in combination, the results of this study indicate that IWMs are using their websites predominantly for marketing purposes in order to draw people into their physical stores, rather than as a separate sales channel. This is shown in the quantitative findings from the content analysis with the low incidence of e-commerce and the variation in provision of wine information versus company information, and also from the qualitative interviews with comments on the difficulties of e-commerce along with the importance of brand building. Rather than using their websites as a discrete sales channel, UK bricks and mortar IWMs are using them as a complementary channel to promote their store brand and increase foot traffic into their retail shops. Therefore, it is recommended that IWMs particularly focus on the third key goal of building customer relationships when undertaking future website updates in order to develop customer loyalty and maximise this marketing aspect.

The results of the content analysis along with the interviewees' comments show that whilst IWMs believe having a website is an important part of their business, many IWMs lack the time and/or the appropriate knowledge base to be able to fully meet the key goals of website success. There are a minority of IWMs whose websites closely meet one or more of these key goals, but many other websites appear to have been created in order to have an online presence, without having a clear goal - or understanding of how best to meet that goal.

Many of the interviewees commented that they planned to update their website within the next year, a finding reinforced by a recent survey from Wine Merchant magazine where 58% of the respondents stated they would launch or revamp their website in 2015 (Holter, 2015b). This study provides insight into different website aspects that individual merchants can use when updating their website. IWMs can use these results to assess their own website,

compare it to other IWM websites and see which areas they can improve to better meet their particular website goals.

7:   REFERENCES

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8:   APPENDICES

8.1:   Approved Research Paper Proposal

Proposed Title:

An investigation into how UK bricks and mortar independent wine merchants use websites to complement their retail shops

Define the subject of your Research Paper and specify the research questions you plan to pursue:

(approximately 150 words)

Subject

There is no official definition of UK independent wine merchants (IWMs). For this study, IWMs are defined as specialist retail wine merchants which may be single shops or small groups of shops operating in a specific part of the country. National chains are excluded.

This study will look specifically at how UK bricks and mortar IWMs utilise their websites. Web-based UK IWMs without retail premises are therefore excluded.

Neilson has described three key goals for a successful website (*Journal of Electronic Business* 2010, 8 (2) 126-147):

1. Provide information on the business and the products it sells

2. E-commerce: the ability to purchase goods via the website

3. Build relationships both between the business and customers and also between customers

Questions

1. What proportion of UK bricks and mortar IWMs have a website?

2. How closely do UK IWM websites meet each of the three key goals of website success?

Background and Context:

Explain what is currently known about the topic and address why this topic requires/offers opportunities for further research.

(approximately 200 words)

Company websites have become an important part of Business to Consumer marketing across all sectors. Websites can attract new customers to the business and also give existing customers a different way to interact with the business.

In the UK, total online alcohol sales are growing at 19% year or year (CapGemini, 2013) and 80% of these sales are from wine (Wilson Drinks Report 2014). The online wine market is worth £800million, 10% of all UK off-trade sales, showing 470% growth from the 2005 figure of £170million (Wine Intelligence 2013).

The Wine Merchant magazine considers there to be 521 UK IWMs with total sales worth £483million. They estimate that, on average for IWMs, 5% of their sales are online and

contrast this to around 10% for Tesco and 11% for Majestic.

Bruwer and Wood (*Journal of Wine Research* 2005, 16 (3)193-211) undertook research into Australian online wine-buying consumers and found their main goal for visiting a wine website was not to buy wine but to compare prices and obtain information on wine. Therefore, in order to examine the successfulness of IWM websites other factors beyond e-commerce must also be considered.

This study will investigate what proportion of IWMs are active online and how well their websites meet the key goals described above. The aim is to provide an insight into how IWMs are utilising their websites and how they might be able to improve them and potentially grow sales.

Sources:

Identify the nature of your source materials (official documents, books, articles, other studies, etc.) and give principle sources if appropriate.

(approximately 100 words)

Journals:

Wine Business Research

Wine Research

Electronic Business

Retail and Distribution Management

MIS Quarterly

Journal articles on e-business in SMEs (small and medium enterprises) in other industries will add depth and provide background for the research methodology.

Journal articles will give insight into the established success factors for websites and inform the structure of a methodology to investigate these factors within the context of IWMs.

Trade and press articles:

Drinks Business

Harpers

Meiningers

Wine Merchant magazine

These articles will give insight and background into IWMs and the UK online wine market.

Current market statistics:

Wine Intelligence

WSTA

Nielsen

Research Methodology:

Please detail how you will identify and gather the material or information necessary to answer the question(s) and discuss what techniques you will use to analyse this information.

(approximately 350 words)

Content analysis

In order to answer the research questions, a content analysis of UK IWM websites will be undertaken. Defined by Kassarjian (1977) as "objective, systematic and quantitative", content analysis has been increasingly used to analyse website content across many sectors.

As there is no official database of UK IWMs, 521 is considered to be the population (Wine Merchant Magazine). The sampling frame for this project is currently being compiled. In order to achieve 95% confidence level with 5% margin of error, 221 IWMs will be surveyed. These IWMs will be chosen using a stratified sampling technique to ensure they are representative, with the sample being chosen both geographically and by number of stores proportionally at random.

Each IWM website in the sample will be visited and evaluated against a set of criteria designed to look at the three key goals of websites. This will provide quantitative data to help to answer the research questions. This protocol will be piloted before the analysis is undertaken. Statistical tests will be used to analyse the data in order to see if there are any differences geographically or by size of IWM that are statistically significant.

The content analysis will include closed questions including, but not limited to:

1. Provide customers with information:

   - Are contact details for the shop available on the home page?

   - Is there an 'about us' section telling customers about the business?

   - Is there detailed information available for wines? – grape variety/region etc

2. E-commerce:

- Can wine be bought through the website?

- Is information on delivery charges and times easily available?

- Is there provision for secure payment?

3. Build relationships:

- Is there an option to sign up to an email newsletter?

- Are there links to the company's social media?

- Is there an option for customers to leave reviews on wines purchased?

Interviews

After the content analysis has been completed, a series of 15-18 interviews will be conducted with IWMs to generate qualitative insights. The interviewees will be selected after reviewing the content analysis results, to include both IWMs with websites deemed to be successful as meeting key website goals and those that are not so successful. The interviews will give further detail on how IWMs use their websites and what their company goals for the websites are.

Potential to Contribute to the Body of Knowledge on Wine:

Explain how this Research Paper will add to the current body of knowledge on this subject. (approximately 100 words)

IWMs are a re-emerging part of the wine retail sector in the UK, but very little research has been conducted into this category of business. A preliminary literature review has shown only minimal research into the use of e-business within the wine retail sector. This research project

will add to the body of knowledge in both of these areas – increasing the understanding of how UK IWMs utilise their websites.

This project will also add to the overall body of knowledge of e-business in SMEs. Previous research has been conducted into SMEs in a variety of different industries, but not UK wine retail.

Proposed Time Schedule/Programme:

This section should provide a summary of the time schedule for the research, analysis and write-up of the Research Paper and should indicate approximate dates with key deliverables. (approximately 100 words)

December – Complete the literature review. Finish assembling the database of UK independent wine merchants that will form the sampling frame. Filter the database by region and size of IWM.

January – Determine the final sample from the database. Construct the coding instrument to analyse websites. Pilot coding instrument, refine.

February - Conduct the content analysis of the sample.

March – Analyse results. Determine which IWMs to interview. Conduct interviews.

April – Finish interviews. Write up.

May – Edit and format. Final checks. Submit to advisor.

June – Further updates, changes based on feedback from advisor. Final submission.

8.2:   Population of IWMs: Sampling Frame

40 Maltby Street	Bambuni
A.C.Gallie	Barrels and Bottles
Abbey Wines	Barrica Wines
Adnams	Bat & Bottle
AG Wines	Beaconsfield Wine Cellars
Aged in Oak	Bedales
Aitken Wines	Bennett's Wine Warehouse
Ake and Humphris	Bentley's Wine Merchants
Albion Wine Shippers	Berry Brothers & Rudd
Alexander Hadleigh	Bertrand and Nicholas Wines
Amathus Drinks	Best Cellars
Amps Fine Wines	Bianca Trading
Anjo Wines	Bin 21
Ann et Vin	Bin 83
Appellation Wines	Bin Ends at the Bear
Askew Wine	Bin Two
Auriol Wines	Blakes Fine Wines
Avery's Wine Merchants	Blanco and Gomez
Bablake Wines	Blas ar Fwyd
Bacchanalia	Bob Wines
Bacchus Et Al	Borough Wines
Bacchus Wine	Bottle Apostle
Bacco Wine	Bouchon

Bowland Forest Vintners

Bray Valley Wines

Broadway Wine Company

Brooks and Son wine

Brooksby Wines

Bucktrouts

Buon Vino

Butlers Wine Cellar

CA Rookes

Cairns & Hickey Wines

Camber Wines

Cambridge Wine Merchants

Campbells of Leyburn

Cape Wine & Food

Carringtons Fine Wines

Carruthers & Kent

Caviste

Cellar by the Quay

Cellar Door Wines

Centurion Vintners

Champion Wines

Charles Stevenson Wines

Charlie Crown

Charterhouse Wine Company

Cheers Wine Merchants

Cheers Wine Shop

Chester Beer & Wine

Chez Vin

Chordale Wine Merchants

Christopher Piper Wines

Clear Black Wine

Clifton Cellars

Cloud Wine

Connolly's Wine Merchants

Constantine Stores

Cork and Cask

Corks & Cases

Corks of Cotham

Corks Out

Corkscrew Jersey

Corkscrew Wines

Cornelius Beer and Wine

Corney and Barrow

Cotswold Vintners

Cozzi and Boffa

Cross Stobs Bottle Shop

Cuculo

D Byrne and Co

D Vine Cellars

Dalla Terra

Dallas Liquor Mart

Dalling & Co

D'Arcy Wine Merchants

Davy's

DBM Wines (Davis Bell McCraith Wines)

DeFINE Food & Wine

Delivino

Denby Dale Wine

Derventio Wines

Dickens House Wine Emporium

Dike & Son

Dillies

Direct Wine Shipments

Divine Fine Wines

Donard Wines

Drinkmonger

Drinks Well

Dulwich Vintners

Duncan Murray Wines

Dunell's Premier Wines

Durrants Fine Wines

Dylan's Wine Merchants

Dylanwad Da

Eagle's Wines

Earle Wines

Edencroft Fine Wines

Edgmond Wines

Edwin Giddings

El Madero

El Vino

Ellies Cellar

Elly's Wine Store

Eskview Wines

Essentially Wine

Eton Bridge Wine Company

Eton Vintners

Etruscan Wines

Everymans Wines

Evington Wines

EWGA

Ex Cellar

Exel Wines

Experience Wine

Eynsham Cellars

Fareham Wine Cellar

Field & Fawcett

Fingal Rock

Flagship Wines

Flourish & Prosper

Food & Fine Wine

Fortnum & Mason

Fountainhall Wines

Frazier's Wine Merchants

Friarwood

Fulham Palace Wines

Fullaloves

Fyne Wines

Gales of Llangollen

Gapwines

Gauntleys of Nottingham

George Hill of Loughborough

George Strachan

Gerrys of Soho

Good Taste

Gordon and Macphail

Grange Wine Merchants

Grantham's Fine Food and Wine

Grape & Grain

Grape & Grind

Grape Expectations

Grapeland

Grapes of Worthing

Grassington Wine

Great Grog

Great Northern Wine

Great Western Wine

Guildford Wine Company

Gwin Llyn Wines

Hailsham Cellars

Halifax Wine Company

Handford Wines

Hanging Ditch Wine Merchants

Hanslope Wines

Hard to Find Wines

Harper Wells

Harrisons Fine Wines

Harrods

Harrogate Fine Wine Company

Harvey Nichols

Harveys of Lewes

Hay Wines

Haynes Hanson & Clark

Heaton Wines

Hedley Wright Wine Merchants

Hedonism wines

Henderson Wines

Hennings Wine Merchants

Henri's of Edinburgh

Hercules Wine Warehouse

Hermitage Cellars

Hic Wines

Hicks & Don

Highbury Vintners

Hop Pocket Wine Company

Horsham Enoteca

Houlton Wines

Hoults

House of Townend Wines

Huntsworth Wine Co

Independent Spirit of Bath

Inverarity One to One

J & K Wines

J Wadsworth

James Nicholson Wine Merchant

Jeroboams

John Gordons

John Hattersley Wines

John Scott & Miller

Joseph Barnes Wines

Juckes Fine Wines

Just add Grapes

Kenny's Wine Store

Kingsgate Wine and Provisions

Kris Wines

KWM Wines & Spirits

La Zouch Cellars

Lamorbey Wines

Lancelot Wines

Last Drop Wines

Last Try Wines

Latitude Wine

Laurence Smith and Son

Le Bon Vin

Le Vignoble

Lea & Sandeman

Les Caves de Pyrene

Lewis and Cooper

Lightfoots Wine Line

Lindley Fine Wines

Liquorice

Lockett Bros

Loki Wine Merchant

London Wine Shippers

Love Wine

Luckin's Wine Store

Lucky Wines

Luvians

Magnum Wine Shop

Malpas Stallard

Market Row Wines

Martinez Wines

Merton Wine Merchants

Milford Wine Centre

Mill Hill Wines

Milroys of Soho

Mitchells Wines

Momentum Wines

Moreno Wines

Mounts Bay Wine Company

Mouton Rouge

Mr and Mrs Fine Wine

Mr Lawrence Wine Merchant

Mumbles Fine Wines

Murrays of Clevedon

ND John

New Forest Wines

New Street Wine Shop

Newcomer Wines

Nickolls & Perks

No 2 Pound Street

Noble Fine Liquor

Noble Green Wines

Noble Wines

Noel Young Wines

North & South Wines

North Coast Wine Co

Oakdene Fine Wines

Oakham Wines

Oeno

Old Bridge Wine

Old Butchers Wine Cellar

Old Chapel Cellars

Old School Wines

Olde Worlde Wines

Olivers wine

One One Two Wines

Page & Sons

Pallant of Arundel

Palmers Wine Store

Park + Bridge Ltd

Park Vintners

Partridges

Passione Vino

Peckham's

Penistone Court Wine Cellars

Pennine Wine and Cheese

Peter Green & Co

Peter Osborne Fine Wines

Peter Watts Wines

Philglas and Swiggot

Phoenix and Plum

Planet of the Grapes

PM Wine Cellars

Portland Wine Cellars

Portland Wine Company

Premier Cru Fine Wine

Priory Wines

Prohibition Wines

Pukka Wines

Purley Wines

Quaff Fine Wine Merchant

Raeburn Fine Wines

Raffles Fine Wines

Raisin Fine Wine

Ranmore wines

Red & White Wines

Refreshers

Regent Wines

Rehills of Jesmond

Reno Wine

Reserve Wines

Reuben's Wine Store

Ricco Wines

Richard Granger

Richardsons of Whitehaven

Roberson Wine

Roberts & Speight

Robertsons of Pitlochry

Rodney Densem Wines

Rollings Wine

Rothbury Wines

Russell and Newnes Wine Shops

Rutland Vintners

Saddleworth Wine Vault

Salut Wines

Sandhams Wine

Sante Wine Imports

Satchells Wine

Savage Selection

Scarlet Wines

Selfridges London

SH Jones

Shaftesbury Fine Wines

Sheldon's Wine Cellars

Shills of Cockermouth

Sideways Wines

Smith's Wines

Smokehouse Wines

Soho Wine Supply

South Downs Cellars

St Andrews Wine Company	The Bottle Shop
Stainton Wines	The Bottle Stop
Starmore Boss	The Bottleneck
Steep Hill Wines	The Cellar Buntingford
Stirchley Wines	The Cheese & Wine Company
Stone, Vine & Sun	The Cheese and Wine Shop
Summerseat	The Cheese and Wine Shop of Wellington
Sunninghill Wines	The Crafty Pint
Sura	The Crushed Grape
Symposium Wine Emporium	The Dorset Wine Company
T C Wines	The Drinks Emporium
T Wright Wine	The English Wine Centre
Tailor Made Wine Library	The Fine Wine Company
Talking Wines	The Four Vintners
Tanners Wine Merchants	The Framlingham Wine Shop
Tasting House	The French Pantry
Tasting Room	The French Wine People
Taurus Wines	The General Wine Company
Taylor's Fine Wine	The Global Winery
Ten Green Bottles	The Good Wine Shop
The 10 Cases	The Grapevine
The Beerhive	The Haciendas Company
The Blue Glass	The Hampstead Butcher and Providore
The Bon Vivant's Companion	The Haslemere Cellar
The Bottle Bank	The House of Menzies

The Imperial Wine Company

The Island Wine Company

The Jolly Vintner

The Jolly Vintner Too

The Jug and Bottle

The Lancaster Wine Company

The Leamington Wine Company

The Market Square Food & Wine Co.

The Naked Grape

The New Wine Shop

The Oxford Wine Company

The Perfect Cellar

The Porterage Company

The Purple Grape

The Rural Vintner

The Salusbury Wine Store

The Sampler

The Secret Cellar

The Shenfield Wine Company

The Ship in a Bottle

The Smiling Grape Company

The Solent Cellar

The Square Wine Company

The Stony Wine Emporium

The Strand Wine Company

The Village Vine

The Vineking

The Vineyard

The VineYard

The Vineyard Belfast

The Vineyard Isle of Man

The Vintage House

The Wine Cellar

The Wine Cellar Douglas

The Wine Cellars

The Wine Centre

The Wine Chambers

The Wine Circle

The Wine Company NI

The Wine Company Slough

The Wine Connection

The Wine Factor

The Wine Library

The Wine Press

The Wine Reserve

The Wine Room

The Wine Shop Leek

The Wine Society

The Wine Stand

The Wine Store

The Wine Tasting Company	Turner Wines
The Wine Tasting Shop	Turton Wines
The Winehouse	Twenty One Wines
The Winemakers Club	Ultracomida
The Winery	Uncorked
The Wineyard and Deli	Underwood Wine Warehouse
The Wright Wine Company	Upton upon Severn Wines
Theatre of Wine	V C Vintners
Thind Wine Merchants	Vagabond Wines
Thomas Panton Wine Merchants	Valhalla's Goat
Thomas Peatling Fine Wines	Valvona & Crolla
Thorold Wines	Vesuvio Wines
Tipples Wine	Vicki's Wine Merchants
Tivoli Wines	Victor Hugo
Toasted Wine Shop	Village Wines
Tom l'Anson Wines	Villeneauve Wines
Topsham Wines	Vin Est
Toscanaccio	Vin Neuf
Totnes Wine	Vinarius
Touchstone Wines	Vinea
Trenchermans	Vineyards of Sherbourne
Trina's Wines	Vini Italiani
Troubadour Wines	Vini Vivi
Tudor Wine Merchants	Vino
Tufton Arms Wine Shop	Vino & Vino

Vino Valentino

Vino Vero

Vinology

Vinomondo

Vinotopia

Vintage Cellars

Vintage Wines

Vinvixen Wines

W J Armstrong

Wadebridge Wines

Waterloo Wine Company

Wattisfield Wines

Weavers of Nottingham

Wessex Wines

West End Wine

Westend Wines

Whalley Wine Shop

Wheelers Wine Cellar

Whistle Wines

Whitebridge Wines

William Mason Fine Wines

Wimbledon Wine Cellar

Windermere Wine Stores

Wine and the Vine

Wine Array

Wine Bear

Wine Buffs

Wine Discoveries

Wine Geek

Wine in Cornwall

Wine me Up Colchester

Wine Pantry

Wine Raks

Wine Store at No 4

Wine Therapy

Wine Time Wines

Wine Utopia

Wine World

Wine-Boutique

Wined Up Here

Wine-Man

Wines @ West End

Wines of Interest

Winesolution

Woodbridge Wine Company

Woodford Wine Room

WoodWinters

Worth Brothers Wines

Yapp Brothers

Ye Olde Bottoms Up

York Beer & Wine Shop   York Wines

York House Wines   Zelas Wines

8.3:   Sample of IWMs

40 Maltby Street

A.C.Gallie

Abbey Wines

Adnams

Albion Wine Shippers

Alexander Hadleigh

Amps Fine Wines

Ann et Vin

Appellation Wines

Askew Wine

Bacchus Et Al

Bacchus Wine

Barrica Wines

Bin 21

Bin 83

Blakes Fine Wines

Blas ar Fwyd

Bottle Apostle

Bray Valley Wines

Brooksby Wines

Bucktrouts

Camber Wines

Cambridge Wine Merchants

Carringtons Fine Wines

Carruthers & Kent

Cellar by the Quay

Cellar Door Wines

Charles Steevenson Wines

Charlie Crown

Chester Beer & Wine

Chez Vin

Cloud Wine

Connolly's Wine Merchants

Cork and Cask

Corks of Cotham

Corks Out

Corkscrew Wines

Cornelius Beer and Wine

Corney and Barrow

Cozzi and Boffa

Cross Stobs Bottle Shop

Cuculo

D Vine Cellars

Dallas Liquor Mart

D'Arcy Wine Merchants

Davy's

DBM Wines (Davis Bell McCraith Wines)

Denby Dale Wine

Dickens House Wine Emporium

Dike & Son

Dillies

Direct Wine Shipments

Dulwich Vintners

Duncan Murray Wines

Dunell's Premier Wines

Durrants Fine Wines

Eagle's Wines

Earle Wines

Edgmond Wines

Elly's Wine Store

Eskview Wines

Essentially Wine

Everymans Wines

Evington Wines

Ex Cellar

Exel Wines

Eynsham Cellars

Fareham Wine Cellar

Field & Fawcett

Fingal Rock

Flourish & Prosper

Food & Fine Wine

Friarwood

Fullaloves

Fyne Wines

Gapwines

Gauntleys of Nottingham

George Strachan

Gerrys of Soho

Grange Wine Merchants

Grassington Wine

Great Grog

Guildford Wine Company

Gwin Llyn Wines

Harper Wells

Harrogate Fine Wine Company

Haynes Hanson & Clark

Heaton Wines

Hedley Wright Wine Merchants

Hedonism wines

Henderson Wines

Henri's of Edinburgh

Highbury Vintners

Houlton Wines

Huntsworth Wine Co

Independent Spirit of Bath

J & K Wines

James Nicholson Wine Merchant

John Hattersley Wines

Just add Grapes

KWM Wines & Spirits

Lamorbey Wines

Last Try Wines

Laurence Smith and Son

Le Bon Vin

Le Vignoble

Les Caves de Pyrene

Lewis and Cooper

Lightfoots Wine Line

Lindley Fine Wines

Liquorice

Loki Wine Merchant

Love Wine

Martinez Wines

Milford Wine Centre

Mill Hill Wines

Milroys of Soho

Mitchells Wines

Momentum Wines

Mounts Bay Wine Company

Murrays of Clevedon

No 2 Pound Street

Noble Green Wines

Noel Young Wines

North & South Wines

Oeno

Old Butchers Wine Cellar

Olde Worlde Wines

Palmers Wine Store

Partridges

Peckham's

Philglas and Swiggot

Planet of the Grapes

PM Wine Cellars

Portland Wine Cellars

Portland Wine Company

Priory Wines

Pukka Wines

Raffles Fine Wines

Ranmore wines

Refreshers

Reno Wine

Roberson Wine

Roberts & Speight

Rodney Densem Wines

Russell and Newnes Wine Shops

Smokehouse Wines

St Andrews Wine Company

Starmore Boss

Stirchley Wines

Stone, Vine & Sun

Symposium Wine Emporium

Tasting House

Tasting Room

The 10 Cases

The Bottle Bank

The Bottle Shop

The Bottle Stop

The Cheese & Wine Company

The Cheese and Wine Shop of Wellington

The Crushed Grape

The Drinks Emporium

The Framlingham Wine Shop

The Grapevine

The Haslemere Cellar

The Island Wine Company

The Jolly Vintner Too

The Naked Grape

The Oxford Wine Company

The Salusbury Wine Store

The Sampler

The Solent Cellar

The Stony Wine Emporium

The Village Vine

The VineYard

The Vineyard

The Wine Centre

The Wine Chambers

The Wine Press

The Wine Reserve

The Wine Shop Leek

The Wine Society

The Wine Stand

The Wine Store

The Wine Tasting Shop

The Winehouse

The Wineyard and Deli

Thomas Panton Wine Merchants

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Tivoli Wines

Touchstone Wines

Trina's Wines

Tufton Arms Wine Shop

Turner Wines

Turton Wines

Twenty One Wines

Underwood Wine Warehouse

Vagabond Wines

Valvona & Crolla

Vesuvio Wines

Vicki's Wine Merchants

Victor Hugo

Village Wines

Villeneuve Wines

Vineyards of Sherbourne

Vini Italiani

Vino Vero

Vinomondo

W J Armstrong

Wattisfield Wines

Wessex Wines

West End Wine

Westend Wines

Whitebridge Wines

William Mason Fine Wines

Wine Bear

Wine Me Up Colchester

Wine Store at No 4

Wine Utopia

Wine-Man

Wines @ West End

Winesolution

Worth Brothers Wines

York House Wines

York Wines

Zelas Wines

8.4:   Coding Instrument

Independent Wine Merchant	
Date Analysed	
Provision of Information	
Does the homepage list the shop address/es?	Yes/No
If no, is it listed elsewhere on the website?	Yes/No
Does the homepage list a phone number?	Yes/No
If no, is it listed elsewhere on the website?	Yes/No
Does the homepage list an email address or in-site email form?	Yes/No
If no, is it listed elsewhere on the website?	Yes/No
Is there a map on the website showing the location of the shop(s)?	Yes/No
If no, is there a link to a map?	Yes/No
Are shop opening times listed?	Yes/No
Is there an About Us page giving information on the shop/team?	Yes/No
If yes, are the names of owners/employees mentioned?	Yes/No
Are the wines sold in the shop listed on the website?	Yes/No
If no, can you download a winelist?	Yes/No
Is there a general search bar for searching by keyword?	Yes/No
Is there a search by country?	Yes/No
Is there a search by wine colour?	Yes/No
Is there a search by variety?	Yes/No
How many of the 5 wines analysed have tasting notes?	(number)
How many of the wines have information on producer?	(number)
How many of the wines have information on region?	(number)
How many of the wines have ABVs listed?	(number)
How many of the wines have a photo of the bottle?	(number)
How many of the wines have information on the bottle closure?	(number)
How many of the wines have information on food matching?	(number)
E-commerce	
Can you buy wine directly on the website?	Yes/No
If not, is there an order form - to email/fax/send in?	Yes/No

Is there indication of Secure transaction? (HTTPS/verified by visa logo/mastercard secure code logo etc)	Yes/No
If so, what?	
How many steps to check out after clicking checkout on the basket?	Yes/No
Can you find out delivery cost before checkout?	Yes/No
Is there an order amount to get free delivery?	Yes/No
If so, how much?	£
Is there a minimum order?	Yes/No
How much is standard delivery if not free for 1 bottle?	£
What is the estimated delivery time for standard delivery in days?	
Is there any mention of tracking the delivery?	Yes/No
Are current stock levels shown - either as a specific number, or as 'in stock'?	Yes/No
Is there a policy detailing security of personal information available on the website?	Yes/No
Building Relationships	
Can you sign up for an e-newsletter/mailing list?	Yes/No
Is there a blog?	Yes/No
Is there a section about in-store events/tastings?	Yes/No
Are there links to social media on the homepage?	Yes/No
If no, are there links to social media elsewhere on the website?	Yes/No
Is there a link to the company's Twitter account?	Yes/No
If so, how many days ago was the last tweet?	
Is the twitter feed live on the website?	Yes/No
Is there a link to the company's Facebook account?	Yes/No
If so, how many days ago was the last facebook update?	
Are there links to other social media accounts?	Yes/No
Are you able to add a review for wines?	Yes/No
How many of the 5 wines analysed have one or more ratings/reviews?	(number)
Is there a Returns policy on the website?	Yes/No

Phil Innes	Owner	Loki Wines	14.4.15 Phone
Rachel Gibson	Owner	Wine Utopia	14.4.15 Phone
Iain Boyce	Owner	Eynsham Cellars	14.4.15 Phone
Russell Wallace	General Manager	Exel Wines	15.4.15 Phone
Ruth Yates	Owner	Corks Out	15.4.15 Phone
Jamie Hutchinson	Owner	The Sampler	15.4.15 Phone
Mark Flounders	Store Manager	Vagabond	16.4.15 Phone
Heather Badcock	Owner	The Solent Cellar	18.4.15 Phone
Bruno Cernecca	Managing Director	Vini Italiani	22.4.15 Phone
Jon Thompson	Business and Operations Manager	Cambridge Wine Merchants	22.4.15 Phone
Anthony Borges	Owner	The Wine Centre	23.4.15 Phone

Justin Knock MW	Director	Philglas and Swiggot	25.4.15 Phone
Miranda Fong	Marketing Manager	Bottle Apostle	30.4.15 Phone
Matt Harris	Owner	Planet of the Grapes	2.5.15 Phone
Tom Innes	Owner	Fingal Rock	7.5.15 Phone
David Houghton	Owner	Wine Store at Four	7.5.15 Phone