

LITERATURVERZEICHNIS

ARTIKEL »Das Auge trinkt mit«, DDW 20/2021, S. 18-21

Auslese (2020): Große Kunst auf kleinen Etiketten. Online im Internet, https://www.urlaubsregion-freinsheim.de/sites/default/files/media/file/2020-04/etiketten_komplett_29.04.2020_0.pdf, Abrufdatum: 3.09.2021

Barber, Nelson; ALmanza, Barbara (2006): Influence of wine packaging on consumers' decision to purchase. In: *Journal of Foodservice Business Research*. Vol. 9, Nr.4, S.83-98

BarthHaas (2020): Barth-Bericht Hopfen 2019/2020. Nürnberg, BarhtHaas

Batt, P.J. & Dean, A. (2000): Factors influencing the consumers decision to purchase wine from a retail liquor store in Perth. In: *Western Australia, Australien and New Zealand Wine Industry Journal*. Vol.15, No.4, S.34-41

Bojko, Aga (2013): Eye tracking the user experience. A practical guide to research. Brooklyn, N.Y., Rosenfeld Media

Bundesverband der deutschen Spirituosen Industrie und Importeure (BSI) (2021): Daten aus der Alkoholwirtschaft 2021. Bonn, BSI

BMEL (2021): Anteil von Wein am Alkoholkonsum in Deutschland bis 2019. Online im Internet, <https://de.statista.com/statistik/daten/studie/158914/umfrage/pro-kopf-anteil-von-wein-am-gesamtkonsum-seit-2004/>, Abrufdatum: 1.9.2021

Boudreaux, Claire; Palmer, Stephen (2007): A charming little cabernet. Effects of wine lable design on purchase intent and brand personality. In: *International Journal of Wine Business Research*. Vol.19, No.3, S.170-186

Celhay, Franck; Remaud, Hervé (2018): What does your wine label mean to consumers? A semiotic investigation of Bordeaux wine visual codes. In: *Food Quality an Preference*. Vol.71, S.270-278

Chaney, Isabella (2000): External search effort for wine. In: *International Journal of Wine Marketing*. Vol. 57, S.73-80

Chemische und Veterinäruntersuchungsämter Baden-Württemberg (2020): Korrekte Weinetikettierung - Hinweise für Winzer. Online im Internet, [http://www.untersuchungsamter-bw.de/pdf/merkblatt_wein-](http://www.untersuchungsamter-bw.de/pdf/merkblatt_wein-etikettierung.pdf)

etikettierung.pdf, Abrufdatum: 1.9.2021

Deutsches Weininstitut (2021): Null-Promille Weinalternativen werden interessanter. Online im Internet, <https://www.deutsche-weine.de/presse/pressemeldungen/details/news/detail/News/null-promille-weinalternativen-werden-interessanter/>, Abrufdatum: 18.8.2021

Drennan, Judy; Bianchi, Constanza; Cacho-Elizondo, Silvia Loureiro, Sandra; Guibert, Nathalie; Proud, Bill. (2015): Examining the role of wine brand love on brand loyalty: a multi-country comparison. In: *International Journal of Hospitality Management*. Vol. 49, S.47-55

Fallstaff (2020): Corona. Weltweit wird mehr Wein getrunken. Online im Internet, <https://www.falstaff.de/nd/corona-weltweit-wird-mehr-wein-getrunken-1/>, Abrufdatum: 1.9.2021

Finkelstein, Joanne; Quiazon, Regina (2007): Liquid images: viewing the wine label. In: *Journal of Hospitality and Tourism Management*. Vol. 14, No.1, S.17-23

Geise, Stephanie (2011): Eyetracking in der Kommunikations- und Medienwissenschaft: Theorie, Methode und kritische Reflexion. In: *SC|M*, No.2, S. 149-263

Husić-Mehmedović, Melika; Omeragić, Ismir; Batagelj, Zenel; Kolar, Tomaž (2017): Seeing is not necessarily liking: Advancing research on package design with eye-tracking. In: *Journal of Business Research*. Vol.80, S. 145-154

Kotler, Phil; Armstrong, Gary (2012): *Principles of Marketing*. 14. Aufl., Boston, Pearson Prentice Hall

Laeng, Bruno; Suegami, Takashi; Aminihajibashi, Samira (2016): Wine lables: an eye tracking and pupillometry study. In: *International Journal of Wine Business Research*. Vol. 28, No.4, S.327-348

Lockshin, Lary; Corsi, A.M. (2012): Consumer behaviour for wine 2.0. a review since 2003 and future directions. In: *Wine Economics and Policy*. Vol. 1, No.1, S.2-23

Mokrý, Stanislav; Birciaková, Nad'a; Slovácková, Tereza; Stávková, Jana; Nagyová, Ludmila (2016): Perception of wine lables by generation Z: Eye Tracking experiment. In:

Potravinarstvo Scientific Journal of Food Industrie. Vol. 10, No.1, S.524-531

Monteiro, Patricia; Guerreiro, Joao; Correia Loureiro, Sandra Maria (2020): Understanding the role of visual attention on winners' purchase intention: an eye tracking study. In: *International Journal of Wine Business Research*, Vol. 32, No.2, S.161-179

Pietres, Rik; Warlop, Luk (1999): Visual attention during brand choice: the impact of time pressure and task motivation. In: *International Journal of Research in Marketing*. Vol.16, No.1, S.1-16

Shermann, Scott; Tuten, Tracy (2011): Message on a bottle. The wine label's influence. In: *International Journal of Wine Business Research*. Vol. 23, No.3, S.221-234

Splendid Research (2018): Bevorzugte Einkaufsstätten für Wein in Deutschland 2018. Online im Internet, <https://de.statista.com/statistik/daten/studie/895765/umfrage/bevorzugte-einkaufsstaaetten-fuer-wein-in-deutschland/>, Abrufdatum: 1.9.2021

Statista Consumer Market Outlook (2020): *Wine Report 2020*, Statista

Teague, Lettie (2004): Why lables matter. In: *Food & Wine*. S.75-80

Thomas, Art; Pickering, Gary (2003): The importance of wine label information. In: *International Journal of Wine Marketing*. Vol. 15, No.2, S.58-74

Wagner, Naila; Zajontz, Yvonne (2021): Etiketten im Visier. In: *Rebe und Wein*. Jg. 74, S.24-25

Wang, Regina; Chou, Mu-Chien (2011): The comprehension modes of visual elements. How people know about the contents by product packaging. In: *International Journal of Business Resarch and Management*. Vol. 1, No. 1. S.1-13

Wine Searcher (2021): Wine producers worldwide. Online im Internet, <https://www.wine-searcher.com/biz/producers>, Abrufdatum: 2.9.2021