

## QUANTITATIVE RESEARCH ON CONSUMER BEHAVIOR BY OPTICAL RED WINE MARKETING

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### **Abstract**

*Study exhaustive wine area is a frequently researched topic since the beginning of 2000 when it comes to legislative bases for wine and wine products. Among the considerations that led to its choice of study include: Romania considerable resources in terms of agricultural area, and especially the wine (mention here the existence of eight wine regions, vineyards and a hundred thirty seven) support and attention given to the legislative branch of Romanian wine (by law 244/2002-Legea vineyard and wine), and the European and not least history as a wine producing country with Spain, Italy and France. The paper aims to determine whether or not a situation determinant of marketing in red wine consumption by analyzing questionnaire responses developed.*

**Key words:** marketing, red wine consumption, vineyard, wine products

### **INTRODUCTION**

Food consumption is most often proportional to the average size of the family as they are often members of different consumer needs. This is why, addressing in particular to the law 61/1991, wine consumption is clearly segmented among different age categories.

In the situation described above, an important role plays marketing through its policies of product, price, placement, promotion and marketing-mix obviously, but its resources are limited because the products have a shelf low price can be too high because the supply chain vendors and the intervention of intermediaries participating in the same effect. Therefore, most often only task is to promote full marketing specialists that consumers can be persuaded to buy products.

Regarding family or individual consumption of wine is necessary to mention that in Romania, under a deep segmentation of the market, buying the food may be a planned decision, usually seen in people who have a culture of consumption (if quality wine buyers, and those who consume table wine, the desire to serve the meal an alcoholic beverage) or impulsive decision due impulses

created by marketing techniques (promotions, tastings, etc.).

Demand for food products including wine is greatly influenced by demographic, social, and economic. In this direction, influence factors such as reduced family size, increasing the number of women active diversification recreational activities, healthy nutrition intense concerns, including food security and safety can have a strong impact on the demand for wine. However, combative attitude on alcohol consumption at European level can contribute to significant changes in the consumption of wine.

The demand on the Romanian wine market is mainly driven by the consumption needs of individual preference and purchasing power. It also quantifies demand and export value in different markets.

In general, data on wine consumption in Romania shows that a Romanian citizen consumes 22 to 24 l wine [1], which represents more than half of the countries with a developed economy consumption amounting to 50 l/consumer/year. Consumption causes of this discrepancy can be considered the purchase price, its share in the budget for consumer food basket and

speculatively without education wine consumption.

## MATERIALS AND METHODS

The behavior of the individual consumer is influenced by a number of factors with an increased or weak action, on the nature of the need for human [2].

In Romania, wine consumption ranks second after beer consumption, with an annual value of 21.1 liters in 2011, up 14% from 2010 [3], but beer consumption surpassed, equaled from 79.5% in 2011.

Based on this statistic and specialist information promoted on the role of wine for consumption as food first and then the alcoholic beverage [4], we propose to investigate the role of marketing and existing strategies, but also the new strategies to increase consumption wine quality Romanian market [6].

In order to obtain an answer to this problem, we opted for a questionnaire of 24 questions, discovering opinion and consumer behavior impact marketing and its tools in sizing consumption.

## RESULTS AND DISCUSSIONS

Methodological framework on the organization of the market [5] includes steps such as: defining the problem and research purpose; formulation of objectives; the modality of data collection; sample composition by choosing participants; conducting interviews and work quality control of data collection and interpretation.

The study involved a questionnaire with 24 questions arranged in four chapters, each chapter being paired by a P in the 4 P's of marketing. In preparing the questions we used an extensive bibliography including marketing concepts [7], statistical data provided by the National Institute of Statistics, Ministry of Agriculture and Rural Development ONIV, WEPA, PNVV, OIV and online publications in the field of wine and [www.vinul.ro](http://www.vinul.ro), [www.hrbexpert.ro](http://www.hrbexpert.ro) or [www.adar.ro](http://www.adar.ro).

Before distributing the questionnaires to completing steps deemed necessary to establish research and outlining its schedule. The steps follow in conducting the research were:

- 1) Establish objectives and types of questions;
- 2) Develop questionnaire;
- 3) Dissemination of the questionnaire;
- 4) The collection and processing;
- 5) Final Report.

The number of people whom I considered to be relevant in obtaining results consistent with reality is 200 people with higher education and those aged 20 years in Bucharest, Galati, Braila and Bacau to check if there is uniformity in the way to answer questions. The findings show that research has shown to be an interesting experience in terms of divergent opinions I had the opportunity to know, and consuming resources from both the researcher by the insistence by the respondents to complete answers to questions and for that repondeti received document during the work week and were willing to spend on average 5 minutes to complete it.

When asked about the importance of criteria such as variety, type, color, price, packaging and vineyard in the purchase of wine to use a scale of importance from very important, important and unimportant. Thus, there were obtained the following percentages:

- Variety is important for 51,50% of respondents, followed by 37% who consider it unimportant to purchase unlike 11.50% who think this is very important;
- The type of wine is very important for most respondents, with a percentage of 63.50%;
- Responses to the importance of the color of wine are relatively homogeneous, so that 33.5% consider it very important, 25% important and unimportant 41.5%;
- In terms of price, the majority of 68% consider this important issue;
- The packaging is particularly important because 81% of the results considered unimportant this issue. Speculating this percentage, we could say that the mind of the consumer is already embedded the idea that wine packaging is glass, and her appearance is irrelevant because the consumer does not

purchase the reuse of this container several times;

- Vineyard is a criterion which is not given importance, considering the large number of respondents, namely 188 for which there are

major differences between the vineyards where the wine is produced and this could translate into a lack of culture viticulture.

Table 1 Important criteria in purchasing wine

How important are the following criteria in the decision to buy wine ?				
	Very important	Important	Not important	TOTAL
Variety	23	103	74	
Percentage(%)	11,50	51,50	37,00	100
Type	127	51	22	
Percentage (%)	63,50	25,50	11,00	100
Colour	67	50	83	
Percentage (%)	33,50%	25,00%	41,50	100
Price	35	136	29	
Percentage (%)	17,50	68,00	14,50	100
Package	15	23	162	
Percentage (%)	7,50	11,50	81,00	100
Vineyard	2	10	188	
Percentage (%)	1,00	5,00	94,00	100
TOTAL	200	200	200	

Source: survey data

In terms of income each distribution is dominated by respondents who have an income included £ 1500 and 2000, which corresponds to 46% or 92 persons. A recent research result is favorable because the issue is sensitive across income à-vis consumption change and the fact that most participants have an income above the average income is an indicator of availability of its allocation for the acquisition of medium to high quality.

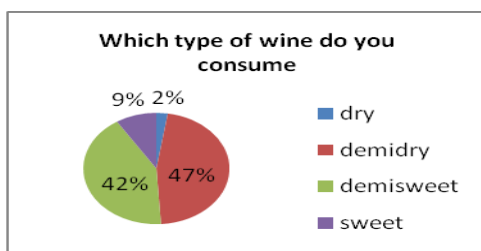


Fig. 1. Types of consumed wines

From the processed data shows that Romanians prefer to drink wine "moderate" in terms of the concentration of sugars and alcohol default because semidry and semisweet wines have a frequency response of 42% for sweet wines and 46.5% for the semidry. This preference demonstrates that most consumers have a penchant for wine

more "moderate" avoiding extremes and too sweet or too dry.

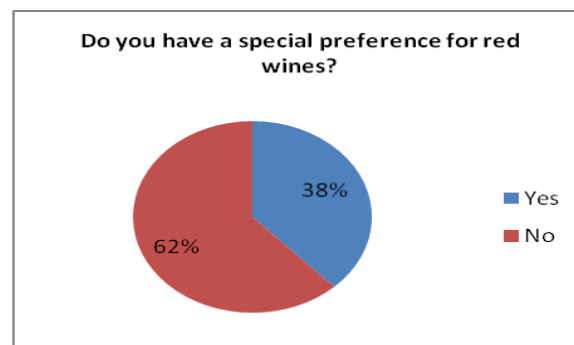


Fig. 2. Wine preference depending on wine color

When asked about their preference for red wines, 50% and 62% answered that they prefer red wines in particular.

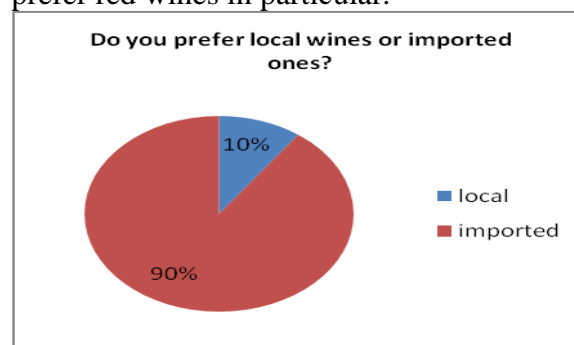


Fig. 3 Wine preference depending of its origin

This response is a reiteration of the study conducted by WEPA Wine Market Overview confirming that red wine is preferred by 68.6% of the total Romanian consumers, while red wines have a preference share only 31.4%.

As shown in the diagram 4, 90% of respondents prefer wines made in Romania, while only 10% of its purchasing imported wines.

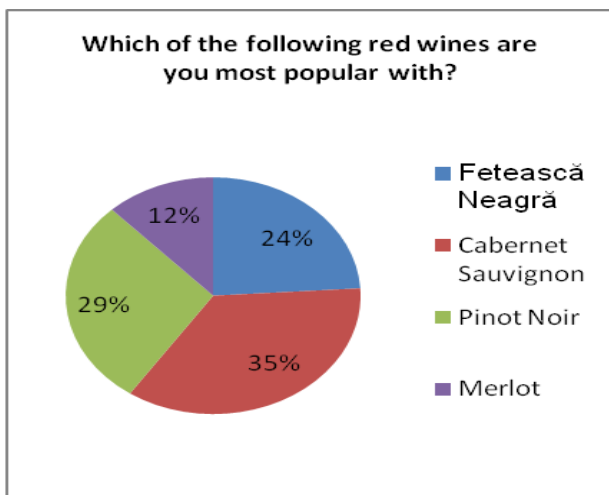


Fig. 4. Red wine preference based on wine variety

No chart answers the question. 5 on resonance in the minds of consumers of certain types of red wine, reveals that the most famous red wine is Cabernet Sauvignon respondents with a percentage of 35.5% option, followed by Pinot Noir deaproape 28.5% and Black Fetească 24%. The look is interesting because most prefer local wine, but are more receptive to imported wine types.

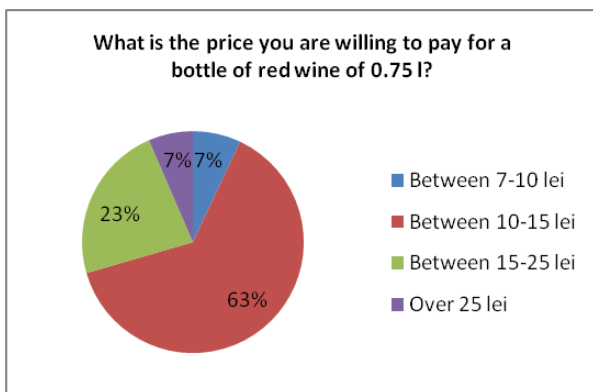


Fig. 5. Consumer preference for wine price

In terms of price they are willing to allocate the purchase of a bottle of red wine, the most

frequent answer was between 10-15 lei, with a percentage of 63.5%, followed by an availability of 23% for price from 15 to 25 lei. Although 23% of respondents are willing to pay £ 15 for a bottle of wine, considered average, they think the price is a barrier to purchase a bottle of red wine.

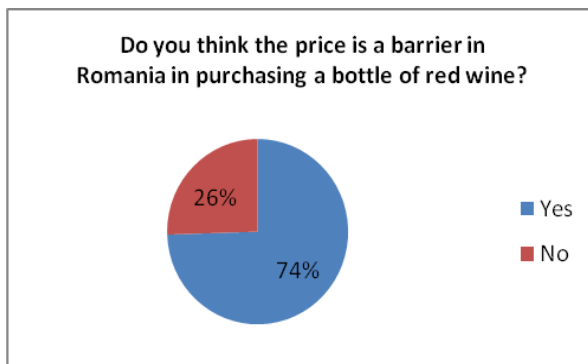


Fig. 6. Consumer opinion on wine price as a purchase barrier

Of the total number of people surveyed on the share of income monthly allocated, an overwhelming percentage allocated less than 1% of his income.

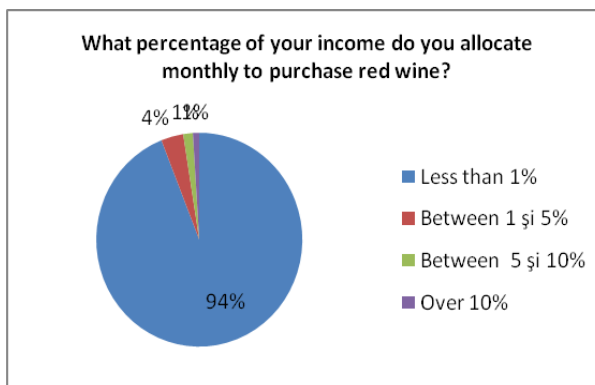


Fig. 7. Monthly income percentage spent by consumer for red wine

This means that for an income from 1500 to 2000 lei/, 1% is 15 to 20 lei. In fact, this means a bottle of wine per month.

Regarding the sensitivity increasing share allocated to purchase red wine, 135 of repondeți appreciated if income growth increases, which means a percentage of 67.5% of the total.

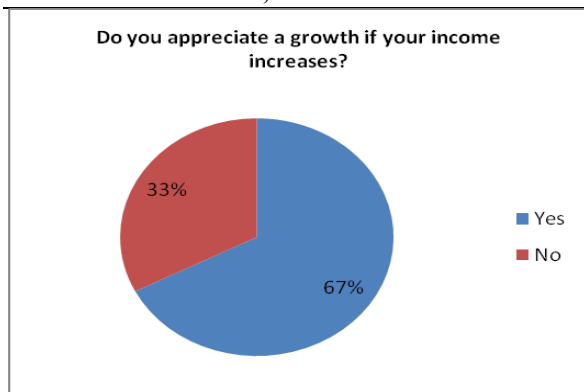


Fig. 8. Price-income cross

Also, most responded that a possible increase in income would prefer red wine to buy better quality, as opposed to the 11.5% that would consume more red wine. There is also an intermediate category option that both the quality and the quantity.

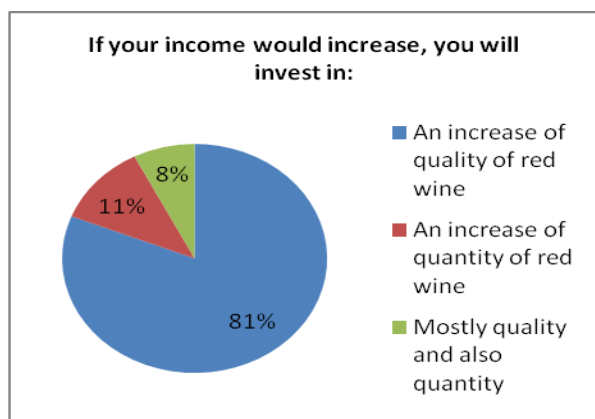


Fig. 9. Invest preference for a higher income

The place where you frequently purchase red wine is mainly supermarket or hypermarket in 89%, followed by 5% boutiques and specialist shops then 3.5%.

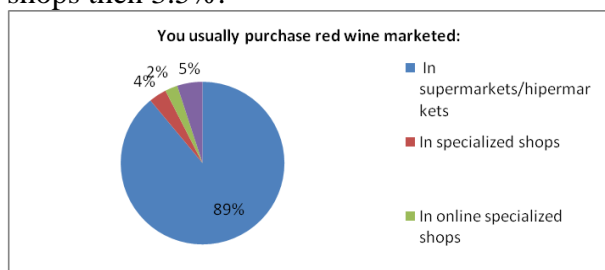


Fig. 10. Purchase place where red wine is marketed

Regarding the supply of local red wines, most of respectively 89.5% believe in supermarkets /hypermarkets offers a wide range of products.

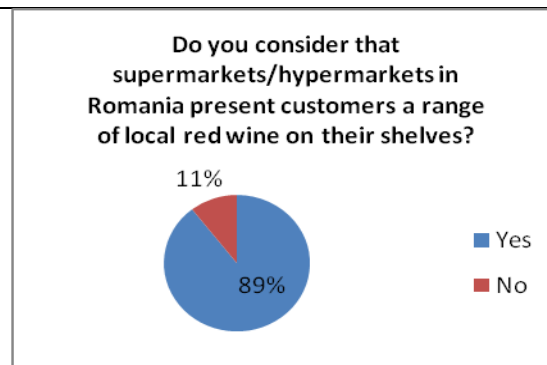


Fig. 11. Range of red wines

Regarding the promotion of marketing strategies and online trading, 72% of respondents were reluctant to this phenomenon, opting for a negative response aimed at knowing how storage products. This demonstrates that most conservative and prefer to buy food from places where they are already known and tangible.

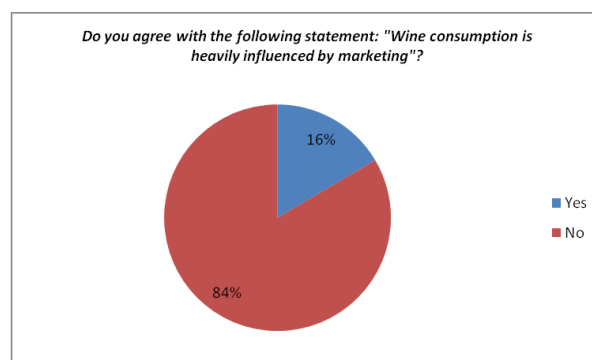


Fig. 12. The marketing influence

Regarding the opinion about how marketing is to influence consumer buying wine, 83% believe that there is such influence, while 16.5% agreed with the statement "Wine consumption is heavily influenced by marketing".

To the question about the impact it might have on marketing wine consumption growth, the highest frequency was for "No", 71%, or 142 people.

Answers to the question of diagram nr. 4.20 shows that increasing the consumption of red wine in certain periods of the year due to a simple habit of consumption as 53% said so, while only 36.5% believe it allocates a larger grocery budget which part is for and purchase wine.

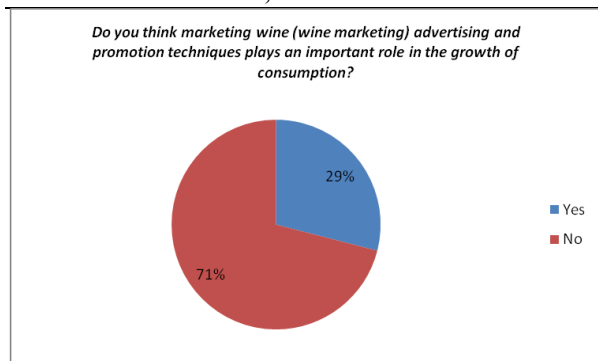


Fig. 13. Red wine consumption growth

For those surveyed, tasting sessions held regularly not contribute to increased consumption of red wine as the frequency of responses to this question is 107 people out of 200 who responded negatively.

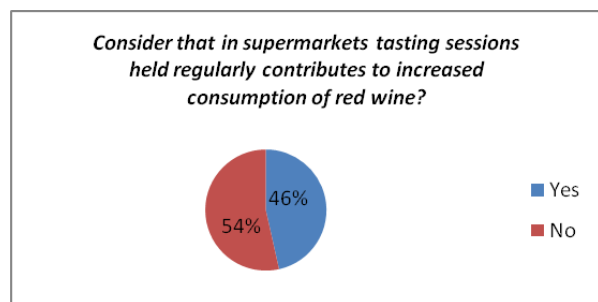


Fig. 14. Wine tasting sessions

Regarding respondents available to consume more red wine during meals, 51.5% believe that would do this if they have a daily menu rich, followed at a rate of 39.5% for those who want more time for meals.

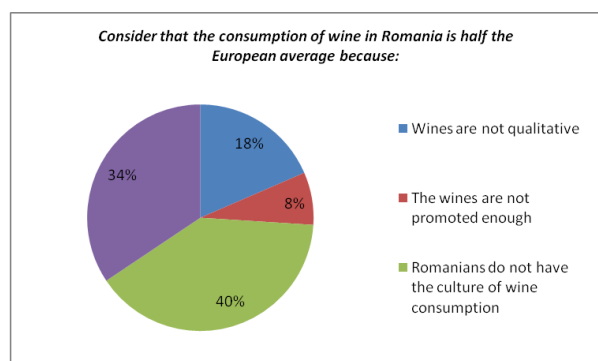


Fig. 15. European consumption vs. local one

Opinion of those who responded to the questionnaire about the low level of wine consumption in Romania to the European average showed a 53% response by choosing "Romanians have money to eat constantly coming", followed by those who think

"Romanians do not have the culture of wine consumption." Thus, we can say that the main causes of low consumption: lack of financial resources and lack or loss of consumer tradition.

Considering a marketing strategy, promotion red wines awarded among ordinary consumers, this paper aims to identify whether this instrument could influence consumption to increase. This question more than 80% of respondents stated that this strategy has no impact because Romanian consumers are receptive to these messages.

Following the analysis performed, we can say that marketing has an important role in increasing the consumption of wine, but red wine segment consumers are more reluctant, and strategies must be adopted so as not to be aggressive because the result can be rejection of consumer.

The research was useful to discover whether lack of financial resources or marketing strategies inhomogeneous low consumption causes a wine, finding that the problem still persists revenue budget allocated a percentage distribution of food and wine to purchase.

Also surprising was the attitude of the respondents vis-à-vis the wine as a food or alcoholic beverage, the proportion of over 85% consider wine an alcoholic beverage, which means that a useful tool for increasing consumption is thought to overthrow the balance those interested in sizing consumption.

## CONCLUSIONS

Reality Romanian wine sector can now define succinctly by: vineyards and nurseries 1.45% of the total agricultural area, average annual per capita consumption of 21.1 liters [8], equivalent to 50% of the EU average activity dynamic market disputed between four main actors Murfatlar Jidvei Cotnari Vincon whose turnovers are in the same position for years, low yields and producers exploiting natural capital by foreign funds.

In this landscape, the activities of production and consumption, apparently the results are measured around a market of 350-400 million,

according to the experts, but the average consumer still reject assimilation as a food wine, not as an alcoholic beverage, as the French paradox, being only an abstract notion. Although Romania is still in the top ten of the world of wine, the analyzes tend to believe that only a small segment into participating in this ranking, and risk of foreign origin have consumed products is very high. I noticed also that there is a mismatch of data provided by institutions in the area that sometimes delayed consistency.

Regarding marketing and the effects it creates, it seems to point in Romania, it is only an illusion and can not quantify the contribution that has consumption growth equation.

Therefore, we believe that the results will be visible when winemarketingului will focus on correlation with a healthy diet, when the economic and regulatory environment will restrict promote non-values, you will develop strategies to educate the moderate consumption and beneficial.

We believe that this paper has achieved its goal, demonstrating on a scale that marketing tools are free of materiality as long as the socio-economic context did not permit them than sequentially, and where wine consumption is needed such scaffolding as far "Consumers are more brand loyal than price" [9].

In conclusion, to ensure premises domestic wine consumption growth, both at home and abroad, we need strategies to obtain a quality wine and producer repromovare Romania as the "new world".

Limits of work that have hampered the research was the lack of updating data for 2012, the delay in returning questionnaires or loss, and lack of interest of respondents in answering.

## ACKNOWLEDGEMENTS

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