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Marketing

MSc, 4. semester

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DEFINING THE TARGET GROUPS OF THE WINES OF THE SZEKSZÁRD WINE REGION BY THE BASIS OF BRAND AWARENESS AND PACKAGING

I consider the topic I have chosen to be important because the interest in wine has grown significantly in recent years and decades. We are living in the heyday of the relationship between wine and culture, which has led to an increase in the number of consumers of quality wine. As a result, there will be an increasing demand for a marketing approach, knowledge and application of marketing tools and methods. Participating in wine tastings in Szekszárd piqued my curiosity about the topic and I believe that I can utilize my previous studies in researching the field of wine marketing. The purpose of my research is to determine the target group of wines from the studied wine region based on brand awareness and packaging. In addition, I consider it important to explore the tools used by wineries to reach their target group, the factors that influence the consumer, the influence of the product's maker and packaging on purchasing decision-making. Among the market research methods, I chose quantitative and qualitative research methods, including in-depth interviews and questionnaire surveys. I used Google's questionnaire survey program for the quantitative research method. Using this method, I obtained the amount of data needed to process the statistics and completed the query. The questionnaire was filled out by 214 people, of whom 111 were women and 103 were men according to gender. In the case of the qualitative research method, I conducted in-depth interviews with eight winemakers from Szekszárd, who have a significant reputation and professional experience in the region. I analyzed and compared the results of the questionnaire and the in-depth interviews. Research has revealed that wineries use social media, professional journals and participate in wine promotion events as communication tools. It turned out that the recognition, quality and packaging of the wine brand play a big role in the customer's wine selection process. Furthermore, the study shows that there is a high demand for quality wines, and the Szekszárd winemakers emphasize the production of quality wines instead of a quantitative approach, thus adapting to market needs. The growing popularity of wine marketing helps a lot in how we can use our opportunities in the best and most efficient way possible and reach the desired target group.
