OTDK–dolgozat

2023

SZÉCHENYI ISTVÁN EGYETEM

KAUTZ GYULA GAZDASÁGTUDOMÁNYI KAR

A SZEKSZÁRDI BORVIDÉKI BOROK CÉLCSOPORTJÁNAK MEGHATÁROZÁSA A MÁRKAISMERTSÉG ÉS A CSOMAGOLÁS ALAPJÁN

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

Fekete Kincső

Konzulens: Dr. Happ Éva

Kézirat lezárásának dátuma: 2022.06.17.

TABLE OF CONTENT

INTRODUCTION ... **1**
1. DESCRIPTION OF RESEARCH QUESTIONS ... **2**
2. LITERATURE REVIEW ... **2**
2.1. CONSUMER MARKET ... *2*
2.2. CONSUMER BEHAVIOUR ... *3*
2.3. MOTIVATION ... *4*
2.3.1. PURCHASING MOTIVATION ... *4*
2.4. PRODUCT POLICY ... *6*
2.4.1. PRODUCT EXPERIENCE ... 6
2.5. MARKETING COMMUNICATION ... *7*
2.5.1. PROMOTION ... 8
2.5.1.1. BRANDING ... 8
2.5.1.2. **WINE BRANDING** ... 9
2.6. THE WINE ... *10*
2.6.1. WINE IN HUNGARY ... 11
2.6.1.1. **SZEKSZÁRD WINE REGION** ... 13
2.6.1.2. WINE CONSUMPTION ... 13
2.7. WINEMARKETING ... *15*
2.7.1. WINE MARKETING LEVELS ... 16
2.7.2. MARKETING MIX ... 16
2.7.3. **DETERMINING THE PRICE OF WINE** ... 17
2.7.4. SALES OF WINE ... 18
2.7.5. PACKAGING ... 18
2.7.5.1. **THE SZEKSZÁRD BOTTLE** ... 20
2.7.6. MARKING OF PRODUCTS ... 21
3. PRIMARY RESEARCH ... **21**
3.1. RESULTS OF THE QUANTITATIVE RESEARCH METHOD ... *22*
3.2. RESULTS OF THE QUALITATIVE RESEARCH METHOD ... *24*
3.2.1. PRICES OF WINES ... 24
3.2.2. SALES OF WINES ... 24
3.2.3. TARGET GROUP OF WINES ... 25
3.2.4. PRODUCT = WINE ... 25
3.2.5. COMMUNICATION OF WINES ... 26
3.2.6. DESIGN OF WINES ... 26
3.2.7. SUMMARY OF QUALITATIVE RESEARCH ... 27
3.3. FURTHER RESULTS OF THE RESEARCH ... *27*
3.3.1. CONCLUSIONS AND LIMITATIONS OF THE HYPOTHESIS ... 30
3.4. RESULTS OF THE RESEARCH QUESTIONS ... *30*
3.5. DEFINING THE TARGET GROUPS OF SELECTED WINES ... *33*
3.5.1. BUYER PERSONA OF WINERIES ... 35
3.6. SUMMARY OF PRIMARY RESEARCH ... *36*
SUMMARY ... **36**
BIBLIOGRAPHY ... **38**
APPENDICES ... **41**

"Life is like a bottle of intoxicating wine. Some are content to read the label on the bottle. Others taste what's in the bottle."

Anthony de Mello

INTRODUCTION

Wine has been known for thousands of years as a drink, a delight, a medicinal substance and plays a significant role in Hungarian culture and gastronomy. In addition to the traditional value of wine, it plays a prominent role in tourism and international promotion of the country. It is characterized by viticulture, winemaking and consumer culture dating back thousands of years, while still experiencing a renaissance. Nothing better illustrates the importance of wine, as the production and distribution of quality wine is now regulated by law in many countries around the world.

Interest in wine has grown significantly in recent years and decades. We are living in the heyday of the relationship between wine and culture today, which has led to an increase in the number of demanding consumers. As a result, there will be an increasing need for a marketing approach, knowledge and application of modern marketing tools and methods.

I started to get interested in the field of Wine Marketing, as I completed my bachelor's degree in Tourism and Hospitality and gained practical experience in the field of hospitality. I think I can use my current and previous studies in researching the topic of Wine Marketing.

Participating in the wine tastings in Szekszárd aroused my curiosity about the topic. I am looking for answers to questions such as: how can we determine the target group of the winery? What type of tools they use to reach their target audience? What type of factors influences the consumer in their purchasing decisions? How much do the packaging of the products and the reputation of the winery influence the customer's decision?

Regarding the structure of the study, the first step was the secondary research. Relevant literature on the topic is presented. The consumer market, consumer behavior, the importance of buying motivation is described. Then the product policy and after the wine will be described, including the consumption of wine and the situation of wine in Hungary. Finally, wine marketing, marketing mix, sales, and packaging are described in separate subsections to serve as a basis for the research presented later.

I chose the depth interview and the questionnaire survey as the method of my primary research. I am conducting a depth interview with eight winemakers in Szekszárd who have

significant reputation and professional experience in the region. The questionnaire survey was completed by 214 persons.

1. DESCRIPTION OF RESEARCH QUESTIONS

The aim of my present research is to define the target groups of the Wines of the Szekszárd Wine Region in terms of brand awareness, packaging and design. Based on the literature presented above and my own impressions and thoughts, I determined the following research questions:

Q1: What type of tools the wineries use to reach their target audience?

Q2: What type of factors influences the consumer in their purchasing decisions?

Q3: How much do the packaging of the products influence the customer's decision?

Q4: How much do the reputation of the winery influence the customer's decision?

2. LITERATURE REVIEW

2.1. CONSUMER MARKET

Consumer market consists of companies that sell mass products and services (such as toothpaste, soaps, television sets, airline tickets, and so on) for personal use by individuals and families (Kapoor, 2017).

The consumer market can be grouped according to four aspects: territorial, demographic, socio-economic and behavioral.

Territorial segmentation: the market is divided into parts considering the economic, cultural and consumption differences between the individual countries, larger regions and types of housing.

Demographic variables group the population based on differences in age, gender, and family type. Gender grouping is simple: there are products and services that are bought by women and others by men.

Among the socio-economic criteria, differences in occupation, education, and income are taken into account to perform segmentation. The difference in income directly determines the structure of consumption in each household. Social status is mandatory: the use of certain brands indicates belonging to a privileged caste. The groups consuming the prestige product and the casual items can be well distinguished. Education has an impact on lifestyle, cultural consumption, leisure activities, so it is an appropriate segmentation variable.

In the case of group formation according to behavioral variables, product use, product benefits and the personality traits of the consumer can be the group formation factors. Product usage segmentation can be performed for all products and market types. It shows how often customers buy (use) our products. We can distinguish consumers, who can be small, medium and large consumers based on the frequency of use; non-consumers, who can be further divided into two groups: potential buyers and certainly non-consumers (Kiss, 2014).

2.2. CONSUMER BEHAVIOUR

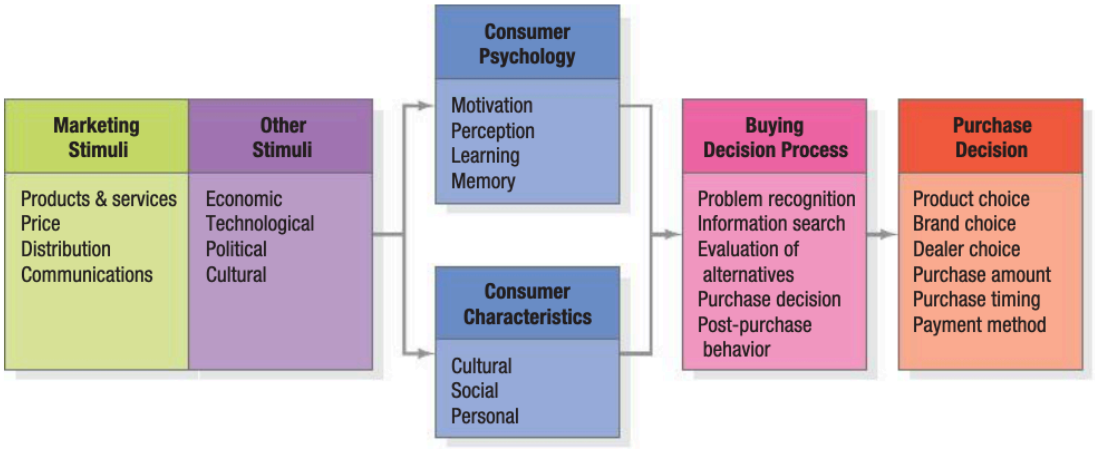
According to Katalin Bohnné Keleti, consumer behavior is the set of behaviors that a consumer behaves when selecting and purchasing a product or service (Bohnné, 2013).

In the case of consumer behavior, the customer purchases or consumes the product and discards or uses certain services. Consumer behavior is about what drives people to buy, why and how they use the product. Consumer behavior is very complex and influenced by many factors. Consumer decisions are also greatly influenced by individual characteristics, which can be important when making a purchase. Among the characteristics, cultural, social, personal, and psychological characteristics are particularly important (Hofmeister-Tóth, 2017).

Consumer behavior is illustrated extremely well in Figure 1. The decision-making process and customer decision are greatly influenced by marketing, environmental stimuli, and psychological processes. It is important to understand what is going on in the customer's mind between the arrival of stimuli and the final purchase decision. Consumer reactions are defined by four psychological processes (motivation, perception, learning, and memory) (Kotler-Keller, 2012).

FIGURE 1

MODEL OF CONSUMER'S BEHAVIOUR



Source: Kotler – Keller (2012), p. 161.

The model of consumer behavior is also called 7O based on English abbreviations. Companies need to answer these questions. The model of consumer behavior answers the following questions (for a given product or service):

- Who are our customers? (**Occupants**)
- What is the product they are buying? (**Objects**)
- What motivates them to buy, what is important to them in the product? (**Objectives**)
- Who are the participants in the purchase? (**Organizations**)
- How is the purchase done? (**Operations**)
- When does the purchase made? (**Occasions**)
- Where are they purchasing? (**Outlets**) (Törőcsik, 2016)

2.3. MOTIVATION

2.3.1. PURCHASING MOTIVATION

Motivation is a significant influence on both problem recognition (the first stage of the purchasing process) and learning and perception. Motivation is an internal state that moves people's actions toward meeting specific goals (Bauer-Berács-Kenesei, 2016).

We must also consider that the consumer may have several needs at the same time. Some of them are biological (hunger, thirst, fatigue), some are psychological (need for recognition, esteem). Need only becomes motivated when it reaches a level of strength that drives us to act.

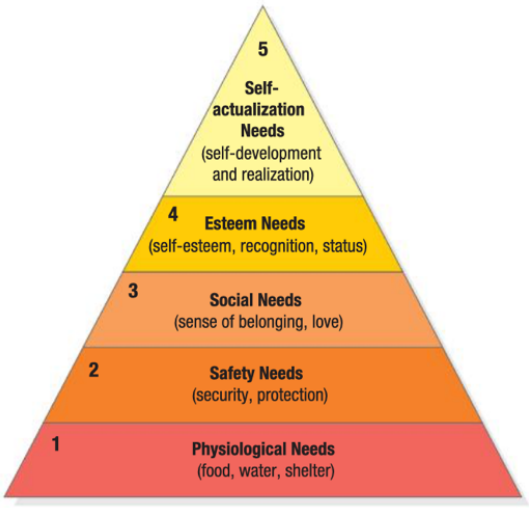
The theories of Sigmund Freud, Abraham Maslow, and Frederick Herzberg are the most popular in relation to the theory of human motivation.

According to Sigmund Freud's theory, the individual is not fully aware of their own motivations and the psychological forces that influence their behavior are mostly unconscious. Thanks to a certain laddering technique, an individual's motivations can be explored.

According to psychologist Abraham Maslow, human needs can be ranked hierarchically from most intense to weakest. In the needs hierarchy, Maslow perfectly depicts human needs, which can be seen in Figure 2. These are physiological, safety, social, esteem, and self-actualization needs. First, the most important need at the lowest level must be partially met to address the subsequent higher needs (Kotler-Keller, 2012). These requirements, however, do not have to be totally met. It is a universal paradox that the more we have, the lower the proportion of satisfaction, which is required for higher needs to emerge (Anderson, 1998)

FIGURE 2

MASLOW'S HIERARCHY OF 5 NEEDS



Source: Kotler-Keller. (2012), p. 161.

Frederick Herzberg's two-factor theory distinguishes between factors that cause dissatisfaction and satisfaction. Herzberg argues that a motivating factor for shopping motivation is needed, even if the factors that generate dissatisfaction are not present. The service provider must make every effort to provide satisfaction factors instead of dissatisfaction factors, as these will lead the consumer to make a purchase (Kotler-Keller, 2012).

2.4. PRODUCT POLICY

Product policy as a marketing tool is also called the “heart of marketing”. It includes all the product strategy tools that play a decisive role in the development of consumer value judgment and customer behavior related to the product (Gaál-Párdányi, 2006).

A company operating in a competitive market can only be successful if its “product” represents value to customers. In the context of value creation, we can also say that product policy is the corporate function that directly manages value creation. The company's product policy decisions can be interpreted on three levels: individual products, product families, product mix (Rekettye-Törőcsik-Hetesi, 2016).

The market is always different, consumer demands are constantly changing. Companies adapt to the needs and tastes of their customers. The company's product policy is the market-driven design, development, and management of the product range. There are three levels of product policy: product range, product families and individual product levels. All the company’s products and services marketed are product ranges or product offerings. A group of products manufactured by the company includes products that require the same marketing methods, warehousing techniques, or are manufactured with similar technology, or are intended for the same customer base. The product line is a group of closely related products. Each product line is usually managed by a product manager. He tracks all tasks for the product group from market entry to exit (Kiss, 2014).

2.4.1. PRODUCT EXPERIENCE

Product experience means the subjective experience of a given product in its interaction with it, its unique psychic experience and special awareness, the totality of all these evoked psychic effects (Schifferstein – Hekkert 2008).

The product experience thus implicitly includes usability, but it is a much broader concept. According to Robert Rubinoff (2004), the four most important components of a product experience are branding, usability, functionality, and content of product functions. These ingredients, not individually, can only provide a positive product experience together (Becker-Hámornik-Péter-Izsó-Lógó, 2016).

Aesthetic pleasure, attribution of meaning, and emotional response are the three components or levels of product experience that we differentiate. As a result, we define product experience as "the entire set of affects elicited by the interaction between a user and a product, including the degree to which all of our senses are gratified (aesthetic experience), the meanings

we assign to the product (experience of meaning), and the feelings and emotions elicited (emotional experience)."

We consider a product's ability to delight one or more of our sensory modalities on an aesthetic level. A product can be eye catching, good to the ear, nice to the touch, and even pleasant to the nose.

Cognition plays a major role at the level of meaning. We can perceive metaphors, ascribe personality or other expressive traits, and assess the personal or symbolic importance of items via cognitive processes such as interpretation, memory recall, and connections.

At the emotional level, we're talking about the types of affective phenomena that are commonly discussed in emotion psychology and in ordinary conversation about emotions, such as love and hate, fear and want, pride and despair, and so on.

Pleasant emotions attract us to things that are (or promise to be) beneficial, whereas unpleasant emotions repel us from those that are (or promise to be) harmful (Desmet -Hekkert, 2007).

2.5. MARKETING COMMUNICATION

Marketing communication is defined as the source and recipient sharing of information, concepts, and meanings about the products, services, and organizations that offer them (Kayode, 2014)

Communication is an essential part of what the company does, and it affects every aspect of its activities. In a broad sense, communication encompasses all aspects of the marketing mix, as well as all commercial activities (Delozier, 1976)

The company's communication activities and marketing communication have an impact on consumer reactions, creating brand awareness and a positive brand image. The more the thought structures are made up of associations that are unique, positive, and closely related to the brand, the stronger the brand according to the concept of consumer brand value.

The role of communication is essential in creating the desired brand knowledge, brand-related thought structures. According to the model, the knowledge related to the created brand is important, not how it was created (Horváth-Bauer, 2016)

Advertising, sales promotion, personal selling, public relations, and direct marketing are the five traditional marketing communication disciplines or methods (Fill-Jamieson, 2014).

2.5.1. PROMOTION

Promote is a part of the promotion mix in marketing activities, as well as a marketing approach used by a company to enter or keep clients. (Berjani - Strufe 2011).

Sales promotion refers to a variety of marketing methods that are frequently used tactically to add value to a product or service with the goal of increasing sales and gathering marketing data.

Sales promotion, like advertising, is a non-personal type of communication, but it has the advantage of being able to target smaller audiences. It is manageable, and while it must be paid for, the associated expenses might be significantly cheaper than those of advertising (Fill-Jamieson, 2014)

SP wants to encourage members of the target market segment to buy something, but it does not provide a reason for this like advertising but uses a tool of psychological motivation. However, this urge is usually not long-term, but is aimed at achieving an immediate effect, such as trying it out or making an unplanned purchase. Purchasing incentives are mostly used to encourage trial and repurchase, increase consumption, and reach special market segments (Rekettye-Törőcsik-Hetesi, 2016).

Retailer, trade, and consumer sales campaigns are all developed for distinct reasons and target groups. Retailer promotions are sales incentives issued by retailers to customers to boost sales of a specific item, category, or business. Trade promotions are presented to channel distribution members with the goal of encouraging them to offer promotions to consumers (retailer promotions) or the channel member's customers. Manufacturers send consumer promotions directly to consumers to entice them to make a purchase soon after receiving the consumer promotion (Blattberg - Briesch, 2010).

2.5.1.1. BRANDING

A brand is more than just a product's name; it encompasses a wide range of physical, socio-psychological, and psychological characteristics and attitudes (Simões & Didd, 2001: 217). Today, most products are marketed under the brand name. A brand is a mark used to identify a company or product. The brand helps the consumer to find out, shortens the buying process, reduces the perceived risk, because for the brand-loyal consumer, the brand name reveals the origin of the goods, guarantees the usual and expected quality.

Branding benefits both the manufacturer and the retailer, as it simplifies administration, processing orders, and in addition to short-term benefits, successful branding is a long-term investment that promises the company future revenue and market success.

Through the consumption of the product and the advertising, a brand image is formed in the customers, which remains lasting if they receive the expected quality and service again during their purchases. The image of the brand in actual and potential consumers is the brand image. This image is not necessarily the same as what the company wants. The company wants to elicit a positive attitude towards consumers about its own activities and brands. The positive image that the company conveys towards the market is its brand image. If the image radiated by the company coincides with the customer's experience, brand loyalty develops, which adds value to the company as it achieves higher turnover and higher profits than selling unbranded products.

Brand power reflects the subjective impact of a brand on consumers. Brand equity: "wealth" associated with the brand name and symbols, which represents value to the company and the market.

The customer groups formed since consumer loyalty are the following:

Brand loyal: These buyers are strongly attached to the brand, choosing the same when repurchasing. They are the most loyal customers, with a strong commitment to the brand.

Brand switcher: They are the so-called. repertoire buyers who consider two (or more) brands to be interchangeable and therefore buy alternately. This is the behavior of more and more customers in today's market.

Brand leaver: They buy a new brand instead of their usual brand. It is worth investigating the reasons for leaving to identify the weaknesses of the brand and correct them.

Discursive: Buyers who don't stick to either brand. They are often low-income people who are looking for and buying discounted products (Kiss, 2014).

Brands represent value and strength in the marketplace. The brand's intellectual value is expressed in the extent to which they are recognized in the market, the more they perceive quality.

The consumer's attachment to a particular brand is brand loyalty, which is expressed in the fact that he insists on the product and is willing to incur additional expenses (pay a higher price, purchase from farther distance) (Hajdú, 2004).

2.5.1.2. WINE BRANDING

Wine branding is a set of complex marketing strategies aimed at selling wine as a 'brand' — a product marketed more for its unique name and image than for its inherent quality (Breno, 2016)

In the case of wine, the brand also has the role of grouping similar or related wines into a group, as well as the geographical indication and the variety. The variety and the geographical indication may be strengthened and integrated by the brand.

A winery is a brand: The strategy of smaller wineries is to build the brand with the name of the winery and list all the wines here without any other branding. It is also known initially that the winemaker's name is used as a brand (e.g. Bodri, Mészáros, Gere, Vida)

A winery is a peer-to-peer brand: This brand strategy serves to separate each product group. There is no brand hierarchy here, brands are side by side. It is mostly realized in the case of champagnes (e.g. Törley, Gála).

A winery and brand hierarchy: In this case, an umbrella brand is formed, under which brands develop. We do not even find such a solution in the domestic market in the classic form (e.g. Australia - Constellation Brands Co.)

Associated brand and place of origin: Such brands were established in Tokaj, Hungary (e.g. Disznókő)

Merchant Brand: In many cases, the brand does not belong to the producer but to the merchant. This phenomenon is particularly common in imported wines (e.g. Tesco / Spar private label wine) (Hajdú, 2004).

2.6. THE WINE

Wine is an alcoholic beverage made from grapes, fruit, or honey. The word is of Turkish origin and means greyish-white. People have known wine for about 6,000 years (Kiss, 2012) The quality of wine is basically determined by four factors: 1. the grape variety, 2. the climate, the soil, and the location, 3. the expertise of the grape grower and the winemaker (the way the grapes are cultivated) and 4. the vintage. The combined effect of all this determines the quality of the wine (Boros, 2003).

Wine is a complex, even enigmatic product. It is both a source of sustenance and a luxury item; it is associated with healthy living while in excess it can lead to death; it is both a status symbol and a 'peasant' drink; it has immense religious and cultural significance while also being associated with hedonistic and debauched behavior; it is both a fashion item, an experience, and a commodity; it is both a fashion item, an experience, and a commodity (Hall-Mitchell, 2008)

2.6.1. WINE IN HUNGARY

In Hungary, wine is always considered to be one of the defining elements of the Hungarian history, culture and economy (Kiss, 2012).

In Hungary, wine production and wine consumption have a significant tradition, wine accompanies Hungarian history and is an integral part of our culture and gastronomy. Hungarian winemaking is at the forefront of the world in both its expertise and the quality of its wines (Molnár, 2005).

Hungary provides 1.9% of world wine production. Although Hungary is one of the smallest wine-producing countries in the world, its importance is given by the high-quality wines that can be obtained from the high-quality grapes that can be produced or produced. Hungarian wine production rests on three pillars: on the one hand the traditions of our conquering ancestors, on the other hand the viticulture established and preserved by the Romans and on the third hand the knowledge and tastes brought to the country by Italian, French, German settlers and monks. At present, about 180–200 thousand families in Hungary are connected to winemaking in some form, the income and financial well-being of about 1.9 million people depend on viticulture (Molnár, 2007).

Hungarian viticulture and winemaking have pass many transformations in the history of Hungary (Gaál-Párdányi, 2006). Hungarians were engaged in grape production long before they settled in the Carpathian Basin. Anonymous mentions XII. In the chronicle of the 19th century, the Hungarians drank wine together with food in their "Scythian homeland". Some of our words from before the conquest (grapes, wine, filter, broom, cellar) prove that the Hungarians were already acquainted with viticulture at that time.

There are currently 7 wine regions and 22 wine regions in Hungary, with a total area of 83,500 ha (Könyves, 2015).

FIGURE 3

WINE REGIONS OF HUNGARY

1. Soproni	12. Tolnai
2. Etyek-Budai	13. Villányi (Villány-Siklósi)
3. Nagy-Somlói (Somlói)	14. Pécsi (Mecsekaljai)
4. Neszmélyi (Ászár-Neszmélyi)	15. Badacsonyi
5. Móri	16. Balaton-felvidéki (Balatonmelléki)
6. Pannonhalmai (Pannonhalma-Sokoróaljai)	17. Balatonfüredi-Csopaki
7. Bükki (Bükkaljai)	18. Balatonboglári (Dél-Balatoni)
8. Tokaji (Tokajhegyaljai)	19. Zalai (Zalai, Balatonmelléke)
9. Egri	20. Kunsági
10. Mátrai (Mátraaljai)	21. Hajós-Bajai
11. Szekszárdi	22. Csongrádi

Source: Máté. (2019), p. 19.

Based on the data of the Hegyközségek Nemzeti Tanácsa, 154 grape varieties are registered (www.hnt.hu), of which 102 are white wine grape varieties and 52 are red wine grape varieties. 70% of the vineyards have white grapes and 30% red grapes (Máté, 2019).

In Hungary, the varieties can be divided into the following groups based on their market introduction and market position:

- Traditional varieties (eg Kadarka, Ezerjó). Old varieties are known and introduced in domestic markets. Share: 15%
- Premium varieties (eg Chardonnay, Merlot, Sauvignon blanc, Cabernet Sauvignon). This variety group is currently achieving the greatest success in the domestic market as well. Share: 10% Furmint and Hárslevelű wines can also be classified here, together with the share of 25%
- International varieties (eg: Italian Riesling, Kékfrankos) Their market success lags behind the previous group. Share: 35%
- New varieties (eg Bianca, Zenit, Cserszegi spicy) Wine varieties bred and planted in the last 20-30 years. They do not make large quantities of wine for export. Share: 10% (Hajdú, 2004).

Hungary's wine production fluctuated between 3.2 million hectoliters on average between 2016 and 2020 (https://www.ksh.hu/stadat_files/mez/hu/mez0026.html). Hungary ranked 14th in wine production in the countries of the world, in 2018 (https://www.agrarszektor.hu/elemiszer/a-vilag-14-legnagyobb-bortermelo-nemzete-vagyunk.14139.html). The average wine consumption per capita was 5.3 liters in 2019 (https://agroforum.hu/agrarhirek/szolo-bor/nott-a-borfogyasztas-pedig-bezartak-az-ettermek/).

In terms of these data, Hungary is in the middle of Europe's wine consumption (Gaál-Párdányi, 2006).

2.6.1.1. SZEKSZÁRD WINE REGION

The Szekszárd wine region is located 150 kilometers south of Budapest, in the Szekszárd hills and in the north-eastern part of the Geresdi hills. The naming town of the wine region, Szekszárd, is also the center of the wine region. The area of the wine region has changed frequently over time. The wine here: history. Those who engage in winemaking in this ancient landscape today are the spiritual heirs of the traditions of at least two thousand years (Boros, 2003). The Szekszárd wine region is one of the oldest historical wine regions in Hungary, with a history of two thousand years. The traditions of viticulture can be traced back to Roman times (Könyves, 2015).

Szekszárd became an "international city of grapes and wine" in 1987, but it was only in the 1990s that it was able to show its true face. This wine region has given the audience excellent wines that few landscapes can boast of. The year 2002 brought Szekszárd the recognition it had been waiting for a long time: in Vinagora, one of the nine most prestigious wine competitions in the world, four of the eight Hungarian red wines won the gold medal here. The professional knowledge and commitment to quality that characterize the local winemakers has now made Szekszárd one of the best wine regions in the country. (Boros, 2003).

Around Szekszárd, deep-colored, full-bodied, velvety, spicy-flavored, high-quality red wines are more prevalent, but softer rosés and white wines are also popular. Besides Eger, only Szekszárd has the right to use the name Bikavér. It is characterized by mild winters, dry summers and lots of sunlight. In terms of soil, thick, windswept loess walls are typical (Könyves, 2015). Its area is approx. 2700 hectares. Grape varieties, wines:

- White wine grapes (40%): Olaszrizling, Chardonnay, Rizlingszilváni, Zöld Veltelini, Tramini and Rajnai Rizling.
- Red wine grapes (60%): The typical variety of the landscape is Kadarka. The Szekszárd Bull Blood of ancient origin, which is made from 2-3 types of red wine. In addition, they cultivate: Kékfrankos, Merlot, Cabernet Franc, Zweigelt and Cabernet Sauvignon (Ambrus-Csoma-Somlósi, 2003).

2.6.1.2. WINE CONSUMPTION

Consumers of wine, beer and spirits are understandably different between each lifestyle and consumer group. Regular consumers are more likely to be wine consumers than beer and spirits

consumers. This indicates that wine is an everyday beverage. According to the demographic distribution of wine consumers, the largest wine consumer group is over 60, but young people are also very important, as they already like wine and will become the middle-class wine consumer group. According to education, the low and high graduates are the main wine drinkers, with a different culture of wine consumption. (Hajdú, 2004)

There are three important segments of consumers in Hungary: demanding consumers, those looking for average quality and consumers of cheap wine. Based on this, the following groups of wine consumers can be distinguished:

Consumers of quality wine:

The quality indicator is related to both the wine consumed and the consumer's attitudes towards wine. These types of people only consume quality, bottled wine cleanly, without mixing. Most of the members of the group are regular consumers with secondary and tertiary education. Proponents of cultured wine consumption. For them, wine is a pleasant drink that is part of the culture of society, a gastronomic delight.

Intellectual wine consumers:

The group includes graduates and university students. They usually choose bottled, quality wines. For them, wine is a drink that radiates harmony, provides gastronomic pleasure, is part of the culture and is also a relationship.

Elite consumers:

Elite consumers are all middle-class people except those with graduates. and a senior manager was classified. They are considered regular wine consumers and prefer bottled, quality wines. They are characterized by a higher-than-average taste and wine consumption. In the wine, they mainly try to discover the gastronomic pleasure and the power of shaping the culture.

Group of young people:

The group of young people covers the 15-29 age group. They mainly drink wine with their friends, rarely with meals. They especially like sweet wines. Their motivations include the cultural nature of wine consumption.

Consumers living in the village:

The proportion of people with tertiary education is lower. Among their motivations, stress relief and thirst quenching are highly characteristic, but the role of family tradition is also significant. They are less receptive to quality.

Non-wine consumers:

Most of those in the group are women. In most cases, they do not consume wine or do not like wine (Hajdú, 2004).

2.7. WINEMARKETING

Over the last 25 years, the Hungarian winery has shown that it is capable of rebuilding the sector, making it one of the most successful sectors within the agricultural economy. However, quality wine is no longer enough to reach the Hungarian wine market, and wine marketing and wine tourism are playing an increasingly important role (Máté, 2019).

According to Philip Kotler: "Wine marketing does not have a generally accepted definition, but why would it, as it is also marketing, with the difference that it is applied to a certain product that is nothing but wine. Wine, as a cultural product and as an alcoholic product, requires other means of sales and advertising, and the existence of wine marketing is evidenced primarily by a number of literature and regular journals. Secondly, wine as a food has played a crucial role in the development of marketing science. " (Mező, 2012).

Today's commercial activity is increasingly determined by the consumer. Products must be designed to suit his needs. This expectation makes the marketing-oriented wine marketing activity essential, without which no winery can be successfully on the market. Changed market conditions also place new demands on wine, winemakers and marketers. Marketing is one of the most important and independent sciences of our time, one of the fields of which is wine marketing. Wine marketing is a practical activity, an applied science, created from the connection of many specialties. In addition to theoretical marketing, viticulture and oenological technology, wine economics, market knowledge, sociology, advertising, etc. necessary for wine marketing to be well-structured and effective (Hajdú, 2004). In wine marketing, it is necessary to know the marketing methods, concepts and approaches, but in addition, the wine itself must be known as a product (Molnár, 2005).

The marketing of wines is quite complex. It consists of several elements, the relationship between which may vary from wine to wine or wine region to wine region.

The most important elements of product marketing are related to the name of the wine, three elements of which are known: designation of origin, geographical indication, variety, brand. In many cases, the local designation of origin was associated with the variety designation (eg Bikavér Szekszárd) (Hajdú, 2004).

We highlight four basic types of wine advertising: public (billboard, poster), media (TV, radio, newspaper, magazine, professional media), product-related advertising (catalog, brochure) and online appearance (website, online magazine, blog, social media) (Máté, 2019).

In Hungary, the importance of wine marketing is constantly growing. More and more producers and sellers are accepting the fact that the marketing approach and the use of marketing tools have become essential (Kiss, 2012).

Wine marketing is the marketing of a specialty product, wine and the associated wine region. It is a relatively young but dynamically evolving branch of marketing science. The marketing of wine broadly complies with the general rules of marketing, including the professional habits of food and beverages. The main difference from general product marketing (which is also typical of the marketing of certain foods) is that it is a particularly complex product, the quality of which is highly subjective, as is the taste of consumers.

Modern wine marketing is a complex activity, which means that it deals with:

- the product (specific wine, cellar, wine region),
- its general image (eg the role of wine in gastronomy, its effects on health),
- product availability (where to buy),
- its advantages (price advantages, presentation of special quality)
- the actuality of your choice (for an event, eg harvest, promotions)
- the producer (eg winemaker of the year, winner of an award) (Mező, 2012).

2.7.1. WINE MARKETING LEVELS

Wine marketing levels differ significantly in their tasks, goals and target groups. Ideally, these levels build on each other. There is not a single product on the market that has as much vertical marketing work as wine. The product itself is also very articulated, so the higher levels of marketing activities (regional, national) are strong, because there it is better to provide different wines with a common message.

- International level
- Regional level
- National level
- Wine region level
- Winery level
- Brand / Product level (Hajdú, 2004).

2.7.2. MARKETING MIX

Product: Wine as a product is an alcoholic beverage made from grapes, fruit, or honey. Wine with the protection of origin is nothing but a manifestation of culture, tradition and history.

Wine is an extended product, because the set of specific services and events related to the purchase is just as important as the wine itself.

Price: The price of a product or service. The market situation is mostly considered when setting prices. Prices should not be regulated centrally; a recommended price range may be specified. In the case of wines, we can talk about the consumption of prestige, which can have a significant price-increasing effect.

Place: The set of tools and methods that ensure that a product, in this case wine, is sold in the right way and channel. In this case, the role of wine-related services and events are significant. We can best reach consumers by appearing at supermarkets, specialty stores and wine tourism events.

Promotion: This element of the marketing mix includes sales promotion, which aims to convince potential customers to buy a given product. Another defining element of marketing communication is direct marketing. It is an interactive marketing system that aims to generate a measurable response and / or business anywhere using one or more advertising tools. The main channels of direct marketing are: personal sales, mail advertising, television, online marketing (Könyves, 2015).

2.7.3. DETERMINING THE PRICE OF WINE

Nowadays, more and more people hear that "A wine is worth as much as it can be sold." and "The good wine that can be sold and paid for." So, it can be a nice, award-winning wine producer if you don’t buy it or don’t have a quantity to sell behind it. Marketability is essential for the survival and retention of businesses. In addition to quantity, the price of the product is also a determining element in terms of marketability (Máté, 2019).

When determining the price of wine, the solvent demand of consumer segments must be considered, as the wine buyer is in a difficult position to choose between wine bottles that seem to reflect the same quality in larger food chains. Today, in a wine market featuring thousands of different products, you can buy wine at extremely high price differences per bottle. The determination of the price category of wine must be adjusted to the consumer segments looking for cheap wine, significantly considering the price and supporting the need for quality (Gaál-Párdányi, 2006).

When purchasing wine, the following product characteristics are important for consumers: e.g. brand, label, price, product experience and knowledge (Hofmeister, 2004).

2.7.4. SALES OF WINE

The distribution of wine in Hungary, access to wine in Hungary today is both easy (some wine is found almost everywhere) and difficult (but if we are looking for something specifically or want to satisfy our idea of buying some quality wine, we are already facing difficulties). The following wine sales channels can be distinguished: self-consumption, local consumption, small mixed grocery stores, medium-sized mixed grocery stores, discount store chains, hypermarkets and supermarkets, petrol stations, wine shops (vinotheques), e-shops, restaurants (HORECA) and wine cellars (Máté, 2019).

2.7.5. PACKAGING

Nowadays, "good wine also needs a company name", due to the growing competition, there is a need for a unique image, packaging, advertisements, on-line appearance, with which they can attract the attention of consumers. The developments in the wineries have covered not only the modernization of wine technology, but also packaging, ie bottling and labeling (Máté, 2019).

Today, the expansion of the supply, the intensification of competition, the first phenomena of globalization, and the development of packaging technology and logistics have given the role of packaging an independent role in product marketing. Packaging has become an important factor in product differentiation and marketing communication.

The appearance of wine, especially among "design fans", has a significant effect on purchasing behavior, on the subjective assessment of quality. In many cases, visual communication can also trigger trust in the customer (Gaál-Párdányi, 2006).

The packaging is always for the target consumer because different groups of consumers find different packaging to be tasty and beautiful. This may vary from country to country and may also depend on the social and consumer strata (Mező, 2012).

It is important that the packaging of the wine is consistent with the quality and price of the wine. While the packaging of a cheap wine should be simple and cheap, a more expensive wine should also reflect how different it is from their competitors. It has to be much more demanding and unique.

With excellent packaging of poor quality wine, can deceive the buyer once and can only succeed in short term. So we need to strive for both external and internal quality and their harmony. The extent to which consumers are influenced by appearance does not prove more than the fact that often the same wine tastes better in demanding than in simpler, cheaper packaging. Packaging and circumstance in many cases help to create a more solemn atmosphere.

Packaging is also a very thoughtful, planned process, as the customer encounters the packaging sooner than the product itself. On the other hand, when a consumer take off the wine from the shelf, after consuming the wine, it identifies the product itself with the given packaging, so the product exists in symbiosis with the packaging. In the mind of the buyer, then, the two become one.

What can be considered as part of the packaging: bottle, label and neckband, plug and cap, gift box.

Wine bottles have different shapes, sizes, capacities and colors depending on the wine region and wine type.

In addition to the dominant green hue of the bottle, a variety of colors has also emerged that can also be applied from a marketing standpoint. Apart from the color orgy of different fashion glasses, we basically distinguish five colors for wine bottles: white, light green, green, leaf green, brown. White, or transparent bottles, are mostly for wines that are expressive in color, but do not require long storage (strong light from the wine will damage the drink). The light green bottle is also used for some white wines. And any of the darker bottle colors (green, brown) can be applied anywhere, anytime, in fact, only the question of image is decisive.

The shape of the bottles is mostly noticed by women and young consumers. When giving a gift, the shape and exclusivity of the bottle play an important role. The shape of the bottle can be eye-catching.

In order to indicate the quality, origin and uniqueness of the wine, the cork is provided with an inscription, illustration and logo, which usually has a positive effect on the consumer's perception of the wine.

The label on the wine bottle and the information on it are essential for making consumer decisions. The road to the hearts and stomachs of shoppers is through the label! In the case of purchase, it provides primary information about the internal product characteristics, origin and quality characteristics of the wines, and in the case of an unknown customer, it helps to make them happy and willing. The label can carry individual or family tickets. Tradition or new consumer habits may play a role in shaping it. The importance of colors should also be considered when designing a label. Observations and surveys show that most women prefer warmer, louder colors and men prefer colder colors. Intellectuals prefer not-too-ostentatious, more neutral colors. For the elderly, pastel shades look appealing. Based on consumer needs, shades of green are typically used for white wines, red and black for red wines, and pink for rosé wines.

The font and typographical solution used on the label can also promote the favorable perception of wines (Mező, 2012).

Packaging also has a significant marketing function: “the silent seller”. The buyer buys with his/her eyes. High-quality packaging with the right information enhances the marketability of the product. The information on consumer packaging serves several purposes:

- allows the product and the manufacturer to be clearly identified,
- provides objective information about the product,
- inform the purchaser of the handling of the packaging,
- increases the desire to buy.

In addition, the basic function of the packaging is to protect the product:

- against mechanical stress (eg breakage during transport),
- from microbiological contaminants (eg the product in the bottle would not be consumed in the short term without proper sealing).

Colors also play a huge role as they draw the buyer’s attention to the goods. Each color creates different image distortions in the consumer. For example, the color black: concentric, static, solemn, elegant, mourning, while red: passionate, energetic, love, life, blood, danger. In many cases, the packaging of products intended for export is decorated with other colors. In different cultures, each color may have a different meaning. In addition, color contrast is very important. On a dark background, light letters make it easy to read (Hajdú, 2004).

2.7.5.1. THE SZEKSZÁRD BOTTLE

As a result of a three-year process, led by Zoltán Heimann and János Eszterbauer, a small team of local winemakers worked together to select the shape of the unique bottle that matches the image of the wine region, its appearance and the Hungarian glass factory capable of making it. Only Kadarkas, Kékfrankos and Bikavérek can be filled in the bottle bearing the name of the Szekszárd wine region. They also want to strengthen the unique character of the wine region with the bottle and the varieties that can be filled into it. The outbreak point of the wine region is seen in local grape varieties and wine types such as Kadarka, Kékfrankos and Bikavér, which are wines about elegance, fruitiness and spiciness. The burgundy bottle type was chosen for this style. However, they opted for a longer, more extravagant glass than the standard bottle, with the inscription Szekszárd running around and the coat of arms of the city on the outside.

The color of the 7.5 dl bottle is “uvag”, which is a special glass that absorbs ultraviolet rays, thus protecting the wine from UV rays. Only wines made by members of the Szekszárd Wine Guild, which are certified by a professional committee of winemakers for blind tasting, can be included in the bottle.

With this common image, the Szekszárd wine region can gain a lot in the domestic and international markets as well, as such a unified appearance makes Szekszárd wines easier to recognize for consumers. The Szekszárd initiative can also be a model for other Hungarian wine regions (Máté, 2019).

2.7.6. MARKING OF PRODUCTS

Product labeling has an important marketing function, influencing the customer's decisions because it conveys rational information, attracts attention, provides an aesthetic experience and is emotional. The label acts as an indirect indicator of quality for products already known to the consumer, as well as capturing the eye and attracting attention. The large selection on the market confuses the consumer, so they try to provide products with different markings to convince the consumer, such as: certification marks, geographical indications, brands, trademarks (Hajdú, 2004).

3. PRIMARY RESEARCH

First, I defined the questions and methods asked in the research, I selected the research sample, then evaluate and analyze the mathematical statistics obtained in this way. Finally, I summarize the gain results.

Among the market research methods, I chose the quantitative and qualitative research method.

For the quantitative research method I used the Google questionnaire survey program, which I did once (cross-sectional study). With this method, I obtained the amount of data needed to process the statistics and conducted the required number of queries. I did a convenience sampling; I shared the questionnaire with the relevant Facebook groups and my Facebook page among my friends. The questionnaire was completed by 214 people, of whom 111 were women and 103 men by gender.

In compiling the questions, I considered the factors that fundamentally determine shopping and wine consumption habits and its motivations in a total of 19 points. In this study, I mainly analyzed the mean and mode of the results with Microsoft Excel, from which I obtained the most information. I analyzed the hypothesis with SPSS version 26.

For the qualitative research method I conducted in-depth interviews with 8 winemakers in Szekszárd who have a significant reputation and professional experience in the region. I made the interviews locally in Szekszárd in the wineries. I choose this kind of a research method

because I think that I can experience the environment/mindset of the wineries better and get deep and wide information about them.

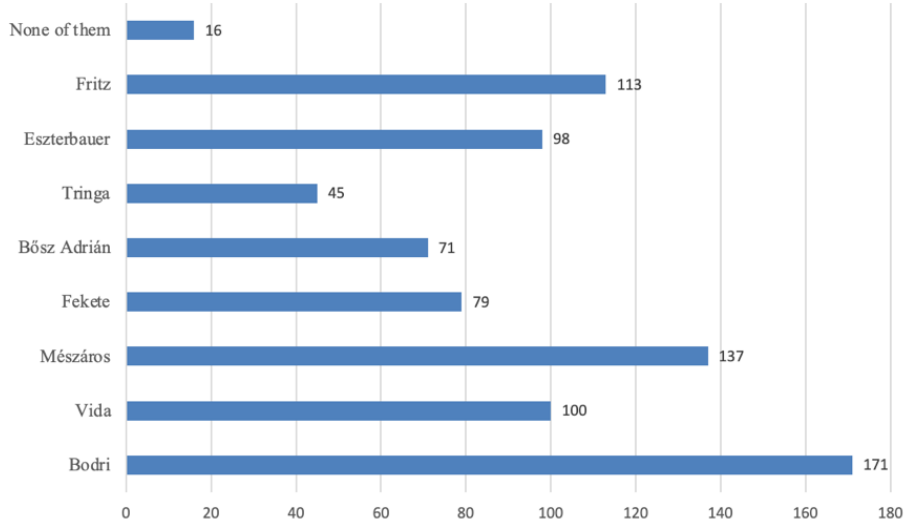
3.1. RESULTS OF THE QUANTITATIVE RESEARCH METHOD

The questionnaire was completed by 214 people. The respondents are mostly women, aged 41-60, with higher education and middle income, and regular wine consumers.

The size of the popularity of the examined wineries is illustrated in Figure 4. Several answers could be marked in connection with the question.

FIGURE 4

REPUTATION OF WINERIES



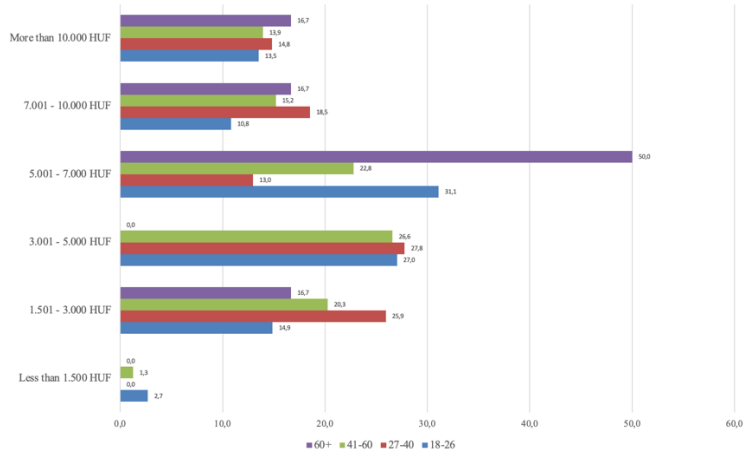
Source: own edit

Based on the unrepresentative sample, most people are familiar with Bodri, Mészáros and Fritz Wineries. This is followed by Vida and Eszterbauer Wineries. If we look at the table in Appendix 3, it could be obvious that the wineries mentioned above have the largest croplands and, as a result, can sell more wines. In addition, they use more marketing communication tools compared to their competitors, that is the reason why they are gaining more brand awareness.

Figure 5 shows the age distribution of respondents' willingness to spend for 1 bottle of wine.

FIGURE 5

WILLINGNESS TO SPEND FOR 1 BOTTLE OF WINE (%)



Source: own edit

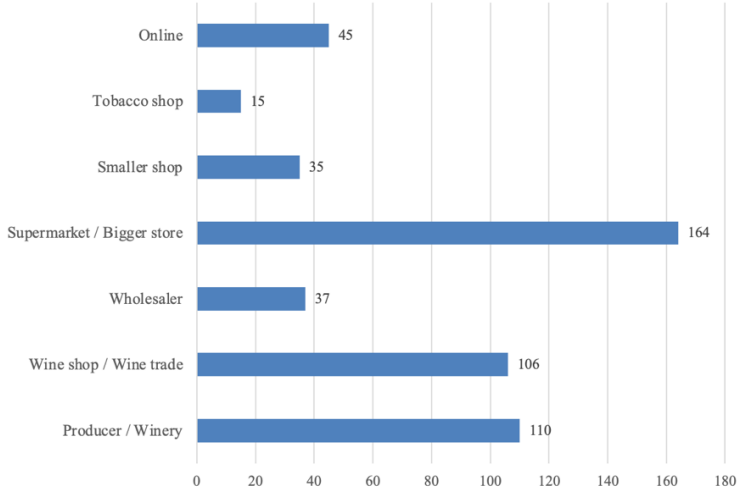
It is clear from the distribution of the percentages that the majority of respondents are willing to pay a maximum of HUF 1,501 to HUF 7,000 for a bottle of wine. A small proportion of respondents would spend just over HUF 7,000. There is an extraordinary difference in the case of the +60 age group in the HUF 5,000 - 7,000 HUF category. This suggests that although they no longer have that much income (pension), quality is important to them.

Overall, the table shows that quality is important for all age groups, as very few people have voted for cheaper wines.

Figure 6 shows the most popular places to buy wine. Several answers could be marked in connection with the question.

FIGURE 6

POPULAR WINE PURCHASING PLACES



Source: own edit

3.2. RESULTS OF THE QUALITATIVE RESEARCH METHOD

I chose the in-depth interview survey as the method of qualitative research. I conducted in-depth interviews with eight winemakers in Szekszárd who have a significant reputation and professional experience in the region. I conducted more depth interviews for usable results. I only asked the Wineries whose wines were included in the questionnaire, so I can compare the results of the qualitative and quantitative research. I made a summary table from the answers to the in-depth interviews (Appendix 3).

3.2.1. PRICES OF WINES

Overall, the wineries I interviewed have several categories of wine. The wines of the examined wineries range from an average of HUF 1,700 to HUF 22,000.

It is worth mentioning the Fritz and Bodri Wineries, which contribute significantly to the increase in the average price, as they charge HUF 55,000 for Fritz Papillon Merlot and HUF 72,000 for the Bodri Presidents' wine.

The minimum wine price of HUF 1,700 also shows that we are not talking about wines with a lower shelf. The most expensive wines of the examined wineries range from 4,500 to 72,000 HUF, which is a wide range of demand.

The price of wines depends on the grape variety, quantity and process. According to respondents, the most expensive wines from wineries are usually bought as gifts for bigger events.

3.2.2. SALES OF WINES

The examined wineries sell wines domestically online and offline - during wine tastings as well. Their wines can be found in many well-known restaurants and wine shops. Furthermore, they also sell their wines at events/occasions. Most winemakers already deliver their wines to store chains such as Lidl, Spar, Auchan and Metro. Also, some of them can be found at Budapest airport and gas stations. The number of in-store sales increased significantly due to Covid. Wineries that were not present before also started selling there.

Based on the table, we can observe that almost all wineries sell abroad. Half of the surveyed wineries already sell their wines outside the European Union. Most of them export to Hungary's neighboring countries, Germany and Poland within Europe. China, Switzerland and the USA are significant outside Europe.

Interestingly, most of the wineries do not change the label (or the label often has only one additional label in the language of the country of sale) except the Mészáros Winery, who

gives completely different packaging to the Chinese - a red, stronger and fancier label on a thicker bottle.

In terms of price, half of wineries offer their wines abroad at a higher price, maybe it's because people are willing to pay more money for a quality product. On the other hand, , higher prices may be due to customs duties, country-specific VAT, and higher shipping costs as well.

3.2.3. TARGET GROUP OF WINES

Perhaps the Winemakers who said that "different wines have different target groups" are right, as they have a very diverse wine offer. From cheap to expensive, from less good quality to premium quality wines.

It has already been stated in the first question that the examined Szekszárd Wineries try to reach several target groups, therefore they have wines in different price and quality categories, but their main target group includes the more demanding consumers with a more secure existence who value high quality. These consumers usually have a middle/ higher qualification and are members of the middle and upper classes.

It is worth to mention Fritz Winery, whose main target groups are men and women with higher education and above-average incomes. These people regularly consume wine and value outstanding quality.

Winemakers adapt to the needs of their target group, so they focus on quality instead of quantity production.

3.2.4. PRODUCT = WINE

Most winemakers say quality and / or uniqueness is their competitive advantage. In addition, some refer to good value for money and brand awareness.

However, I would like to highlight the Fritz and Eszterbauer Wineries. In the case of Fritz Winery, the harvest is done exclusively by hand, which is very rare in a winery of this size.

The special feature of Eszterbauer Winery is that the photos on the label come from the winemaker's family archive, depicting the "peasant-bourgeois" world of Szekszárd in the 19th and 20th centuries and show their great-grandparents and grandparents on their wine labels and each label has a small story.

The majority of respondents agree that customers mainly choose the product when choosing a product based on packaging, brand awareness and price. In addition, some mentioned the price, the wine region and the type of wine. Some have mentioned that perhaps women are even more affected by packaging/design than men.

János Eszterbauer mentioned the reason for the purchase as a factor, as the consumer buys it as a gift or for his/her own part.

3.2.5. COMMUNICATION OF WINES

The presence of social media (Facebook and Instagram) is also essential for wineries. In addition, all respondents participate in events to promote their product. In the field of wine, it is significant and even expected / prestige to appear in trade journals, as most winemakers admit.

We can observe that wineries with larger cropland areas place more emphasis on marketing. Google Ad, PPC, Influencer marketing, billboards and sometimes TV ads already appear here.

As we can observe in the table, wineries with a cropland of more than 20 hectares are already aware of marketing communication and work with a pre-determined marketing budget, which is almost inevitable for a winery of this size. This consciousness contributes greatly to increasing brand awareness, leading to an increase in sales.

According to the in-depth interviewees, appearing at Wine events is also extremely important. In many cases, people learn about lesser-known wineries there, and winemakers who already have brand awareness also increase their awareness and the commitment and loyalty of their existing customers.

3.2.6. DESIGN OF WINES

In addition to the mandatory information on the label, design has a huge role to play. The overriding motivation of most respondents when creating the label was to make nice, simple and pure. In addition, it is considered very important that the label be elegant and illustrate the quality of the wine. The label must illustrate the wine itself and it has to capture the consumers' eyes. The label is also of paramount importance because it is the first thing that the consumer sees. If somebody doesn't know the winery, maybe she/he would buy it because of the label.

I would like to highlight the Winery of Adrián Bősz and the Eszterbauer Winery, whose wines have special labels. Nature is at the heart of Adrián Bősz's style, while the Eszterbauer Winery has family photos what I have mentioned earlier.

The interviewed winemakers agree on that the logo, design and price play a very important role in the product selection process. Some have mentioned that perhaps women are even more affected by design than men.

3.2.7. SUMMARY OF QUALITATIVE RESEARCH

Overall, the results of the in-depth interview show that the wines of Szekszárd belong to the middle and upper categories in terms of quality and price

Most of the wines are also sold abroad, mostly in Europe, but some outside. Wines sold abroad with the same label and packaging, sometimes they label the bottle with one additional label in the language of the country.

However, the chosen wineries have several target groups, the main target group of them is the more demanding consumers with a more secure existence who value high quality.

The biggest competitive advantage of the interviewed winemakers is the quality and / or uniqueness.

According to the respondents, the buyers of Szekszárd wines mainly choose the product based on the packaging, brand awareness and price.

All the wineries use social media and trade journals as communication tools. They also take part in events to promote the winery.

Wineries with more than 20 hectares, they are already aware of marketing communications and work with a pre-defined marketing budget.

The overwhelming majority of the interviewees had the main motivation in creating the label to be beautiful and simple. In addition, it is considered very important that the label be elegant and illustrate the quality of the wine, as it plays a huge role in the selection process.

Szekszárd winemakers sell their products online and offline, mainly locally, through the webshop, in wine shops, restaurants and at events.

3.3. FURTHER RESULTS OF THE RESEARCH

The chapter examines other factors with cross-tabulation analysis, which numbers indicated in the table are based on the categorization in Annex 4.

TABLE 1

CHI-SQUARE TEST RESULTS: EDUCATION AND QUALITY IMPORTANCE

Chi-Square Tests: Education & Qaulity Importance			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	125.481[a]	24	0,000
Likelihood Ratio	28,458	24	0,241
Linear-by-Linear Association	13,486	1	0,000
N of Valid Cases	214		
a. 25 cells (71.4%) have expected count less than 5. The minimum expected count is .01.			

Analysis and interpretation of chi-square test cross tabulation was conducted with chi-square test to test the association/relationship between education (Categorial Variable: Primary… PhD and Quality Importance (Categorial 1 to 5)) N=214; The significance level was 0.000; which is less than 0.05. therefore, the null hypothesis is rejected and there's an association between the two variables.

As the results of the research show, there is a strong correlation between education and consumption of quality wine. The more important factor for people with higher education is the quality of wine.

TABLE 2

CHI-SQUARE TEST RESULTS: GENDER AND IMPORTANCE OF PACKAGING

Chi-Square Tests: Gender & Importance of Packaging			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	5.866[a]	4	0,209
Likelihood Ratio	5,937	4	0,204
Linear-by-Linear Association	3,484	1	0,062
N of Valid Cases	214		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.59.			

Analysis and interpretation of chi-square test cross tabulation was conducted with chi-square test to test the association/relationship between Gender (Categorial Variable: Males, Females and Packaging Importance (Categorial 1 to 5)) N=214; The significance level was 0.209; which

is more than 0.05; therefore, the null hypothesis is not rejected and there's no association between the two variables.

Based on the sample, there is no correlation between gender and the importance of wine packaging.

TABLE 3

CHI-SQUARE TEST RESULTS: INCOME AND IMPORTANCE OF KNOWN WINERIES

Chi-Square Tests: Income & Importance of Known Wineries			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	19.254[a]	16	0,256
Likelihood Ratio	17,094	16	0,380
Linear-by-Linear Association	3,971	1	0,046
N of Valid Cases	214		
a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is 1.01.			

Analysis and interpretation of chi-square test cross tabulation was conducted with chi-square test to test the association/relationship between Income (Categorial Variable: less than 100,000 HUF…more than 500,000 HUF and Known Wineries Importance (Categorial 1 to 5)) N=214; The significance level was 0.256; which is more than 0.05; therefore, the null hypothesis is not rejected and there's no association between the two variables.

Based on the non-representative sample, there is no correlation between income and the importance of known wineries.

TABLE 4

CHI-SQUARE TEST RESULTS: WINE CONSUMPTION FREQUENCY AND QUALITY IMPORTANCE

Chi-Square Tests: Wine Cosumption Frequcy & Quality Importance			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	29.694[a]	16	0,020
Likelihood Ratio	22,945	16	0,115
Linear-by-Linear Association	5,087	1	0,024
N of Valid Cases	214		
a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .04.			

Analysis and interpretation of chi-square test cross tabulation was conducted with chi-square test to test the association/relationship between Wine Consumption Frequency (Categorial Variable: not consuming…consuming daily and Quality Importance (Categorial 1 to 5))

N=214; The significance level was 0.020; which is less than 0.05; therefore, the null hypothesis is rejected and there's association between the two variables.

As the research shows, there is correlation between wine consumption frequency and the importance of quality.

3.3.1. CONCLUSIONS AND LIMITATIONS OF THE HYPOTHESIS

The research is not representative, in this case it is necessary to refine and test the hypothesis and use additional research methods (e.g., focus group interview, experiment) to get clear results. The study can yield very interesting and exciting results, so I suggest continuing with future research.

3.4. RESULTS OF THE RESEARCH QUESTIONS

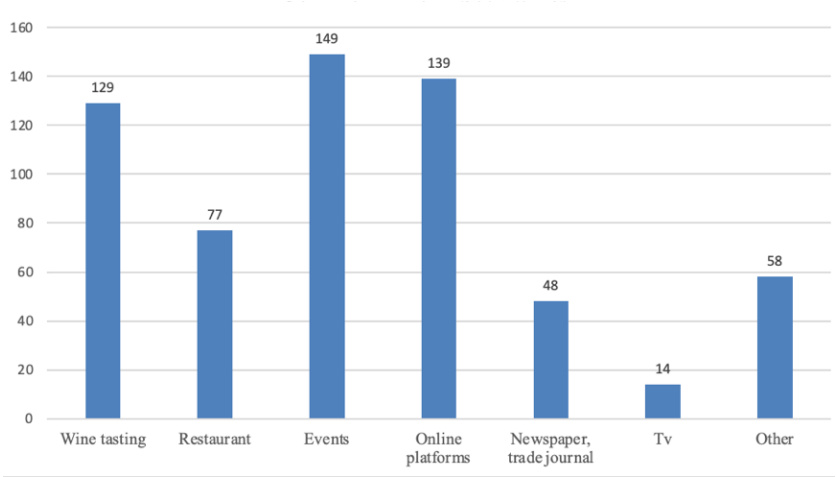
In this chapter, based on the primary research, the four research questions formulated in advance are examined.

Q1: What type of tools the wineries use to reach their target audience?

The size of the communication means used to obtain the information is shown in Figure 7.

FIGURE 7

COMMUNICATION TOOLS USE BY CONSUMERS TO GET INFORMATION ABOUT WINES



Source: own edit

The figure 7. is an excellent illustration of the fact that most respondents are informed about wines at events, online platforms and wine tastings.

The in-depth interviews also revealed that the surveyed winemakers use these communication channels as well. So, the two surveys also showed how important these channels are in increasing brand awareness.

From this we can conclude that personal encounter, perception (tasting) plays a very important role in the selection of wine.

Q2: What type of factors influences the consumer in their purchasing decisions?

Figures 8 and 9 show the factors influencing wine selection according to gender distribution. I asked the respondents to rate the significance of factors influencing purchases on a 5-point Likert scale.

FIGURE 8

WINE CHOOSING FACTORS (MODE)

Source: own edit

FIGURE 9

WINE CHOOSING FACTORS (MEAN)

Source: own edit

Based on the non-representative sample, it is obvious that the most important factor for respondents when buying a wine is the quality. Interestingly, most female respondents cited winery / brand (also) as an important factor. The type and price of grapes are also important factors for both genders.

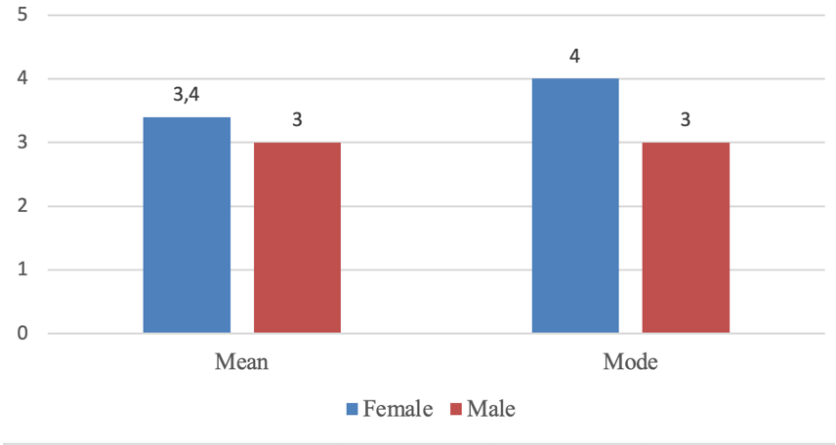
According to the in-depth interviewees, packaging, brand awareness and price are the most important influencing factors.

Q3: How much do the packaging of the products influence the customer's decision?

Figure 10 shows the willingness to buy of the purchase factor of wine packaging by gender. I asked respondents to rate on a 5-point Likert scale the extent to which they are influenced in their purchase by wine packaging.

FIGURE 10

PACKAGING AS A PURCHASING REASON



Source: own edit

In the figure, we can see that females are a little more willing to buy wine in terms of packaging.

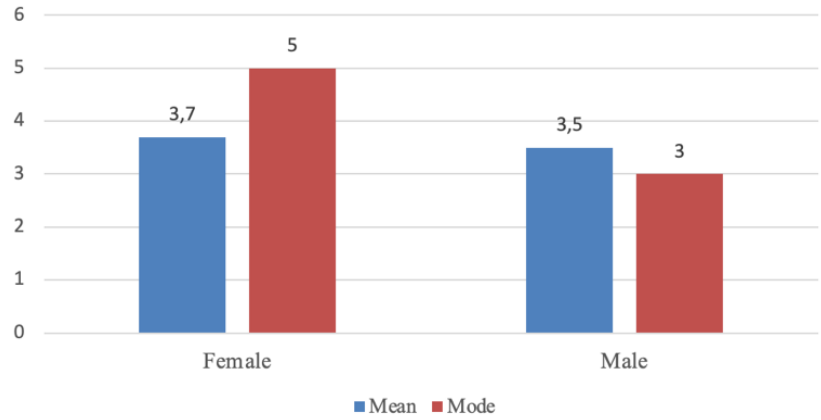
Some of the winemakers interviewed during the in-depth interview also believe that the packaging is more important for females than males.

Q4: How much do the reputation of the winery influence the customer's decision?

The effect of the "winery reputation" influence factor in the gender distribution can be seen in Figure 11. I asked respondents to rate on a 5-point Likert scale the extent to which they are influenced in their purchase by the winery reputation.

FIGURE 11

WINERY REPUTATION AS A PURCHASING FACTOR



Source: own edit

The results in the sample show that the brand matters more to women than to men, although it is important for both sexes.

As I mentioned earlier, it was also said in the in-depth interview that one of the main factors influencing purchasing is brand awareness.

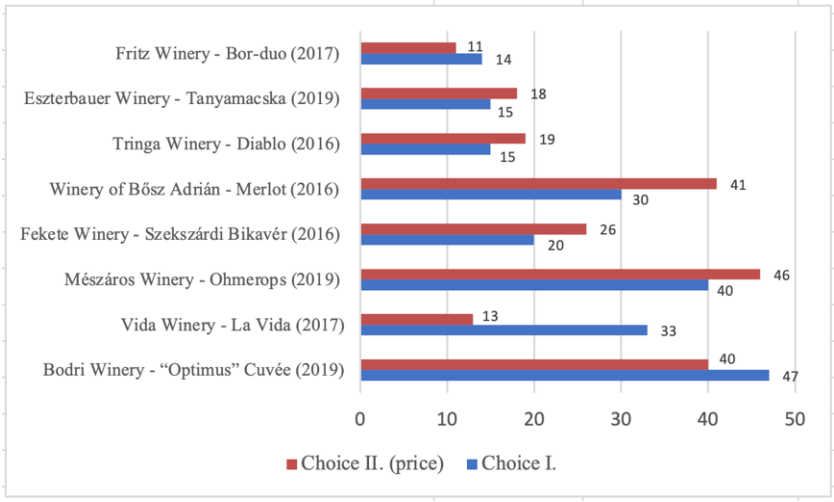
This is probably because the brand promises a guarantee of quality to the consumer.

3.5. DEFINING THE TARGET GROUPS OF SELECTED WINES

Figure 12 illustrates the changes in selected wines in terms of prices. In the first round the wine had to be chosen without giving the prices, in the second round the wine had to be chosen in the knowledge of the indicated prices.

FIGURE 12

CHANGE IN WINE SELECTION IN THE KNOWLEDGE OF PRICE



Source: own edit

As the results in the sample show, price greatly influenced the selection process. Perhaps the biggest difference can be observed at Vida Winery, where the number of potential visitors has more than halved.

An interesting change can be seen in terms of numbers. The less popular "Bősz Adrian" and "Fekete" wineries was chosen by several people in the 2nd round, presumably because of the favorable price.

Based on the respondents, I created a possible target group (Table 6-7) for the examined wines to illustrate the change in the target group in terms of prices.

TABLE 5

TARGET GROUP OF WINERIES

Wine	Bodri Winery "Optimus" Cuvée	Vida Winery La Vida	Mészáros Winery Ohmerops	Fekete Winery Szekszárdi Bikavér	Bősz Adrián Merlot	Tringa Winery Diablo	Eszterbauer Winery Tanyamacska	Fritz Winery Bor-duo
Gender	Male	Female	Male	Male	Female	Female	Female	Male
Age	18-26	18-60	18-60	18-60	41-60	18-26	18-60	41-60
Education	Higher education	Higher education	Higher education	Higher education	Higher education	Higher education	Higher education	Higher education
Income	Medium income	Medium income	Medium income	Medium income	Medium income	Medium income	Medium income	Medium income
Frequency of consumption	Moderate consumers	Frequently consumers	Frequently consumers	Moderate consumers	Moderate consumers	Moderate & Frequently consumers	Moderate consumers	Frequently consumers

TABLE 6

TARGET GROUP OF WINERIES (DEPEND ON PRICES)

Wine	Bodri Winery "Optimus" Cuvée	Vida Winery La Vida	Mészáros Winery Ohmerops	Fekete Winery Szekszárdi Bikavér	Bősz Adrián Merlot	Tringa Winery Diablo	Eszterbauer Winery Tanyamacska	Fritz Winery Bor-duo
Gender	Male & Female	Male	Male & Female	Male & Female	Female	Female	Female	Male
Age	18-60	41-60	41-60	18-26	41-60	18-26	41-60	41-60
Education	Higher education	Higher education	Higher education	Higher education	Higher education	Higher education	Higher education	Higher education
Income	Medium income	Medium and High income	Medium income	Medium income	Medium income	Medium income	Medium income	Medium income
Frequency of consumption	Moderate & Frequently consumers	Frequently consumers	Frequently consumers	Moderate consumers	Moderate consumers	Moderate & Frequently consumers	Frequently consumers	Frequently consumers

Following the example of Vida Winery, it can be seen that consumers with higher incomes are already appearing in terms of income. And it is also noticeable that in the first

round, women were the main target group for the wine, probably because of the nice packaging, however, this price change has changed and the majority of men chose this product in the next round.

3.5.1. BUYER PERSONA OF WINERIES

Based on the table above, I created the buyer persona for the selected wines. A buyer persona is a fictitious person that is based on real data and represents the target group, making it easier to identify them.

FIGURE 13

BUYER PERSONA OF WINERIES

Bodri Winery - "Optimus" Cuvée (2019)

Precise Peter
- 25 years old man
- Lives in the countryside – with his partner
- Fresh graduate engineer
- Hobby: tennis, hiking

Winery of Bősz Adrián - Merlot (2016)

Peaceful Petra
- 40 years old woman
- Lives in the city center– alone
- Store manager
- Hobby: reading, sports

Vida Winery - La Vida (2017)

Successful Sandra
- 45 years old woman
- Lives in the countryside – with her family
- Successful economist
- Hobby: travelling, baking

Tringa Winery - Diablo (2016)

Familiar Fanny
- 25 years old woman
- Lives in the countryside– with her family
- Fresh graduate doctor
- Hobby: dance, reading

Mészáros Winery - Ohmerops (2019)

Gastro fan George
- 50 years old man
- Lives in the city center – alone
- University Professor
- Hobby: eating out, gastronomy

Eszterbauer Winery - Tanyamacska (2019)

Traditionalist Teresa
- 35 years old woman
- Lives in the countryside– with her husband
- Dance teacher
- Hobby: dance, art

Fekete Winery - Szekszárdi Bikavér (2016)

Serious Simon
- 60 years old man
- Lives in the countryside – with his family
- Company Manager
- Hobby: eating out, gastronomy

Fritz Winery - Bor-duo (2017)

Loyal Leopold
- 55 years old man
- Lives in the countryside – with his family
- Business man
- Hobby: travelling, gastronomy

Source: own edit

3.6. SUMMARY OF PRIMARY RESEARCH

Based on the in-depth interview, there are no extreme differences in response. I made a summary table (Appendix 3) from the responses to the in-depth interview for easier transparency.

In summary, wineries with a larger cropland and more sold wines plan their marketing plan / costs much more consciously and, as a result, spend more money on marketing, using more communication tools, thus increasing their brand awareness.

The non-representative questionnaire revealed that in addition to quality, price, brand awareness and packaging play a major role in the wine selection process. On the other hand, we have to make additional research methods (e.g., focus group interview, experiment) with much more respondents to get clear results.

SUMMARY

Would everything be that simple? Are we defining the target group of the wineries and trying to sell our wine using appropriate methods based on their characteristics, behavior and habits? Secondary research also proves that we do not always have such an easy thing. The consumer behavior of the buyer is influenced by a lot of things, as it has many other components of life. The growing popularity of wine marketing helps a lot in how to make the best and most effective use of our opportunities, to reach the desired target group.

During the secondary research I examined the areas of consumer behavior, product policy, marketing communication and wine marketing, covering the Szekszárd wine region. The research also revealed what factors we need to consider for effective wine marketing.

The aim of my research was to determine the target group of the choosen wineries, paying attention to packaging and brand awareness factors.

To achieve my goals, I supplemented the secondary data collection with depth interviews of 8 wine expert and a questionnaire of 214 people. The obtained data were evaluated using various statistical-mathematical analyzes.

Qualitative and quantitative researches have shown that winemaking brand awareness, quality and packaging (for women) play a major role in the wine selection process. Most respondents are informed about wines at events, online platforms and wine tastings.

The research showed that there is a high demand for quality wines and that Szekszárd winemakers focus on the production of quality wines instead of a quantitative approach, thus adapting to market needs.

In the wine region, marketing activities take place at different levels of wine marketing and at different levels. It would be best if all wineries developed and followed a well-designed marketing strategy at the level of their product, brand or winery to reach their target audience.

The hypothesis study showed that there is a correlation between education-quality and consumption frequency-quality. The research is not representative, in this case it is necessary to refine and test the hypothesis and use additional research methods (e.g., focus group interview, experiment) to get clear results.

Overall, wine marketing plays a huge role in the lives of the wineries studied.We can observe that wineries with larger cropland areas place more emphasis on marketing. We can see that these wineries have a greater brand awareness.

It’s not my job to tell winemakers how to sell their wines, but I would suggest using all the marketing communication tools they can to reach their target audience because brand awareness is very important. In addition, I suggest investing a lot of energy in the design of wine packaging, as it is of great importance in the selection process (especially for women and new buyers).

For clean results we have to make additional research methods (e.g., focus group interview, experiment) with much more respondents to get the real target market of the wineries.

BIBLIOGRAPHY

1. Bauer András - Berács József - Kenesei Zsófia (2016) Marketing alapismeretek. Akadémia Kiadó, Budapest
2. Becker György - Hámornik Balázs Péter - Izsó Lajos - Lógó Emma (2011) Termékélmény. Akadémia Kiadó, Budapest
3. Betim Berjami – Thorsten Strufe (2011) A recommendation system for spots in location-based online social networks. Proceedings of the 4th Workshop on Social Network Systems – SNS'11.
4. Bohnné Keleti Katalin (2013) Marketing I. Nemzedékek Tudása Tankönyvkiadó, Budapest
5. Boros Károly (2003) Szekszárdi borok. Kossuth Kiadó, Budapest
6. Breno Álvares de Faria Pereira (2016). The new wave of wine brands. BIO Web of Conferences. 7, 03010. https://www.researchgate.net/publication/309465661_The_new_wave_of_wine_brands Downloaded: 29th of march, 2022.
7. Chris Fill – Barbara Jamieson (2014) Marketing Communication. Edinburgh Business School, Edinburgh
8. Claudia Simoes – Sally Dibb (2001) Rethinking the brand concept: new brand orientation, Corporate Communications: An International Journal, 6(4): 217-224.
9. C. Michael Hall – Richard Mitchell (2008) Wine Marketing: A practical guide. Oxford: Elsevier Ltd.
10. Gaál Béla – Párdányi Miklós (2006) Bormarketing. Alfadat-Press, Tatabánya
11. Hajdú Istvánné (2004) Bormarketing. Mezőgazda Kiadó, Budapest
12. Hoffmeister – Tóth Ágnes (2017) A fogyasztói magatartás alapjai. Akadémia Kiadó, Budapest
13. Horváth Dóra – Bauer András (2016) Marketingkommunikáció. Akadémia Kiadó, Budapest
14. Kevin Lane Keller – Philip Kotler (2012) Marketing Management (14th edition). Pearson Prentice Hall, New Jersey
15. Kiss Klára Ágnes (2012) Magyar bormarketing és borfogyasztás. Agrártudományi Közlemények 2012/47. https://dea.lib.unideb.hu/dea/bitstream/handle/2437/132381/file_up_Kiss%20K.pdf?sequence=1&isAllowed=y Downloaded: 27th of march, 2022

16. Kiss Mariann (2014) Alapmarketing. Akadémia Kiadó, Budapest
17. Könyves Erika (2015) Borturizmus – Borutak. Debreceni Egyetem – Gazdaságtudományi Kar, Debrecen https://dea.lib.unideb.hu/dea/bitstream/handle/2437/216149/file_up_Konyves-Borturizmus%20%20Borutak.pdf;jsessionid=128A477AAFE8B513F60BA420A73B6C28?sequence=1 Downloaded: 27th of march, 2022
18. M. Wayne Delozier (1976) The Marketing Communications Process. Met-Raw-Hill Book Company, New York
19. Máté Andrea (2019) Bormarketing, Borkereskedelem. Pécsi Tudományegyetem, Pécs https://pea.lib.pte.hu/bitstream/handle/pea/23206/Mate%20Andrea%20Bormarketing%2C%20borkereskedelem.pdf?sequence=1&isAllowed=y Downloaded: 27th of march, 2022
20. Mező Ferenc (2012) Bormarketing. Eszterházy Károly Főiskola, Eger https://docplayer.hu/2324716-Bormarketing-mezo-ferenc.html Downloaded: 27th of march, 2022
21. Molnár Eszter (2005) A bormarketing jelentősége a szekszárdi és a villány-siklósi borvidéken. Élelmiszer, Táplálkozás és Marketing II. évfolyam 1-2/2005
22. Molnár Eszter (2007) A szekszárdi és villányi borvidék összehasonlító marketingelemzése. Kaposvári Egyetem, Kaposvár http://phd.ke.hu/fajlok/1236771619-MA-ertekezes-full.pdf Downloaded: 27th of march, 2022
23. Olujimi Kayode (2014) Marketing Communications. http://digitalknowledge.cput.ac.za/bitstream/11189/7063/1/Marketing_Communications_KayodeO.pdf Downloaded: 5th of april, 2022
24. Patricia M. Anderson - Xiaohong He (1998). Price influence and age segments of Beijing consumers. Journal of Consumer Marketing, 15(2), 152-169.
25. Pieter Desmet - Paul Hekkert (2007) Framework of product experience. International Journal of Design, 1, 57-66. http://www.ijdesign.org/index.php/IJDesign/article/viewFile/66/7 Downloaded: 27th of march, 2022
26. Rekettye Gábor - Törőcsik Mária - Hetesi Erzsébet (2016) Bevezetés a Marketingbe. Akadémia Kiadó, Budapest
27. Rick Schifferstein – Paul Hekkert (2008) Product Experience. Oxford: Elsevier Ltd.
28. Robert C. Blattberg – Richard A. Briesch (2010) Sales Promotion. The Oxford Handbook of Price Management

https://www.researchgate.net/publication/256241591_Sales_Promotions Downloaded: 5th of april, 2022

29. Robert Rubinoff, (2004) How To Quantify The User Experience https://www.sitepoint.com/quantify-user-experience/ Downloaded: 29th of march, 2022
30. Sheetal Kapoor (2017) Consumer and the Market. Indian Institute of Public Administration, New Delhi https://www.researchgate.net/publication/343345790_Consumer_and_the_Market Downloaded: 28th of march, 2022
31. Törőcsik Mária (2016) Fogyasztói magatartás. Akadémia Kiadó, Budapest

Online resources:

1. https://www.agrarszektor.hu/elemiszer/a-vilag-14-legnagyobb-bortermelo-nemzete-vagyunk.14139.html
2. https://agroforum.hu/agrarhirek/szolo-bor/nott-a-borfogyasztas-pedig-bezartak-az-ettermek/
3. https://www.hnt.hu
4. https://www.ksh.hu/stadat_files/mez/hu/mez0026.html

APPENDICES

Appendix 1

DEPTH INTERVIEW QUESTIONS

1. What are the average prices of the wines?
2. Does the winery export abroad or just sells the wines domestically?
   If exported, how different the target group / marketing tools/ design and packaging/ price for the same wine?
3. Who are the main target group of the winery and what are their characteristics (age, gender, income, education, frequency of shopping, etc.)?
4. What do you think, why most of your consumers buy your wines? (brand awareness, quality, packaging, description, price)
5. What do you think, what your consumers consider when choosing / buying wines?
6. Which one is your most expensive wine? How much does it cost?
7. Where do you promote your winery/wines? (Online / Offline Marketing Communication Tools)
8. Does your marketing communication consciously built?
9. How do you determine the marketing budget?
10. What is the primary consideration when creating a wine label?
11. What role do you think the winery logo, wine design and price play in product selection?
12. What type of distribution channels do the winery use?

Appendix 2

QUESTIONNAIRE

1. What is your gender?
   - Female
   - Male

2. What is your age?
   - 18-26
   - 27-40
   - 41-60
   - 60+

3. What is your highest level of education?
   - Primary schools
   - Vocational school
   - High school graduation
   - I am currently a student in a university
   - Vocational school in higher education
   - Ba / Bsc
   - Ma/ MSc / University
   - PhD

4. What is your net income per month?
   - Below 100.000 Ft
   - 100.001 – 200.000 Ft
   - 200.001 – 350.000 Ft
   - 350.001 – 500.000 Ft
   - Above 500.001 Ft

5. How often do you drink wine?
   - I'm not drinking wine
   - On Occasions / Events
   - Monthly
   - Weekly
   - Daily

6. Where do you buy wine most often? (more option)
   - Producer, winery
   - Wine shop, wine trade
   - Wholesalers
   - Supermarkets, bigger stores
   - In a smaller shop
   - Tobacco shop
   - Online

7. What factors influence you when choosing a wine? (1: Does not affect at all 5: It greatly affects)
   - Price
   - Quality

- Grape type
- Winery, producer (who made it)
- Vintage
- Packaging / appearance
- Contents of the description in the wine title
- The shape of a bottle of wine
- Competition result

8. Which of the following wineries do you know? (more option)
   - Bodri Winery
   - Vida Winery
   - Mészáros Winery
   - Fekete Winery
   - Winery of Bősz Adrián
   - Tringa Winery
   - Eszterbauer Winery
   - Fritz Winery

9. Which of the following wines would you choose? (one option)
   - Bodri Winery - "Optimus" Cuvée (2019)
   - Vida Winery - La Vida (2017)
   - Mészáros Winery - Ohmerops (2019)
   - Fekete Winery - Szekszárdi Bikavér (2016)
   - Winery of Bősz Adrián - Merlot (2016)
   - Tringa Winery - Diablo (2016)
   - Eszterbauer Winery - Tanyamacska (2019)
   - Fritz Winery - Bor-duo (2017)

10. Why did you choose this wine? (more option)
    - Quality
    - Grape type
    - Winery, producer (who made it)
    - Vintage
    - Packaging / appearance
    - The shape of a bottle of wine

11. If you know the prices, Which wine would you choose? (one option)
    - Bodri Winery - "Optimus" Cuvée (2019) 6.200 Ft
    - Vida Winery - La Vida (2017) 9.000 Ft
    - Mészáros Winery - Ohmerops (2019) 5.200 Ft
    - Fekete Winery - Szekszárdi Bikavér (2016) 3.100 Ft
    - Winery of Bősz Adrián - Merlot (2016) 2.500 Ft
    - Tringa Winery - Diablo (2016) 2.500 Ft
    - Eszterbauer Winery - Tanyamacska (2019) 2.000 Ft
    - Fritz Winery - Bor-duo (2017) 7.000 Ft

12. What is the maximum amount you are willing to pay for a bottle of wine?
    - less than 1.500 Ft
    - 1.500 – 3.000 Ft
    - 3.001 – 5.000 Ft
    - 5.001 – 7.000 Ft
    - 7.001 – 10.000 Ft
    - more than 10.000 Ft

13. If you come across a new product on the market, how do you decide to buy the product? Please compile your ranking and use each number only once. (1: most important, 8: least important)
    - Price
    - Quality
    - Grape variety
    - Winery, producer (who made it)
    - Vintage
    - Packaging / appearance
    - Contents of the description as a wine title
    - The shape of a bottle of wine

14. You do not know the wine of the given winery. Would you be willing to buy just because of the design / packaging?

    1: I am not willing to buy - 5: I am willing to buy

15. You do not know the wine of the given winery. Would you be willing to buy wine only based on the description on the wine label?

    1: I am not willing to buy - 5: I am willing to buy

16. Where do you get information about wineries and wines?
    - Wine tasting
    - Restaurant
    - Events (eg Wine Festival)
    - Online interfaces (Facebook, Instagram, etc.)
    - Newspaper, trade journals
    - Tv
    - Other

17. Based on the size of the price, which type of wine do you prefer when buying?
    - high
    - medium
    - low

18. Based on the quality, which type of wine do you prefer when buying?
    - high
    - medium
    - low

19. Which of the following is true for you? (1: not true of me at all, 5: completely true of me)
    - I prefer known, tried and tested wineries over unknown ones
    - I don't know the grapes type
    - It is important for me to consume good quality wine
    - I prefer sweet wines
    - I do not spend more than 1500 HUF for a bottle of wine
    - I only buy from the producer
    - The creative solution of the design and the descriptive text on the wine label is important to me
    - I drink expensive, special wines to show my social status

RESULTS OF THE DEPTH INTERVIEW

Winery	Bósz Adrián	Tringa Borpince	Fekete Borpince	Vida Családi Borbirtok	Fritz Birtok	Eszterbauer Borászat	Mészáros Pincészet és Borház	Bodri Pincészet
Cropland (ha)	4 (+4 - 6)	7 – 7,5 (+3 - 4)	10	23	30	37 (+10-17)	120	200
Sold bottle / year	50.000	50.000	30.000 – 40.000	150.000	200.000	250 000 – 300 000	1 million	600.000
Price categories of wines (Ft)	1.300 – 10.000	1.800 – 4.500	1.800 – 12.000	2.000 – 15.000	1.900 -55.000	2.000 – 8.000	1.500 – 5.000	1.600 – 72.000
Sales abroad	-	Within the EU Same target group/label Higher price	Within the EU Same target group /label/price	Outside the EU as well Same target group /label/price	Outside the EU as well Same target group /label Higher price	Within the EU Same target group /label/price	Outside the EU as well Higher price China – red, stronger, fancier label and thicker glass	Outside the EU as well Same target group /label Higher price
Target group of the Winery	Consumers with a more secure existence	Demanding consumers Middle/ Higher qualification	Demanding consumers Consumers with a more secure existence Elderly people	Several target groups Middle and upper class	25-60 age group with higher qualification, and higher income hey regularly consume wine and value outstanding quality	40 + age group Middle and upper class	25-35 age group Middle class	Several target groups (depends on the wine) Middle and upper class
Competitive advantage of wines	Quality Uniqueness	Well distinguishable Unique character	Quality Good value for money Reliability	Outstanding quality Uniqueness	Outstanding quality Manual harvesting only Catering connects to winery	Quality Uniqueness (message/label – stories)	Quality Good value for money Brand awareness	Quality Good value for money Brand awareness
Consumers' factors when choosing wines	Packaging (in case of woman) Price	Quality Brand awareness	Brand awareness Packaging	Brand awareness Quality Packaging Price	Brand awareness Packaging Price Wine region Type of a grape	Type of occasion / event Type of wine Price	Price Brand awareness Packaging	Brand awareness Wine region Packaging (in case of woman)
The most expensive wine of the Winery	Bikavér 10.000 Ft	Dülő válogatás 4.500 Ft	Mókamester Cuvée 12.000 Ft	195-ös Merlot 15.000 Ft	Papillon Merlot 55.000 Ft	Tivaldi 6.000 Ft Szekszárd Grand 22.000 Ft	Ohmerops 5.000 Ft	Elnökök bora 72.000 Ft
Marketing communication tools	Social media (Facebook, Instagram) Events	Social media (Facebook, Instagram) Posters Trade journals Events	Social media (Facebook, Instagram) Posters Trade journals Events	Social media (Facebook, Instagram) Trade journals Events	Social media (Facebook, Instagram) Events	Tv Social media (Facebook, Instagram) Google Ad Billboard Trade journals Blog Events	Tv Social media (Facebook, Instagram) Google Ad, PPC Billboard Trade journals Events Influencers Radio Newsletter	Social media (Facebook, Instagram) Google Ad, PPC Trade journals Events Influencers Newsletter
Marketing communication	Not conscious	Partly, not conscious	Not conscious	Conscious	Conscious	Conscious	Conscious	Conscious
Marketing budget	-	-	Traffic dependent, costly	Defined in advance	Defined in advance	1 year pre-determined	1 month pre-determined	1 year pre-determined
Factors of the wine label	Nice, simple, pure Nature-centric	Nice, simple, pure Elegant - represents quality	Nice, simple, pure Elegant - represents quality Visualization of winery name	Nice, simple, pure Elegant, unique - represents quality Show the wine itself	Elegant - represents premium quality	Nice, simple, pure Old photos, stories	It captures the customer's eyes Elegant - represents quality Contains mandatory information	Nice, simple, pure Show the wine itself It captures the customer's eyes
The role of logo / design / price in wine selection	It plays a big role (more important for woman)	It plays a big role	It plays a big role	It plays a big role	It plays a big role	It plays a big role	It plays a big role	It plays a big role (more important for woman)
Distribution channels	Store chains Wine shops Restaurants Wine tasting Webshop	Wine shops Restaurants Wine tasting Webshop Events/Occasions	Wine shops Restaurants Wine tasting Webshop Events/Occasions	Store chains Wine shops Restaurants Wine tasting Webshop Events/Occasions Airport	Wine shops Restaurants Wine tasting Events/Occasions Webshop	Store chains Wine shops Restaurants Wine tasting Events/Occasions Webshop	Store chains Wine shops Restaurants Wine tasting Events/Occasions Webshop Gas station	Store chains Wine shops Restaurants Wine tasting Events/Occasions Webshop Gas station

Appendix 4

NUMBERING OF CATEGORIES

Gender	Number
Male	1
Female	2

Age	Number
18-26	1
27-40	2
41-60	3
60+	4

Education	Number
Primary school	1
Vocational school	2
High school graduation	3
Student in the university	4
Vocational school in higher education	5
Bsc	6
Msc/PhD	7

Income (Ft)	Number
Below 100.000	1
100.001 – 200.000	2
200.001 – 350.000	3
350.001 – 500.000	4
Above 500.001	5

Frequency of consumption	Number
Not drinking wine	1
Occasionally	2
Monthly	3
Weekly	4