

ASPECTS CONCERNING THE IDENTITY OF FEMALE WINE BUYERS

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Abstract

A number of economists, such as D. Ricardo, A. Marshall, and A. Smith, have launched wine-related topics, which are viewed from an economic point of view, thus putting their mark on a new science, the wine economy.

Over the years, management and marketing have developed this area, focusing on the elements that increase or decrease the value of wine, such as brand, production method, origin, all oscillating based on the perception, interest and level of knowledge of the consumer on wine culture.

It can be said that on the wine market, the purchasing behaviour derives from a certain satisfaction that corresponds to a certain motivation.

Often, purchasing a bottle of wine is subjectively appreciated. Product availability, presentation, price, appearance, promotion are elements taken into account when deciding to purchase a certain selection of wine.

As such, what a customer purchases is not just a good, a commodity, but it is actually a marketing mix that includes price, distribution circuit and, especially, promotion strategies.

The research team identified and developed the study hypotheses, building on the survey questions.

The research was carried out on a sample of 100 females from Iasi county and filled at selling points, such as supermarkets and specialized shops.

The interview was conducted directly through the "face-to-face" method, and the questions were pointed in three directions, focusing mainly on the socio-economic characteristics of the sample, the factors and the consumption of wine, and last but not least, the perception of quality and the preference for consumption of wine produced in Iasi County.

The aim of the research was to perceive the purchasing habits, the references of female wine consumers, with an emphasis on Iasi wine.

The market study will attempt to lay the foundations for a wider work focusing on the 8 P specific to wine marketing.

Key words: wine marketing, consumption, survey

In Iasi county, a particularly profitable activity both in the past and nowadays is viticulture, and therefore, in the long run, consumers' needs and preferences regarding wine consumption should be known and satisfied.

Even if, by taking part in the survey, the buyer expresses the preference for a certain range of wine to buy, she can act under the influence of certain totally different factors (Gabriela Ignat, Andreea – Alexandra Timofte, 2017).

That is why it is especially important to carry out extensive analyzes that lead to the creation of new products, the promotion of certain price categories and the choice of the best technical sales.

Between producer and consumer, the distributor inevitably intervenes and, therefore, the

winery loses direct contact with its consumer, meaning it must make use of marketing research in order to direct the production towards profitability.

The cost of consumer analyzes should be considered insignificant compared to the cost of ignoring them. The consumer holds the decisive role in the economic production circle – distribution – consumption – production. The barometer of production is given by the level of consumption (Gabriela Ignat, 2007).

In ensuring a successful business, the consumer's behavior should be better understood by finding the answer to the following questions: Who buys horticultural products? How are they bought? When and where do the consumers buy? Why do they buy? Which are the most favorite products?

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Understanding and detecting consumer reactions to different product features, pricing and advertising campaigns is an asset for companies that hold these answers.

Tradition and culture are factors that influence consumers' behavior towards beverages (Gabriela Ignat, Andreea – Alexandra Timofte, 2016).

If tradition appreciates wine consumption, then in a certain space a safe market develops, but if there are religious impediments to drinking alcohol, it is impossible to create a market.

As far as the influence of social classes is concerned, we can say that, in general, producers are directing their production to higher varieties, if the target market is made up of high income people.

Instead, other producers focus their production on cheap wines only, which are bought by lower-income lower classes.

Superior products are an attribute of people with a particular social state, for whom the price is a negligible variable in choosing a quality wine (Gabriela Ignat, Cristina Pocol, 2007).

This should be an advantage for the producer who wants to conquer a market that is typical of a high-income social class, used to buy small quantities of very good products. With regard to lifestyle only for high quality wines, consideration is given to personality and self-esteem. Psychological factors mark the behavior of the wine buyer.

MATERIAL AND METHOD

The objective of the research was to understand the buying habits and the preferences of the female wine consumers, with particular reference to the wines produced in the county of Iasi.

The study was conducted as a motivational research using as methodology the survey.

RESULTS AND DISCUSSION

The purpose of the survey was to understand the needs of female wine consumers and the role played by brand quality in choosing to buy, along with the degree of appreciation of local consumption. The analysis was performed on a sample of 100 females.

On the basis of demographic characteristics, the target respondents were divided into four age groups: 18-29 years, measuring 41% of the respondents, 32% of them are in the 30-49 age group, 28% belong to in the 50-69 group and 4 people are over 70 years, as shown in *figure 1*.

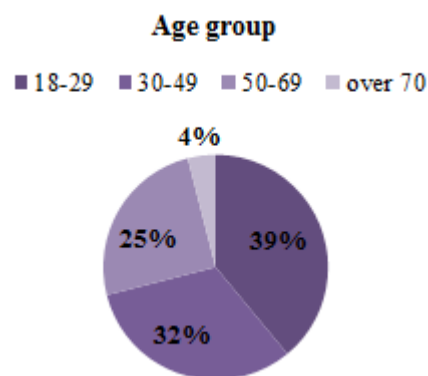


Figure 1 Age of respondents

Another variable was the civil status of the people involved in the study. About 19% are declared divorced, 43% married and 38% single.

With reference to studies, it is found that the majority of respondents, respectively 67%, have majored a university, postgraduate courses 21% and highschool only 12%.

Respondents were giving a survey consisting of 10 questions designed to assess in particular the consumption and buying habits of wine, the characteristics that a quality wine should have, and the reasons for choosing from a wide range of wines.

Figure 2 shows the frequency women consume wine. The majority of them (33%) drink occasionally 2 – 3 times a month, while 32% consume at least once a week. A small number (7%) choose to consume every evening.

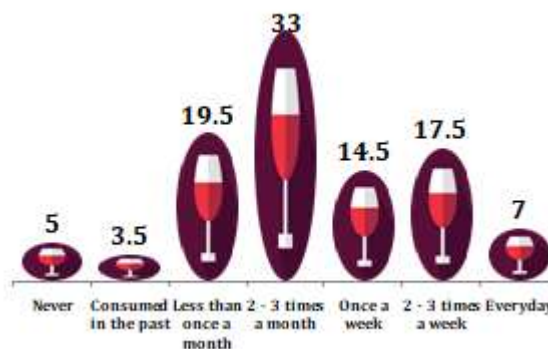


Figure 2 How often do you consume wine?

As for the place of consumption, most respondents prefer to consume at home or at the restaurant (85%). Only a small group of respondents, about 15%, prefer to consume wine at the bar. Perhaps this place is a delightful meeting point, but not the ideal place to enjoy a quality glass of wine.

Regarding the tendency to spend as well as wine consumption habits, the respondents were asked about the maximum amount they would pay to buy a single bottle.

In regards to the maximum amount to be paid for a bottle of wine, 53.5% of the respondents stated that they are willing to spend for a single bottle of wine an amount that does not exceed 40 lei, 30% of the consumers would be willing to buy a bottle of wine at a price higher than 40 lei and the difference of 16.5 are willing to spend up to 20 lei.

To find out more about the consumption habits, they were also asked questions about where they buy wine.



Figure 3 Where do you buy wine from?

A number of 51 females (figure 3) prefer purchasing from specialized shops and 28 from wineries. Even though 21 purchase from supermarkets, they wish they had the possibility of purchasing from wineries. This shows that the consumer is still looking for an authentic product, interested in the seller, the raw materials and technologies used and it reflects the consumers' preference for a short chain that allows us to get an intermediate price.

Another question was about specifying the factors that determine the quality of wine. On this question, the respondents had multiple choices. Extrapolation of data is interesting.

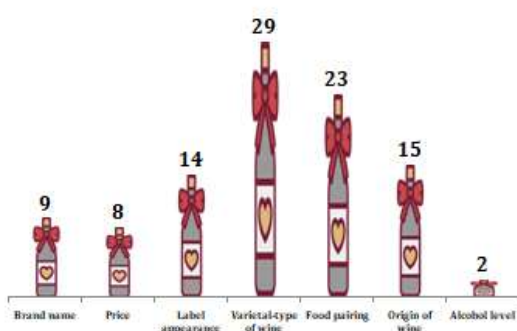


Figure 4 How important is the following information when purchasing wine?

For the female wine buyers, the varietal-type of wine and food pairing are the most important factors when deciding to buy the product (figure 4). The next attracting features are label

appearance for 14 respondents and origin for 15. The level of alcohol is the least important factor.

Through the investigation, an attempt to find out the reasons that push the consumer to buy a product or another has been made.

For 60% of respondents, the decisive factor in choosing to buy wine is taste. The answer can be justified by the fact that, in general, the quality of wine has a higher price, as shown by the previous answers; the consumer is not willing to spend a much higher price the purchase of one single bottle.

The majority of female respondents prefer rosé wines, followed by red and white (figure 5).

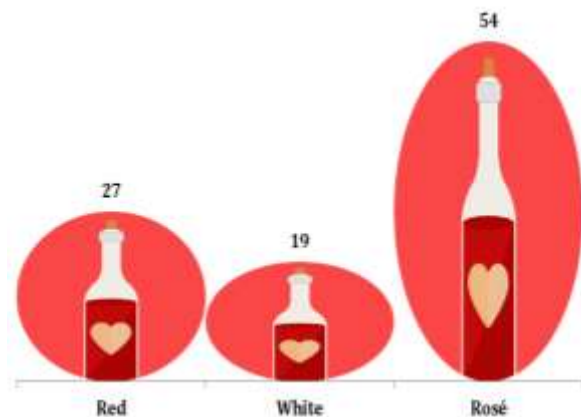


Figure 5 What kind of wine color do you prefer?

As for consumption habits, the respondents were asked whether they generally change the type of wine and how often they prefer the same type of wine.

The answers show that an average consumer normally changes the type of wine. More specifically, 35% of respondents say they would change the type of wine occasionally. The most frequent response was for 2 – 3 times a week. 17.5% of them recognize the beneficial effects of wine consumption.

Almost all respondents (94%) say they are aware of the benefits of wine consumption, most of them being interested in the use of wine in gastronomy and especially in beauty products.

In relation to the local wine producers, 75% of them are in favor of the Cotnari and Grama Domains, 15% towards Bucium and 10% for Hermeziu wineries.

CONCLUSIONS

The study carried out on the reference sample was able to identify the profile of female wine consumers in Iasi County.

Wine consumption is part of everyday routine and tends to choose the loved brands and tends to remain faithful to those wines. The female

buyer is knowledgeable and willing to gather as much information as possible about the qualities of wine.

Over the years, business strategies in the wine sector have focused mainly on the improvement of quality. In viticulture, we can rebuild quality as one of the most important models of farming functionality, not just as the primary function of food production, but also as other equally important functions, such as environmental protection services.

Wine consumers have a complex purchasing behavior when they are involved in buying a wine brand or when wine is particularly expensive and is very rarely purchased. The wine producer must try to educate the consumer and direct the purchase to his own products (Ioan C. *et al.*, 2013).

The future of Iasi viticulture will be closely related to the activation or not of a collaborative process between different wine producers which encourages integration forms, not only horizontally but also vertically.

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