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THE EXAMINATION OF THE MOST IMPORTANT RELATIONSHIPS BETWEEN WINE PURCHASING AND CONSUMING ATTITUDES

Thesis of the doctoral (Ph.D.) dissertation

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Az iskolavezető jóváhagyása A témavezető jóváhagyása

1. INTRODUCTION

1.1. The actuality of the topic, its importance

All national economies are continuously trying to find out how and by what products/services they would be able to accomplish sustainable development. This applies to Hungarian wines also since there is great uncertainty about their future even within professional groups. Numerous types of research is needed to better understand the chances and what needs to be done; in my thesis I undertook to carry out several types of examinations taking a survey of both the supply and the demand side while focussing on time changes as well.

The current objectives of wine marketing cannot be narrowed down, examined or be understood without considering the broader economic and social environment of wine making, distribution, and consumption. Unlike in more developed countries the considerable polarisation of society (Mackie-Smith, 2004) especially in the market of luxury goods has resulted in extremely heterogeneous purchasing and consumption habits (Lehota, 2001), (Törőcsik, 2006), (Major-Hajdúné, 2005), which assign special tasks to marketing experts. Here the wide gap between prestige-consumption and the consumption of spurious wines must be considered or the possibilities of quality wine consumption, which, in theory, could be built upon the often mentioned but still negligible middle classes. When contemplating about the possibilities of collective marketing the laws and statutes that regulate the grape- and wine sector, the characteristics of the transformed institutional system (Popp, 2004) (Sümegi, 2000), its transitional features, as well as their far from mature and finalised state must also be considered. Since the small- and medium enterprises dominate this sector the innovativeness and networking of the enterprises are indispensable (Boel, 2007) for competitiveness (Tóth-Tóth, 2004).

The so called "value chain" approach of the production verticum cannot be avoided even in the case of wines; although marketing is an important element of the system within which the activities are interdependent and connected in a "chain-like" manner and at the end of which the product which best represents the "value" that consumers favour (Kotler-Keller, 2006) – but say logistics, production, or even the infrastructure and innovation have equal importance in this system (Boehlje, 1999). When talking about wine culture at least four basic components must be taken into consideration: production (technological) culture, economic (entrepreneurial) culture, commercial (distributional) culture, and the culture of consumption. (Botos, 2002)

Many studies and research deal with the state of Hungarian wine market and wine marketing (Fórián, 2001) (Papp et.al. 2002), (Hofmeister-Tóth – Totth, 2007), and the factors that influence the attitude of wine consumers as well as the parameters that have their influences felt during wine purchase are becoming the focal point of examinations internationally.

Spawton (1991), during his research in England, emphasised the role of the brand, price, knowledge and experience about the product, the perceived risks, and labelling, while the results of the work of Jenster és Jenster (1993) highlighted the price-value ratio, and the importance of wine specialities. According to Macintosh és Lockskin (1997) the brand, the type of wine and the variety have decisive importance in new wine consuming countries, Hall's (2001) Australian examinations pointed out price, flavour/bouquet, and the preference of wine variety.

Wine commerce and the tendencies, long-term changes, and the national strategic development objectives of wine consumption are less often mentioned in scientific research studies. The consumption and the purchase of wine may be separated from each other in a number of cases, considering both the person who buys and consumes the wine and the place and time of purchase. I carried out my research in this field starting from the above mentioned facts and I systematized the content, bounds, and main objectives of the research on the basis of the current situation of the examined area as follows.

1.2. The main objectives of the research

During my work my objective was to get a clear picture of the buying habits of customers, their preferences in connection with wines, their objectives and motives when buying wines and their notions about prices regarding shopping with diverse objectives.

It is very important to point out that the research covers almost a whole decade which enables me to analyse the effects of the changes in social preferences on the examined area.
During my research I submitted my objectives to the following hypothesis:

H1	In certain cases there is a division between wine consumption and wine purchase, there are demonstrable differences between the clusters of consumers with different objectives.
H2	Different consumers are influenced by different factors when buying wines.
H3	The quality and the price of wines may have outstanding importance during selection.
H4	Different image elements have outstanding influence on the perceived quality of wines.
H5	During the past decade consumers have become better informed and more interested in wines.
H6	During the distribution of wines differentiated tasks and difficulties arise for winemakers of different potentials.

On the basis of the hypotheses I summarised my research objectives as follows:

C1	Identification of the different groups of wine buyers, the categorisation of their opinion.
C2	The determination of the influencing factors during the purchase of wine for different purposes.
C3	The examination of the relationship between the quality and the price of wines.
C4	Tracing the changes both in the factors that influence the purchase of wines and in the information level of consumers.
C5	The estimation of the possibilities of wine making companies, the analysis of their marketing tasks.

1.3. The literature background of the research

Prior to the primary examinations there was a nedd for extensive secondary information gathering by exploring and systematizing the relevant literature both in a methodological and in a marketing perspective.

Earlier research and surveys point out the fact that wine consuming attitudes depend on the category of the product, the involvement and the income level of the consumer to a great extent; moreover there are significant differences between countries.

Price is almost always a determining factor, secondly the flavour and the type of wine must be mentioned, while the third important factor is the country of

origin/type of wine (Lehota, 2007); these factors are in connection with branding and image (Kunsági, 1999) (Nádasi, 2003).

Of the factors influencing wine purchase I always placed special emphasis on quality as well as on the role of the related topics of branding, image and pricing.

The relevant literature concerns three important, interconnected areas:

- The tendencies of the factors influencing food consumption, and more specifically wine consumption attitudes in Hungary and abroad.
- The role of quality, brands, and image in making purchasing decisions.
- Statistics – the analysis of methodological literature and its application in primary research.

2. MATERIAL AND METHODOLOGY

A series of deep interviews made in 1999, whose threefold purpose was the precursory exploration of the topic, to prepare and to lay the foundation of a national representative research, and to organise the range of subjects and questions of a standard questionnaire, can be considered as the antecedents of the current research (PR_0)

During my secondary research I firstly analysed the state of the market for wines, the supply which gives a framework for purchase and consumption (SR_1), after which I dealt with the factors influencing food consumption and purchasing attitudes (SR_2), finally I had a thorough inspection of the literature (SR_3) on quality, branding, image, and price, all of which I surveyed emphatically.

During my primary research I set the objective to survey the relationship between the involvement of the buyer and the perception of the quality of wine.

The method of the first primary research (PR_1) was paired preference test based on a blind test during which I had the same variety of Chardonnay and Blaufrankish wines, made by different producers and represented different price categories, compared by control groups assorted according to the results of previous personal deep interviews. I recorded the outcomes of the multi-angle assessment; the outcomes were assessed with the Guilford-method through which an interval scale could be created on the basis of the different criterion of the examined products.

Based on the outcomes of the qualitative examinations the second step of the research was to carry out a national quantitative standard questionnaire survey in 2000 (PK_2) – according to sex, age, place of living – involving 1131 respondents, followed by another data collection and analysis in 2007 (PR_3) involving 749 respondents by means of a questionnaire comparable to the previous one so that a chronological comparision could be made. During the examinations I thoroughly analysed the factors that influence purchase amongst the population.

In order to be ble to characterise people (PR_3) who made their purchase with different motives I carried out a multi-variable statistical analysis, namely correlation-examination or cluster analysis. The survey of the characteristics of different groups is especially important for the determination of future tasks of brand and image development.

By analysing the tasks of wine distribution from the supply side I wanted to unveil the specifics of diverse wine making companies (PR_4). I analysied the

problems and tasks of 90 winemaking enterprises of various size by means of a questionnaire survey in 2004. By utilising the results of the questionnaires and by means of cluster analysis I carried out segmentation to have an insight into the purchasing habits of wine distributing commercial units.

Table 1 shows the relationships between the objectives, hypotheses, and results of my research

Table 1
The hypotheses and methodological connections of my primary research

GOAL	HYPOTHESIS	BRIEF DESCRIPTION	RESEARCH METHOD	NEW SCIENTIFIC RESULT
C1,C2	**H1** In certain cases wine consumption and wine purchasing is separated from each other, there are differences between clusters of diverse motivational backgrounds.	Examination of wine purchasing attitudes, separation of the clusters of buyers.	**PR0** – deep interviews, **SR2** **PR1** – Paired preference test-series **PR2 + PR3** –standard questionnaire survey of the population **PR3** – cluster analysis	T3
C1,C2	**H2** During the purchase of wines different consumers make their decisions on the basis of different influencing factors.	The judgement of the influencing factors of the purchase of wines.	**SR2** **PR1** – Paired preference test **PR2 + PR3** – standard questionnaire survey of the population **PR3** - cluster analysis	T1,T3
C3	**H3** The quality and the quantity of the wine may have significant importance at selection.	The examination of the relationships between price and quality in separate segments	**SR3** **PR1** – Paired preference test	T1,T2
C3,C4	**H4** The diverse image elements have great influence on the perceived quality of wines.	Consumers' opinion on the importance of the place of origin of wines	**SR3** **PR2 + PR3** – standard questionnaire survey of the population	T1,T2
C4	**H5** Consumers have become more interested and knowledgeable about wines in the past decade	The determination of the changes and trends	**SR1** **PR2 + PR3** – standard questionnaire survey of the population	T2
C5	**H6** Different tasks and difficulties arise for producers of different capabilities during distribution.	The analysis of the challenges of wine distribution	**PR4** standard questionnaire survey of wine makers + cluster analysis	T4

Source: own edition

3. RESULTS

3.1. The examination of the relationships between price, quality, and image with an experimental method

During the research my objective was to examine how much the buyers of wines are influenced by the perceived quality of wines and whether purely the organoleptic examinations would prove sufficient for different segments of wine buyers to determine quality.

The participants of the experiment could name their preferences during a blind test whose total results were analysed.

I had 5-5 *Chardonnay* and in the subsequent experiment *Blaufrankish* wines of different price categories tested by three groups of 12 people. The first group consisted of **experts** (winemakers, wine judges; during the experiment this segment was referred to as "***professionals***"), the second group consisted of people who considered themselves **wine adepts** ("***semi-professionals***") while in the third group were those **who had no knowledge of wines** (henceforward "***amateurs***"). Apart from price the wines had similar characteristics.

The aspects of assessment were the **flavour**, **bouquet**, and **colour** of the wines whose importance were very differently judged by the different groups. (Table 2)

Table 2
The determination of the importance of the 3 examined factors in different test groups (%)

Type of wine	**Chardonnay**			**Blaufrankish**		
Group	***Professional***	***Semi-professional***	***Amateur***	***Professional***	***Semi-professional***	***Amateur***
Flavour	60	70	93	60	75	93
Bouquet	30	20	5	10	10	5
Colour	10	10	2	30	15	2

*Source: Own research, 2001 N=3*12*

In the second part of the experiment the participants were instructed about the parameters of the wines (excluding price). The participants assessed the **packaging** of the wines on a Likert-scale – considering many details.

The price of the selected wines was significantly different.

The results were assessed with the **Guilford**-method. The results of the experint not only facilitated the detailed analysis of the different characteristics of the products but also enabled me to create an **intervallum-scale** in which I could correct the results with the given weighted numbers in groups thus created the complex multi-factor analysis of wines. (Table 3)

Table 3
The total *expected* and *achieved* results of the sampled wines

CHARDONNAY

Producers	Expected placement*	Professionals	Semi-professionals	Amateurs
Tibor Gál	**1.**	2.	5.	3.
Mátyás Szőke	**2.**	1.	2.	4.
Mőcsényi	**3.**	4.	4.	5.
Nagyrédei	**4.**	3.	1.	2.
Egervin	**5.**	5.	3.	1.

BLAUFRANKISH

Producers	Expected placement.	Professionals	Semi-professionals	Amateurs
Tibor Gál	**1.**	4.	1.	2.
Mátyás Szőke	**2.**	1.	4.	5.
Mőcsényi	**3.**	3.	2.	3.
Nagyrédei	**4.**	2.	5.	1.
Egervin	**5.**	5.	3.	4.

Source: Own research, 2001 N=3x12

** - expected placement = expectation based on the price of the product*

** - Numbers in black if the expected and the achieved placement is identical or there is a maximum of 1 place difference; numbers in green if there is a two place difference; numbers in red if there is a three or more place difference between the expected and the actual results

Participants, who have very different opinions on the quality of wines, represent a wide segment of the target market of wine distribution.

In the case of Chardonnay wines the estimation of the *expert* group was the closest to the expected order and the results were not so scattered as in the two other groups. The estimation of the semi-professionals was close to the previous group, however the results were more scattered while the results of the amateurs were significantly different from the two other groups. They most preferred the cheapest Chardonnay in the sample whereas the two most expensive wines of the sample did not finish in the first three.

When testing the Blaufrankish wines the Professionals did find the most expensive wine really good and their opinion greatly differs from that of the two other groups. In the case of the red wines the opinion of the semi-professional is somewhat closer to the order expected on the basis of price. The final result of the Amateurs is significantly different in the case of the Blaufrankish wines as well.

In connection with the assessment of the packaging of the sampled products I observed that the Amateurs proved to be the strictest and the most critical while the Professionals gave the most favourable "grades" what is more their opinion was most in harmony with the expextations based on the price of the products.

On the whole it is obvious that there was a *difference* between the *objective* and the *perceived quality* of the wines during the paired preference test or it is not possible (or only restrictedly) for the average consumer to judge the quality only by organoleptic examination. On the one hand there were inconsistencies between the decisions of the members of each examined group although less often in the case of the experts. Inconsistency means some kind of uncertainty, in my opinion the subject of such trials can be heavily influenced with certain tools for example information about the product or other marketing-mix elements or promotional tools.

This outcome draws our attention to the fact that in the case of the popular and often applied promotional activities like *wine tasting* producers should apply *other attractions* beside the real quality of wine since great wine is perceiptible only to few people. A number of other *circumstances* may become very important in such cases like the material environment of the wine tasting, the participating personalities or the reputation of the wine-maker, the design of the bottle, or even the other minor details such as the cleanliness of the glasses, etc. On the other hand the selection of only three qualitative characteristics during wine competitions is unusual but necessary, however, in my opinion, by no means is a *sufficient precondition* to determine quality. For semi-professionals some further help – concerning the quality of wines – such as recommendations by experts, the name of the producer, habitat, etc. may be necessary to be able to make more confident and realistic decisions about the determination of the quality of wines. For amateurs the objective quality of the intrinsic value of bottled wines is relatively unimportant, their decision is probably based not only on flavour, bouquet, and colour but also on other characteristics of the wines.

3.2. The analyis of wine buying habits by means of enquiries among the population

The chapter on quantitative enquiry essentially processes and compares the results of two researches (carried out in 2000 and 2007). The primary objective of the repeated experiment was to examine the **changes** concerning wine purchase.

The objective of my examinations was to become familiar with the **habits** and motives of wine purchase in detail. Of the purchasing preferences I examined the **image** of certain nations and wine making countries as well as the frequency of the purchase of their wines, the reputation and estimation of Hungarian wine regions and wine producers all this in connection with the actual **frequency of purchase**. I examined the different objectives of the purchase one by one: *private home* consumption, purchase of wine *offered for guests* as well as wine consumption in *catering* facilities, and in parallel with the diverse objectives I also analysed the purchasing attitude in connection with the 4Ps of the **marketing-mix** as well as the judgement of the importance of the different **product characteristics**, the retail price of the wines per bottle, the most typical place of purchase and the other influencing factors, the importance of the **market-influencing** tools.

3.2.1. The importance of the place of origin of the wine in making the purchasing decision

Wine is a very complex product and the objective of my research was to find out on the one hand what customers or consumers mean by the *quality* of wine and on the other to what extent they are influenced by the branding parameters.

<u>The reputation and popularity of wine making countries</u>

The results of both researches suggest that Hungarian buyers mostly *prefer Hungarian wines:* 71.2% of the respondents in 2000, while in 2007 an even higher number of people, 87.9% of the respondents claimed the same. In the earlier research the preference of French wines was also outstanding, 20.3% of the respondents ranked them the best. Although the positive image of *French wines* still exists the popularity has declined compared to seven years ago, only 6.2% of the respondents find them the best. The popularity of Italian (3.2%) and Spanish (2.9%) wines must also be mentioned both in 2000 and 2007, other nations were mentioned *sporadically*, and an insignificant percentage of the sample mentioned Australian, South-African, Greek, German, Portugal or Californian wines. I furthermore surveyed whether the respondents bought wines made in any of the above mentioned countries or their opinion was mainly formed on the basis os fame and

reputation. I found that the vast majority of the respondent know or think that they know the wines of the most reputable countries, they do not buy them. There was a significant difference in the case of French wines in the study carried out in 2000 since 20% of the respondent thought they were the best but only 3% bought them.

The reputation of the historic Hungarian wine regions

The spontaneous reputation of wine regions showed significant scattering during the assessment of the results of the two surveys. Table 7 summarises the tendencies of the changes. (Table 4)

Table 4
The reputation of the historical wine regions on the basis of the first spontaneous mention

Points of view	2000		2007	
	Wine region	***Ratio of mention (%)***	***Wine region***	***Ratio of mention (%)***
Most mention	Tokaj-Hegyalja	40,1	Tokaj-Hegyalja	58,9
2nd most mention	Eger	27,1	Eger	11,9
3rd most mention	Badacsony	8,2	Mátraalja	10,6
4th most mention	Villány	8,1	Villány	6,8

Source: Own research 2000, N=1131, and 2007, N=749

Tokaj-Hegyalja was the best known wine region both in 2000 and 2007 and its reputation is increasing. Although the *Eger* wine region is still the second best known one its reputation is on the decrease. The reputation of the *Mátraalja* wine region has improved significantly and has come to third position while the *Villány* wine region has relatively safely retained its fourth position. The *Badacsony* wine region however has quite substantially lost its reputation.

It was observable during both surveys that the respondents in the second, third, and fourth place could name less and less wine regions; the ratio was the following: in 2007 98.7% of the sample was able to mention at least one wine region, 93.1% of the respondents was able to name two, 77% could name three, and 53.3% named four wine regions. In comparision with the previous 91,8 – 74,8 – 37,9 – 12,7 percentages it can be observed that the Hungarian population has become considerably more knowledgeable about wine regions in the past seven or eight years.

In comparing the above data with actual purchases I noticed that a large proportion of the respondents merely know about the wine regions but they

do not (or not deliberately, or rather not on the basis of this criterium) buy their products. The ratio of those deliberately selecting the products of well known wine regions was even lower in 2007.

The reputation of wine-makers

The results of my survey prove that there has been a significant shift in the reputation of wine-makers in the past years. In 2000 60.8% of the respondent could not name one single producer and only 21.7% of the respondents named two, 11.6% named three and a mere 6.4% of the respondents could name four producers. In comparision with this data the change is significant since in 2007 only 18.7% of the respondents could not name any producers. Beside the numerical data it is worth noting the qualitative changes as well (table 5).

Table 5
The reputation of the wine-makers on the basis of the first spontaneous mention (illustrating valid %)

Points of view	2000		2007	
	Wine-maker	*Ratio of mention (%)*	*Wine-maker*	*Ratio of mention (%)*
Most mention	Egervin	10,8	Bock	6,9
2nd most mention	BB	7,9	Tokaj Ker.ház	6,2
3rd most mention	Bock	3,8	Budányi	4,9
4th most mention	Szőke M.	3,7	Gere	4,6

Source: Own research 2000, N=1131, and 2007, N=749

It is observable that in the survey carried out in 2000 the reputation of the large, formerly state owned companies was outstanding. By 2007 the reputation of the formerly best known companies has markedly deteriorated as only 2 respondents named e.g. the Balatonboglár Winery and 9 the Egervin Vineyard Co. Ltd. in the first place.

In 2000 16.9% of the respondents purchased the wines of the producers who were first mentioned, 7.5% purchased wines from the producers who were mentioned secondly, 11.6% purchased wines from the producers who were mentioned in the third place, and 3.1% of the respondents purchased the wines of the producers who were mentioned fourthly. These indexes show the following account in 2007: 22.4%, 14.4%, 9.9% and 7.2%. It is obvious that these values are not very high, however the increase of the ratio is significant which means that it is not only the reputation of the wine-makers that has increased in the past years but also the judgement of *the importance of the producer has also increased* in making the purchase decision. All this

can be associated with the fact that on the basis of the opinion of all the respondents the increase of the importance and popularity of exhibitions, fairs, and festivals can be demonstrated by following the changes of the roles of market influencing tools.

3.2.2. The purpose of wine purchase

In the purposes of wine purchase I separated four possibilities on the basis of the preparational survey results: purchase for home consumption, to serve guests arriving at the private home of the consumer, purchase for gift, and consumption in a catering facility.

The findings of survey on the frequency of the purchase for various purposes reveal the following facts:

Table 6
Purchase for various reasons (average – on a 5 degree scale)

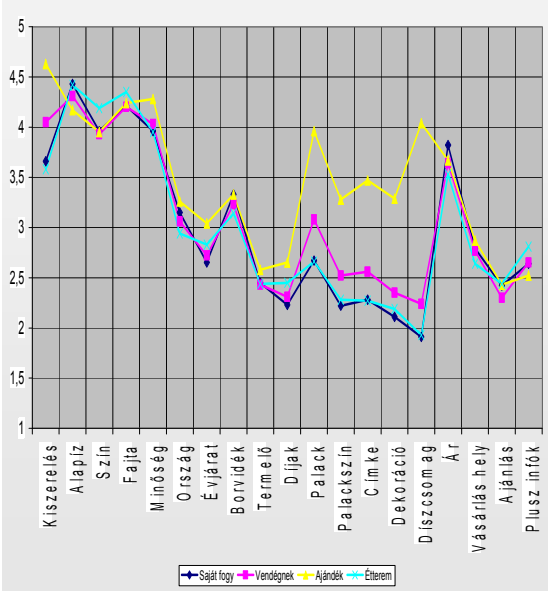
Purpose of purchase	2000	2007
Home consumption	2,35	2,65
To serve guests	2,97	2,80
Gift	3,11	3,12
In a catering unit	2,00	2,15

Source: Own research 2000, N=1131, and 2007, N=749

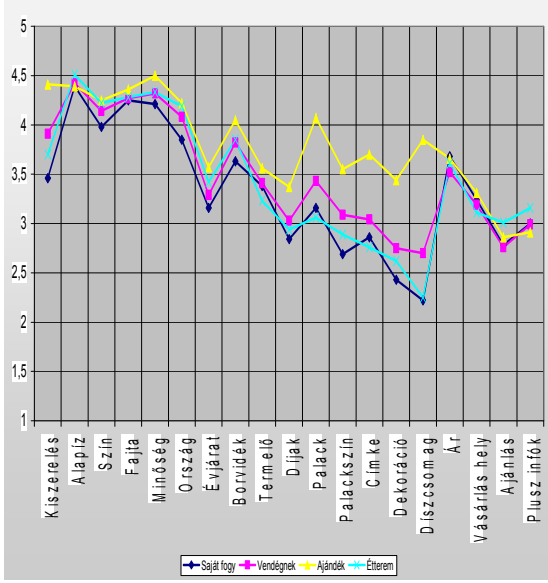
Both in 2000 and in 2007 consumers purchased wine as a *gift*, wine purchase for the purpose of serving guests can be considered relatively frequent, followed by the purpose of home consumption, while the least frequent reason is the purchase in a catering unit.

I compared the influence of numerous factors on the purchase decision in relation to the four different purposes of the purchase.

I compared the average assessment from the point of view of what differences there may be in the judgement of the importance of parameters taken as a function of the *purposes* of the purchase and I also examined whether the demanding nature of consumers has changed and whether the purchasing preferences have shifted *in the past seven years*. The outcomes of the survey carried out in 2000 are shown in picture 1 while picture 2 illustrates the outcomes of the survey carried out in 2007.



picture 1



picture 2

A borvásárlást befolyásoló tényezők a különböző vásárlási célok esetében in 2000 and in 2007

Source: Own research 2000, N=1131 and N=749

In the case of all the four different purposes of the purchase it is the flavour, the type, the colour, and the quality of the wine that represent the most important influencing factors. It can also be noted that the importance of the price is somewhat lower. In the previous research the country of origin, the wine region, and the year of the vintage were thought to be of medium importance and also the producer got significantly lower marking in 2000.

After analysing the differences between 2000-2007 according to the purpose of the purchase I have been able to reveal the following tendencies.

<u>Purchase for home consumption</u>

In the case of the purchase for home consumption earlier the three most important product characteristics were **flavour**, **variety**, and the **colour** of wine, but in 2007 the importance of colour was substituted by **quality**.
In 2007 90.7% of the respondents bought **bottled**, 7.7% of them bought bulk wines, and 1.6% bought otherwise packaged wines for home consumption. Az for flavour preference, **sweet** and **semi-sweet** wines are preferred in harmony with traditions. The most readily bought wine was **Furmint** and **aszú wines** while most respondents named Blaufrankish and Bull's Blood of the red varieties. The popularity of the wine varieties changed somewhat in comparision with 2000 since at that time Blaufrankish, Bull's Blood, Merlot, Italian Reisling and Aszú were the most popular wines.

Most respondents marked the **quality wine** category when selecting different *quality* wines for home consumption. When examining the question of price I found that in 2000 the respondents spent an average of HUF **300-400** for a bottle of wine, nevertheless this sum (presumably due to the increasing income level as well as to rising inflation) is significantly higher in the second survey, it reaches an average of **HUF 1200**.

The most characteristic *point of purchase* used to be a **supermarket** and **discount stores**, these days purchase takes place directly from the producer. As for promotion it was habitual purchase in 2000 that was the most characteristic one, these days the **recommendation** of **acquaintances** and family members has a somewhat stronger influence.

Purchase to serve guests

The most important *product characteristics* are **similar** to the wines bought for home consumption. The **ratio of quality wines** for serving guests is somewhat **higher** and so is **the price** (in 2007 it reached an average of HUF 1400). Choice is determined primarily by the **preference of the guest** and the type of **food** served, the influence of advertisements and the recommendation of experts are hardly perceptible.

Purchase for gift

In comparision with the previous purposes of purchase **packaging** and the external characteristics of the wine, such as the **shape and colour of the** bottle and the ornamental packaging have higher importance. Almost everybody buys bottled wine as a gift. In relation to the previously examined purposes the differences in the choice of flavour are more marked: at the expense of semi-sweet wines **sweet** ones are selected and at the expense of semi-dry wines **dry** ones are selected. **Foreign** wines are also bought slightly more often as a present but this represents only 3% of the sample. As for price consumers are willing to pay the highest sum for a bottle of wine, in 2000 it amounted to **HUF 700-800** while in 2007 it reached **HUF 2000-2200**. The typical point of purchase is the wine shop, which has become the most significant place to purchase gift-wines by 2007. The most important factors influencing the purchase are the **taste** of the presentee and the influence of the **direct reference groups**.

Purchase to consume at a catering unit

From the point of view of *product characteristics* the most important aspects are **flavour**, **variety**, **colour** and quality, while the least import ones are ornamental packaging, decoration, and label. In this categore a larger proportion select wine sold by the litre (10.4%), nevertheless mostly bottled wine is ordered. As for flavour mostly **dry wines** are chosen, and the

proportion of **rosé** wines is far the highest in this categor (12.1%), but **white** wines are consumed in the highest amount. The order of the selected varieties is also different since the order of variety-preference is the following: **Furmint**, **Aszú**, **Linden leaf**, **Blaufrankish**, **Italian Reisling**, and **Cabernet Sauvignon** also appears in a quantity that is worth mentioning. At the turn of the centure people were willing to pay approximately the same *price* for a bottle of wine as for home consumption (about HUF **300-400**), this sum has reached an average of **HUF 1650** in the past seven years. In a catering unit the purchase decision is mostly influenced by the **beverage card** or **wine list**, and least influenced by advertisement. To sum up it is apparent that the results of the 2007 survey expressly reveal a *consumer base with higher level of aspiration*.

3.3. Cluster analysis among consumers with different purposes of purchase

During the analysis of the opinions on wine purchasing habits my purpose was to gain extra information which could be obtained by means of cluster analysis besides applying the classical processing methods.
This method had been successfully used in earlier research by many scientists for market segmentation purposes. In the present survey my objective is to provide a somewhat *more detailed* analysis during which the consumers with *different purchasing motives* are segmented and the groups are characterised. In order to reveal more detailed differences between the clusters I applied analysis of variance and χ^2 test and I emphasized results where the χ^2 test showed significant correlation. The cluster analysis was made on the basis of my research conducted in 2007. Of the non-hierarchic methods of cluster analysis methods I chose the algorithm of K-means clustering in order to form the clusters. The different motives of purchase were also separated and I formulated the different types of consumers in line with the different motives.

Home consumption

525 respondents bought wine for home consumption. During the analysis 3 clusters became distinct. (Figure 3).

180 respondents belong to the cluster of "**wine-bibbers**". They are hardly concerned with the quality of the wine they purchase, they may make their choice on the basis of the flavour, colour, and variety of the wine, although very often they overlook these characteristics as well and they really ignore other features.

Figure 3: **Clusters of home consumption**
Source: Own research 2007, N=525

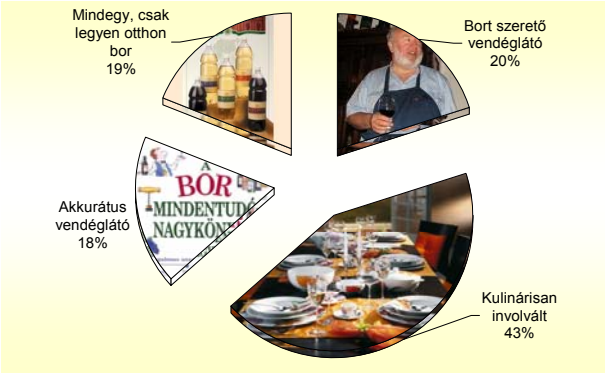
The members of this segment make their purchase primarily in supermarkets but the point of purchase is not important for them. The segment of "wine-bibbers" is mostly made up of middle aged city dwellers many of whom are public employees, unskilled or semi-skilled labourers or unemployed, their education and income level are also below average.

The "**pliable quality seekers**" are mostly concerned with the external characteristics of the wine, the shape of the bottle, and the producer. These consumers take the advice of experts and other people. It is important for them to have a good price-value ratio. The members of this segment are middle aged or older village dwellers working as employees or in a middle-managerial position or pensioners, they received vocational education or obtained general school leaving certificate, and their income is below average.

Of the "**determined wine-lovers**" (229 respondents) it can be said that they are concerned with quality but do not care much about the external features. They mainly buy wine from producers and sometimes from a wine shop but they hardly ever acquire wine from a super- or hypermarket, and they are very difficlutl to influence. Most members of this cluster are middle-aged a higher than average percentage of them work in middle or higher managerial position their educational and income level is also the highest.

Offering wine to guests

Hosts offering wine to their guests, altogether 644 people in the sample, can be divided into four clusters. (Figure 4)



The first group (129 people) is the ***"wine loving hosts"*** who almost always purchase wine from producers and take many quality features into account. It is personal taste and habit that influence selection the accompanying food is less important.

Figure 4: **Clusters of hosts**
Source: Own research 2007, N=644

The age of the people in this segment is somewhat over the average, most of them live in villages, there are relatively many pensioners and middle-managers among them, not many have earned a degree but the majority is skilled labourer. Their income is somewhat below the average.

The "**culinarily invoved**" hosts (279 people) like wine and their guests and it is important for them to buy wine that goes well with the food. The wine region, the producer and the year of the vintage are not cardinal questions for them, however the design of the labal and the bottle is fairly important but they are not interested in other forms of decoration. They are not fussy about the point of purchase; they mainly buy wine in super- or hypermarkets. Their age is mainly between 40-60 years of age, their place of living, occupation, and income level are also average. Their educational level is higher; the vast majority of them have a general school leaving certificate or a degree.

The "**accurate hosts**" (114 people) take all aspects into consideration; they are a bit snobbish consumers. Price is the most important feature for them. They mainly buy wine from producers or from wine shops; they appreciate the advice of their acquaintances and any rewards the wine has acquired. The accurate hosts are mainly below 40 years of age, a higher than average number of them is from Budapest, and the ratio of enterepreneurs and middle-managers is the highest in this cluster. They have an average level of education, however the largest number of respondents with the highest category of income level can be found in this segment.

The members of the ***"it does not matter, I just want to have some wine at home"*** (122 people) segment show very little interest in the product, neither the quality nor the external features of the wine are important for them. Price is the least important aspect in comparision with other segments, which of course does not mean that they are not price sensitive. The point of purchase

is also insignificant and the wine is not selected to match the accompanying food. Most of them are over 60 years of age or between 26-40. These people are mainly city dwellers or reside in the capital; they are employees or may be upper managers, most of them earn between HUF 50-100 thousand but in this group the ratio of the incomes over HUF 300 thousand is also the highest.

Gift bestowment

In this case it seemed methodically appropriate to divide the group of 571 people into 5 clusters. (Figure 5)

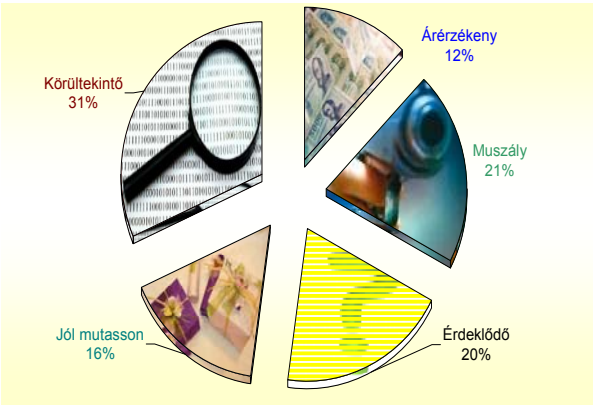


Figure 5: **Clusters of people buying wine for gift**
Source: Own research 2007, N=571

The "**price sensitive**" consumers (70 people) are not too proficient in this subject, they do not pay much attention to the characteristics of the wines, they primarily make their choices on the basis of price and they mainly do their shopping in supermarkets or specialised off-lecence stores selecting primarily products they are familiar with.

The members of this cluster are mainly city dwellers, the number of young people are below average, they are mainly employees, their occupation is standard but their income is somewhat higher.

The "**it is a must**" consumers (118 people) are also not very interested in the parameters of the purchased wine; the main difference between them and the price-sensitive consumers is that they mainly buy wine from producers or from a wine shop and make their choice according to their own taste. The members of this segment are older village dwellers and the ratio of the unskilled-, semi-skilled employees and the inactive is the highest. They have the lowest educational and income level.

The "**interested**" segment (113 people) show outstanding interest in extra information (e.g. recommended food, temperature, etc.). They most frequently buy wine in hypermarkets or wine shops, sometimes from agents, but occasionly they also order wine via the Internet. The most important aspect for them is the special taste of the person they buy the wine for, and they are the most influenced by the opinion of their acquaintances and

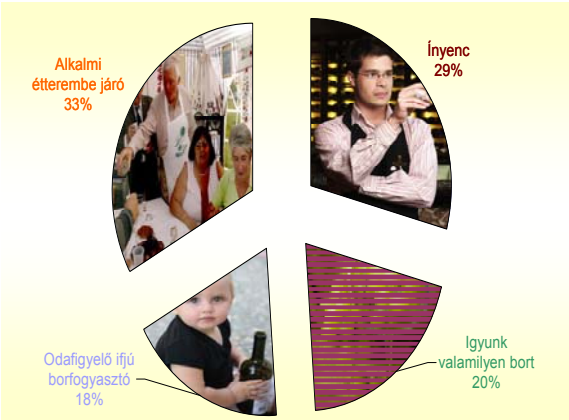
experts. They are middle-aged small-town dwellers, many of them are employed in the public sector or students, and the ratio of people with elementary education is higher than the average. They have a typical income level.

The members of the "**have fun**" segment (92 people) are not interested in the intrinsic value of the purchased wine, they are more concerned with the external features of the product, they are not influenced by any aspects other than a decorative appearance. They buy wine from hypermarkets or wine shops. The members of this segment are middle-aged people, most of them are employees with high level of education and they earn between HUF150-200 thousand.

The members of the "**prudential**" cluster (182 people) take many aspects into consideration before making their purchasing decision; they even pay a lot of attention to the quality of the product. They attach great importance to the personal taste of the person they buy the wine for. The principally acquire wine from specialised stores and take the advice of the shop assistant and their acquaintances into consideration. The demographic characteristics of the cluster considering sex, age, occupation, education, income represent average values; it is only their place of living that shows any difference since most of them live in villages.

Consumption in a catering unit

723 people of all respondents claimed that purchase wine to consume in catering units with certain frequency. 4 clusters can be distinguished in this group. (Figure 6)



The "**gourmet**" cluster contains demanding guests who in all probability order bottled wine (211 people), for whom the external glamour is less important that the intrinsic values. They consume wine in wine cellars or in resaurants; they hardly ever have wine in other types of catering units (may not even frequent them). They are interested in the wine-list, influence by acquaintances is moderate.

Figure 6: **Clusters of people consuming wine in a catering unit**
Source: Own research 2007, N=571

They frequent wine festivals but they occasionly visit wine exhibitions and wine tasting events as well.
The members of this cluster are mainly young or middle aged people from Budapest, entrepreneurs or middle-managers with a minimum of secondary education and with a higher than average income.

The members of the "**let us drink some kind of wine**" cluster (142 people) are only concerned with the basic flavour of the wine but other than that they are not very interested in what they are consuming. They typically order wine sold by the litre in wine cellars, restaurants or taverns. They are very hard to influence but they frequently visit wine festivals. The members of this cluster are mainly young or older people but not middle-aged mainly living in the country, many of them are students with a general school leaving certificate, their income is the lowest.

The "**heedful young wine consumers**" (132 people) pay heed to everything when ordering: the vintage year of the wine, the producer, awards, packaging, and the label is scrutinised. Most often they consume wine in restaurants or taverns and they can be easily influenced by experts, acquintances, and promotion. They often frequent wine festivals, exhibitions, and sometimes attend wine fairs. A young group, its members are students or entrepreneurs, the ratio of higher education graduates is the highest among them, their income is either between the average HUF 50-100 thousand or the relatively higher level of HUF150-200 thousand per month.

The "**occasional restaurant visitors**" (238 people) rarely go to any kind of catering unit, maybe to restaurants occasionally. When they do they have wine sold by the litre, they are somewhat more demanding and less price sensitive than the "*let us drink some kind of wine*" cluster. They are difficult to influence and never visit wine programmes. The members of this segment are mainly older people living in the country, employees or pensioners. Both their education and income level are low.

3.5. The analysis of the challenges of wine distribution on the basis of questioning wine producers

I considered it of utmost importance to get a clear picture about the situations in which the wineries must face the large number of challenges of distribution.
In order to be able to analyse the distributional experiences and ambitions of wineries I carried out a primary, questionnaire survey in 2004, examining the main *characteristics of production*, the *volume* of sales, the geographical *location*, the *number of employees*, the *forms of the companies*, as well as the

channel of distribution, the marketability of the wines, and the *difficulties* and challenges of distribution of 90 companies.

Despite the fact that it was impossible to gather a representative sample the distribution of company size adequately reflects the distribution of the whole sector. On the basis of the outcomes of the enquiry I carried out cluster analysis, and as a result the typical groups of wineries can be characterised in the following way: (figure 7)

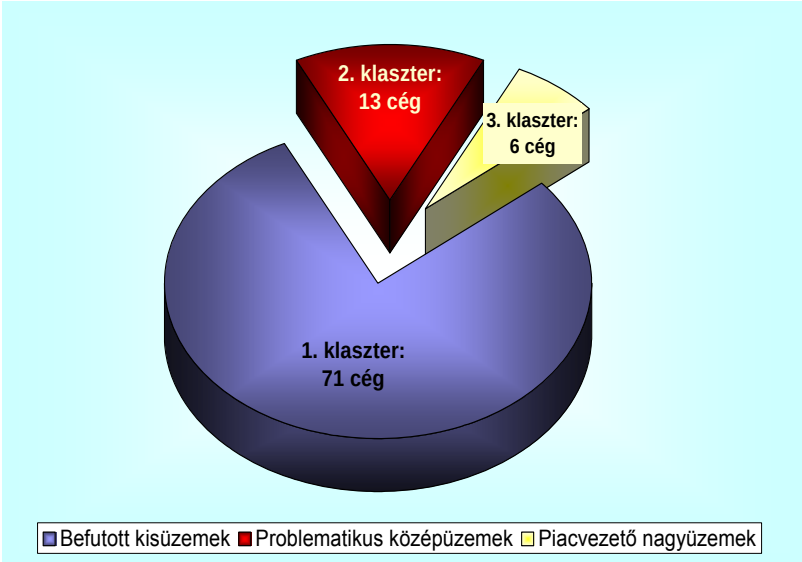


Figure 7: **The distribution of wineries amongst the clusters**
Source: own research 2004 n=90

Cluster 1: **the group of successful small enterprises**. 78.8% of the enterprises in the sample belong to this category. They have been in operation for an average of 20 years, their total annual sale amounts to 1400 hl; they are mainly private enterprises with 2-3 employees owned by a middle aged entrepreneur. Their primary channels of distribution are whole sale companies (34.5%), direct consumers (27%), and taverns (23,5%). They employ a sales coordinators and agents as well. They can market 81.8% of their products without any difficulties.

Cluster 2: problematic medium enterprises (14.5% of the sample). Their average volume of sales is 17 times higher than that of the small enterprises (23.700 hl/year). They primarily sell their products to wholesalers (45.4%) and retailers (17.3%). They less rely on coordinators and agents. They typically employ 13 people, operate in certain forms of company or partnership and are run by young enterepreneurs. They must face huge problems: in this category the ratio of the easily marketable products is estimated to be only 57.3%.

Cluster 3: Market leader large companies (6.7% of the sample). Their average volume of sale is ~3.5 times higher than that of the medium enterprises (83.700 hl/year). They mainly sell to multinational retail chains (44.7%), and wholesalers (35.83%), no other distributional channel is typical in their case, nor do they employ sales coordinators or agents. They employ an average of 55-56 people exclusively operating in a company form and these companies having been in the market for the longest time have no probles selling their products (82.5%).

Besides the differences the three clusters show similarities as well in respect of the proportion of red wines within the total sales volume, in the low volume of sales to restaurants, and the uncertain possibilities to increase sales.

On the basis of the outcomes of the survey no suggestions can be made that would equally apply to all wineries because the sample is far too heterogeneous for that. The current state, the market behaviour, and the perspectives of the three typical categories of the wineries are significantly different thus their *strategies* may also be *different*. The medium enterprises seem to be in a critical state as they are too large to exploit the distribution channels used by small enterprises and at the same time too small to appear in multinational retail chains. Risks hold them back from developments that would be necessary for expansion. The situation is not ideal for *small enterprises* either since capacity expansion does not promise anything heartening and the direct distributional channels are becoming uncertain with the changes in consumer demand. For the small and medium enterprises different types of *cooperations can be suggested* where the advantages of network operation (harmonised market presence, technological development, innovation, procurement, etc.) can be combined with flexibility stemming from the smaller operational size. Naturally the government also has important roles in facilitating the development of cooperation, mainly in supporting the initial conditions.

4. CONCLUSIONS, SUGGESTIONS

During my research about the price and quality of wines the results of the paired preference test adequately reveal the differences in the preferences of the different target groups, their significantly different tastes and their ultimately different demands.

In light of the different kinds of demands wine producers must apply differentiated marketing activities, which primarily means matured product policy and promotional activities based on the results of numerous research after which it would be expedient to develop other elements of the marketing mix in the long run.

Companies producing cheap wines for mass consumption are in truth guided by mass demand since wines not appreciated by experts can represent good quality for non-professionals as revealed by the results obtained from the group of "amateurs". In the case of less demanding consumers may be more driven by habits in their wine purchase furthermore their taste has also adapted to these familiar, customary products.
The force of habit is also detectable in packaging since non-professionals many times valued most positively the packaging of the wine which had been available– without hardly any external changes – in Hungary.
Personal subjectivity dominates to a greater extent for wines than for other foodstuffs in the case of the experts, the demanding as well as the average consumers. Subjectivity may partly be due to personal trait, partly to national culture and traditions, and it is also influenced by changing supply and trends.

According to the results of the survey there is a blend of subjective and objective value judgement in the estimation of wine, in particular the further we shift from the professional experts towards amateurs the more subjectivity will weigh. Consequently – since there is a narrowing population in the given segment in this direction – a differentiated message in content, style, and channels should be conveyed during the marketing activity. Results prove my H1 and H2 hypothesis; nevertheless H3 hypothesis is not supported.

The following statements can be made on the basis of the results of the quantitative standard interview on wine purchasing habits.
The changes in the wine purchasing habits of the population between 2000 and 2007 clearly indicate that the efforts made in wine marketing have resulted in positive changes in wine culture. Many wine producers have become well.known during the past years and hopefully reputation will have increasing influence on wine purchases.

Hungarian wines have a good image, Hungarian consumers still prefer Hungarian wines, and price is not considered to be the most important factor in wine purchase. (These results support hypothesis H4 and H5.) Wine producers have to strive for the development of a uniform and consequent branding strategy since brands guarantee quality for consumers. Winemakers have to make explicit decisions about what components they focus on in branding their wines and they have to create a positive image for their brand name which can assure long term success. The features and values of individual wine regions must be popularised collectively so that the name of the wine regions could appear more markedly during branding besides the role of the grape variety and the producer. In order to achieve this communication must be intensified along with the purposeful education and opinion development of consumers.

The growth of the importance of hypermarkets in wine distribution has raised difficulties for smaller wineries because of the increased expenses of getting into the commercial networks. Direct purchase from producers and the appreciation of wine shops by consumers can be observed which may enable smaller producers to get closer to consumers. (Results support hypothesis H6 and H7.) From the point of view of promotion however, this entails differentiated tasks.

While in the case of the self-service system of hypermarkets the purchase stimulating or POS/POP tools can have influencing roles, in wine shops it is the personal traits of the shop assistant that have cardinal importance. Besides all this the fact that consumers may be strongly influenced by the opinion of their acquaintances and friends in making their wine purchase decisions means that new BTL tools like guerrilla marketing or virus marketing may be necessary to apply. These tools can be inexpensive and highly effective, which provides opportunities for the smaller firms with confined promotional budgets.

The detailed cluster analysis has revealed that the aspects of wine purchase for home consumption are similar to that of serving guests and remarkable differences were observed mainly in the case of wine purchase as a gift and in the case of wine consumption in a catering unit.

Althoug a *less demanding* segment can be found in all purchasing objectives, which includes about 20-30% of the population, the differences can be explained by the reasons for the purchase. In the case of home consumers the reasons are mainly the frequency of consumption and to save expenses, in the case of serving guests it is primarily low involvement (perhaps because of non-consumption) in the case of gift buying it is task-orientation, while in the

case of visiting a catering unit it is the unfamiliar situation which is the result of infrequent visits or the dislike of wine.
It can also be observed that about 1/5 of the consumers show strong interest in wines, for them information about wines plays an important role and they also pay more heed to details. It is still a question whether this is because they are knowledgeale about wines or their interest is the result of fashion, prestige, or snobbism.
There can be found groups of wine lovers with higher educational and income level in the examined sample and they form the largest clusters in respect ao almost all purposes of purchase. They are the most demanding groups in terms of the intrinsic value of the wines but the external features are also important. The members of these clusters mainly buy wine directly from producers or in wine shops. (On this basis hypothesis H1 and H2 are confirmed.)

During the cluster analysis based on the enqueries about the distributional habits and problems of the wime makers it seemed appropriate to distinguish between three segments according to the size of enterprises and the strategies applied, which are the successful small enterprises, the problematic medium enterprises, and the market leader large companies.

The medium enterprises have the worst prospects since their production volume exceeds the amount that can be sold directly but their financial means do no tallow them to to think in a larger scale. The small enterprises with a relatively low production volume (which is still suffice to remain in the market) and reliable channels of distribution are in a favourable position, nevertheless experts suggest *cooperation* for both clusters in the long run because in this way the advantages of the network operation and the higher amount of flexibility which is due to the smaller size can be combined. (Hypothesis H6 accepted.)

The survey has also revealed that wineries and wine distribution enterprises currently do not pay enough attention to distributional and marketing activities and only a negligible number of enterprises employ professional distributional or marketing experts.

Wineries should take advantage of the knowledge centres in Hungary which have access to the results of a number of national and international researches and have up to date application possibilities, familiar with modern marketing tools which would enable enterprises to develop wine-brands, to build up reputation, and to make promotions successful.

5. NEW AND ORIGINAL RESULTS

I carried out my research to find out what roles brands, image, and price have in making wine purchase decisions.
I examined the topic from different aspects – carrying out five empirical examinations – the results of which the following can be considered new and original scientific achievements:

1. Within the framework of qualitative research and by means of the *paired preference test* method I analysed the judgement of the technical, functional, objective, and perceived quality of wines in three different groups, namely experts, wine lovers, and amateurs.
   Of the parameters depicting the quality of the wines I had the flavour, the fragrance, and the colour assessed and afer the blind test I compared the results with the judgement on packaging.

   On the basis of the *results* of the examination there are significant differences between the groups about the *perception* of quality, about the importance of the parameters depicting the quality of wine, as well as about the consistency of decision making.
   On the one hand the *experts* are much more *critical* about the judgement of wines; their decisions are *more consistent*, and their *preferences support* the qualitative *expectations* made on the basis of the price of the products.
   The (non-expert) wine lovers have a better than average routine in judging the quality of wines, however they cannot rely solely on organoleptic examinations either to formulate a definite opinion.
   The amateurs' order of preference showed the largest deviation both from the expected quality expected on the basis of price and from the experts' opinion.

   All this proves that the quality of wines is *not obvious for everybody*.
   On this basis I consider it of extreme importance that winemakers apply *brand-development* and *image-creation tools* as well as marketing factors that influence the purchasing and consumption decisions. (T1)

2. In connection with wine purchasing habits I carried out a standard quantitative *questionnaire enquiry* in 2000 and in 2007. I examined the judgement of the place of origin of the wine the influencing factors of the purchases made with different motives. The following main trends can be established on the basis of the results of the two surveys.

   Of the image elements of wines the *importance* of the country of origin, the wine region and the wine maker is *on the increase* for consumers,

which is also virified by the increase in the familiarity of the country of origin and the strengthening of the influencing power of these factors.
Consumers still *prefer* – and increasingly so – *Hungarian wines* while the popularity of the traditionally reputable French, Italian and Spanish wines have decreased.
The role and *importance* of other *influencing factors* have also changed slightly. Consumers have become more demanding and although their purchasing decision is still mainly influenced by the *flavour*, *colour*, *variety*, and *quality category* of the wine the importance of the above mentioned image elements as well as the judgement of the role of packaging has risen.

Although the role of the price is not negligible in making the purchase decision, recently the *wine region* has become almost as important and the *country of origin* has exceeded the price in importance according to the opinion of the consumers. In the case of wines purchased as gift the growth of the importance of the 3image elements is more explicit. (T2)

3. On the basis of the outcomes of the questionnaire survey carried out in 2007 I made *consumer segmentation* and revealed the orientational directions along which I *created* clean cut *clusters* from the consumers of different interests and motivations. In the case of the three-, four-, and five segments within the different motives there are overlaps and certain tendencies.
   As a result of the segmentation I was able to define the segments of home consumers and hosts, the clusters of gift buyers, as well as the *characteristic differences* between the segments of wine consumers in catering units.
   In all purchasing purposes there can be found a *less demanding* and an *information hungry* segment and, apart from the purpose of gift purchases, we can find a consumer group which is *demanding about the intrinsic value* of the wines. (T3)

4. I carried out cluster analysis on the basis of my questionnaire enquiry examining the determining factors of the distributional startegies of wine makers.
   During the analysis I seaparated and *described three different clusters*: the successful small enterprises, the problematic medium enterprises, and the market leader large companies.
   The plant size, current state, market behaviour and prospects *show significant differences* according to which *different startegies* are available for them.

Owing to the critical state of medium enterprises and the relative instability of the market position of small enterprises these market actors are advised to form clusters and cooperate and to utilise and take advantage of governmental *subsidies* sensibly, which seems to provide a possibility for long-term stability. (T4)

6. SUMMARY

In my dissertation the objective was to reveal both the roles of the factors that influence the purchase decision and the various factors affecting the purchasing process in the market of wines.

In the literature review I examined the tendencies in grape- and wine production of the past few decades, the changes in wine distribution, and the development of wine consumption.
Of the influencing factors of food consumption I analysed the effects of the broader environment on consumption and purchase, the changing tendencies of food distribution and purchase, as well as the consumption habits in catering outlets.
I also scrutinised the changing tendencies of wine distribution, wine purchase, and wine consumption.
I examined the meaning and importance of quality from the consumers' point of view, laying emphasis on the aspects of quality.
Having discussed the brands and the related notions I went on to analyse the effects of branding decisions on consumers. I examined the brands in the wine sector and the differences between wine brands and brands of other consumer goods.
Beside a general interpretation of image I specified its meaning from the point of view of wines.
The sphere of concepts of price and the associated problems have also been dealt with together with the effects of the relationship between price and quality, as well as the role of price in the case of wines.

After surveying the outcomes of national and international research activities and thoroughly examining the literature on statistics, research, and methodology I reviewed the results of my own primary research.

During the first, qualitative research series I examined the relationships between price, quality, brands, and image using experimental methods. The main outcomes of my paired preference tests:

- The three different examined groups – the experts, the ones who considered themselves experts and the amateurs – had a significantly different opinion about wines.
- This enables us to draw the conclusion that either there was a difference between the objective and the perceived quality of the wines during the blind test or that an ordinary consumer may not be able to – or only to a very limited extent – make a correct judgement about quality on the basis of purely organoleptic examinations.

The second primary research series processes and compares the results of two quantitative enquiries. The most important outcomes are the following:

- Hungarian wines are considered to be of high quality by the respondents and they rarely buy foreign wines.
- Although awareness about wines has risen in the past few decades and wine producers are acquiring fame throughout the country, most people do not know about our historic wine regions.
- Considering the various purposes for wine purchase consumers behave in a notably different way only when wine is bought as a present.

On the basis of my consumer survey carried out in 2007 I used cluster analysis to segment consumers who purchased wines for different purposes and characterised the groups in order to alleviate appropriate product positioning.

- In the case of all four purposes for wine purchase there can be found the segments of wine lovers who are particular about wine, the less demanding consumers, as well as the segment of those who are hungry for information.
- The segments containing high income or highly educated people prefer purchasing wine from producers or from specialised outlets.

In my third primary research the challenges winemakers face were analysed on the basis of a standard enquiry of 90 wine producers. The main conclusions are as follows:

- Winemakers make up a rather heterogeneous group which means that different strategies should be applied.
- On the basis of the cluster analysis three groups of wine making enterprises could be differentiated, namely the market leader large companies, the problematic medium-size enterprises – which seem to be in a critical position, and the successful small enterprises – whose market position and operation may become uncertain because of the changes in the current consumer demand.
- Clustering, cooperation, and government subsidies may help smaller scale enterprises.

On the basis of the outcomes of my surveys it can be stated that consumers combine objective and subjective value judgements in their perception and judgements of wines thus it is important to deliberately raise the awareness of consumers and formulate their opinion, to create differentiated messages and apply deliberate and planned marketing and communication activities instead of ad hoc promotions.

7. THE MOST IMPORTANT PUBLICATIONS OS THE AUTHOR

I.) Scienific publications (books, chapters, lecture notes)

Domán Sz. – Tamus A-né (2002) Marketing alapismeret, Jegyzet
Távoktatási tananyag, SZIE Gazdálkodási és Mezőgazdasági Főiskolai Kar Gyöngyös, 2002. 261 p.

II.) Scientific articles

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Dinya L. – Domán Sz. – Fodor M. – Tamus A-né (2006) Correlation analysis regarding the residential estimations of renewable energy sources
V. Természet-, Műszaki-, és Gazdaságtudományok alkalmazása nemzetközi konferencia, Szombathely 2006. október 14. ISBN-13: 978-963-9639-14-0 CD kiadvány
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IV.) Participation in research projects

2006-2009: Bioenergy application project, research fellow in the Marketing- and Info-communications subsystem

2006-2008

Innovation Research on behalf of OTP Garancia to survey the domestic saving and investment patterns

2007- 2008

Innovation Research on behalf of Coca Cola to survey the domestic consumption patterns of fizzy soft drinks