Case study: The buyer’s behavior on winemaking’s market of Iasi District

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SUMMARY

Understanding the way the consumers admit their needs, the way they search for information and estimate the variants, the way they take the decisions of buying and the way they behave after that, represents the starting point of the actions of satisfying the customers and, at the same time in the superior capitalization of products and in the elaborating an efficient programme of launching some wine tenders on the market.

An important element in succeeding a selective marketing research is the drawing out of the questionnaire which represents a logistic succession of questions, the majority of them having offered answers in multiple variants which help in picking up the data necessary to substantiate the decisions. The type of the used questions and the community investigated with the questionnaire can be characterized as a compromise between a vast statistical sounding and a research, which emphasize the qualitative aspects of the consumption. The investigation we are referring to revealed a series of influence factors of customers’ behavior concerning the wine. The research indicates that choosing the favorite wine represents a multiple motivated decision. A hierarchy of the mobiles that release the request, place the first in top the type of wine after its color: white, red, rose and after taste: demidry, demisweet, sweet, dry. Sweet wines are preferred in a double proportion by women in comparison with men, while the percentage of those who are against the consumption of wine is well-balanced distributed on both sexes. The season of the year also influences the wine consumption, the research showing that in summer time the proportion is the least. In choosing a brand the most important criterion was the taste 35%, then the color 14%, the price and the quality10%, which demonstrates that for the customers from Iasi exists a balance between quality and price. Among the producers, Sc Cotnari Iasi was mentioned by 34% of the persons who were asked and Agroind.Bucium by only 1%, well-known being Murfatlar 23%, Jidvei 14% and Vincon Vrancea 15%.What the consumers appreciate the most is the taste, then the aroma and the color of wine. The element which may have a special importance in choosing a certain type of wine would be the label, 37% of the people questioned chose this element, then coming next the color 14%, the bottle 8 %, the brand 7%, the wrapping and the price 6%. Most of the consumers 39% buy wine from small shops and a less percentage from big shops and restaurants. The wine advertising is known by only 27% of the people questioned and among these only 3% remembers the advertising of a wine produced in Iasi district.

The results of the research we were referred to, underline the complexity of motivation in choosing a certain sort of wine and the necessity of a deep examination. Without such kind of tackling, the wording of some certain capitalization strategies for wine-making products can’t lead to performance.

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