

## **Online Marketing and the Winery Sector**

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### **SUMMARY**

According to Internet World Stats 35.50% of Romanians used the Internet in 2010, less than the EU average of 67.30%, but higher than the world average of 30.20% (2). Yet only 9% of them shopped online in 2010 according to Eurostat (Eurostat, 2010). During the period May-June 2011 a qualitative research was conducted in order to determine how well known and how used is the site of a winery in Romania. The study was carried out in the county of Cluj and the interview was used as research method. The study was focused on Dealu Mare vineyard, considered the best Romanian zone for red wines. The interviews were taken on 20 subjects, however only 50% of them finished the interviews. The reason was that half of the interviewees did not know that Dealu Mare is a wine region. These interviewees have less than 30 years and are students. The subjects who finished the interview are between 30 and 60 years. Only five of them have shopped on the Internet, yet have never bought food. As well none of them were aware by the existence of Internet websites of Dealu Mare vineyards. However 90% of them stated that they are willing to try to buy wine on the Internet at least once. Even if Internet access is not very high and e-commerce is not widespread in Romania a new study on a larger sample is needed to determine what would drive Romanian consumers to buy online food and wine especially. Also wine producers should develop their websites and make them more attractive, easy to use and reliable and maybe to start to focus on foreign buyers in well.

**Keywords:** winery, Dealu Mare, interview, e-commerce

### **REFERENCES**

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2. <http://www.internetworldstats.com/stats9.htm> accessed on July 2011.