

## THE FACTORS INFLUENCING THE DECISION OF WINE PURCHASE

ELENA PET<sup>\*</sup> I.PET<sup>\*</sup>, AURORA VENIG<sup>\*\*</sup>, CORINA RUSET<sup>\*</sup>, S.MOISA<sup>\*</sup>, RAMONA BLAGA<sup>\*</sup>

<sup>\*</sup>University Of Agricultural Sciences And Veterinary Medicine Of The Banat,  
Faculty Of Farm Management Timisoara (Romania)

<sup>\*\*</sup>ORADEA UNIVERSITY

e-mail: petz\_ elena@yahoo.com

Nowadays, consumers are sovereigns on their incomes. Social stratification makes difference between incomes and determines significant variations within the consumption structure. The knowledge of the consumer's attitude structure represents an occasion for the investigation upon the causes leading to the acceptance or refusal of a product. The most important means is the research upon the consumers' desires. The marketing research deals with the process of investigation, gathering, filtration, processing, analysis, interpretation, exploitation and dissemination of information describing a marketing situation, for the strengthening of some decisions. A special importance in marketing researches belongs to the processes of measuring preferences, motivations, perceptions or other psychological-based information characterizing the consumers and the decision-makers, on the whole. Actually, they measure the reactions and attitudes of these persons to products, brands, stores, product varieties, advertising themes, package projects, etc.

This questionnaire represents a logical succession of questions, most of them with multiple-variant answers, and with their help we may gather data for a selective marketing research. Questionnaire completion requires qualification and talent, experience in human relationships, clear thought, good knowledge of the problems researched and ability in question making. Nowadays, consumers are sovereigns on their incomes. Social stratification makes difference between incomes and determines significant variations within the consumption structure. The knowledge of the consumer's attitude structure represents an occasion for the investigation upon the causes leading to the acceptance or refusal of a product. The most important means is the research upon the consumers' desires. In order to observe more accurately wine consumption, we have carried out this market study, by performing a questionnaire upon a group of 100 individuals. The reference population is from the city of Timisoara. Relying upon the study performed, we may conclude the fact that about 50% of the consumers prefer the half dry wine. The most known wines are those from the vineyard Murfatlar (27%), followed by Recaş (25%), Cotnari (19%), Jidvei (14%), Miniş (5%).

The most important characteristics selected by consumers when appreciating a good wine are: wine type and variety, color, surprisingly the price doesn't have very much importance, being on the fifth position in this hierarchy. The supermarket is the place for wine purchase preferred by 67% of the persons interviewed. An important aspect of the research upon wine market is represented by the price consumers agree to pay for a 0.75 l bottle of wine. Most interviewed persons would pay between 7.6 and 10 lei. Consequently, we have identified two big groups of consumers. "The conservatives", males who would pay less than 5 lei for a 0.75 l bottle of wine, family men, most with 3 members, with studies up to the intermediate level, workers or clerks and with an income of no more than 1000 lei and who appreciate the „accessible price". Given the tight correlation between incomes and the price paid for this product, the price is more important than the taste. "The sophisticated ones" are those who would pay more than 10 lei for such a product, most of them single, with no more than 3 members in their family, up to 34 years old, businessmen and/or high-education graduates, with incomes over the average, who drink occasionally and prefer a very good quality wine.

The most recognized varieties were: Busuioacă de Bohotin, Galbenă de Odobesti, Grasă de Cotnari, Merlot, Muscat Ottonel, Cabernet Sauvignon, Riesling and Sauvignon Blanc.