

MARKETING STUDY ON WINE CONSUMERS' BEHAVIOR FROM IASI

Andy Felix JIȚĂREANU, Aurel CHIRAN, Elena GÎNDU

e-mail: andyj@uaiasi.ro

Abstract

Research indicates that there is no such thing as a well defined market for wine, as there are no typical wine consumers. Wine market consists of several segments that are influenced by demographics, psychographics and the context in which it is consumed. Given the complex nature of the product itself, but also of the market, wine is one of the consumer products that are most difficult to address from a marketing perspective. Understanding how consumers choose a brand of wine continues to be a complex problem. Wine is a product that generates confusion among consumers, due to the large number of indexes on the label, such as brand name, region or grape variety. Unlike most foods products, wine taste may vary in a given year depending on the harvest, even if the brand and other extrinsic information remain the same. For other food categories, consumers easily switch between different brands according to market share and are not very concerned about the differences in taste or quality behind the labels. The study on which this paper is based aims to analyze the wine consumers' behavior from the Iasi market. Research objectives include: evaluating the main characteristics of the wine purchasing behavior, determination of preferences regarding the main characteristics of the product, evaluation of the main characteristics of consumer behavior and identifying features of the acquisition, consumption and preferences based on gender, age, education, number of family members and income.

Key words: segmentation, consumer behavior, market research