

## **Current Trends on Consumption of Wine-Vine Products from Minis-Maderat Vineyard**

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### **Abstract**

Objectives of the wine market knowledge derive from the essence of marketing and refer first to all the needs that turn into demand as well as the ability to quantify, revive or stimulate. Both supply and price are assessed as a phenomenon in which competition with its strong or weak parties is involved. As vine-wine products are addressed to a part of the market, satisfying a limited number of needs, of particular importance is the classification and market segmentation, in order to define the place and possible developments. Products include a certain share of the actual market, having a natural tend to expand primarily in the adjacent area, in the potential demand area. With the economic boom, this expansion is normal and achievable in a competitive struggle which not always results in excluding rivals from the market, the tendency of gaining a more favorable position is, however, a goal of every vine-wine producer.

**Keywords:** Wine production, consumption, wine producers

### **Introduction**

Wine production and consumption in the current Romanian space lasts from ancient times, the reputation of Romanian wines are recognized out of the country as well. Over time, the Romanian wine exports and their attendance in specialized trade fairs were highly appreciated, receiving numerous medals. As a result, they consistently fall in the structure of Romanian exports on the international market.

However, recent years raises many challenges to Romanian wine producers, though in reality, the classification of Romania as a country producer should consider the strategies and approaches of current producers. Romania is a traditional wine country and there has been a historical tradition of vines cultivation meant for wine obtaining since antiquity.

Viticulture in Arad county, with an existence of over two millennia, was first practiced by the Dacians on the hills of the last branches of the Zărand mountains, current Minis-Maderat vineyard, improperly called Arad Vineyard. Written documentation is dated from early XI century and certifies it as one of the oldest vineyards in Romania.

### **Materials and methods**

It has been prepared a questionnaire on a group of 418 people in the city of Arad, by which it was intended to find out the Arad consumer preferences and the reputation of Minis-Maderat vineyard products.

### **Interpretation of questionnaire**

1. 57% are wine consumers compared to 43% who responded negatively.
2. Frequency of wine consumption is 39% daily, 2 per week. 39%, occasionally 29%
3. Consumer preferences are over 43% red wine, close to white wine 42% and a significant percentage, 15%, have answered ‘without preferences’.
4. Table wine is consumed at a rate of 76% higher at the expense of the superior one which is preferred by only only 24% of respondents.
5. Out of the national vineyards, best-known are Minis-70%, Murfatlar13%, Recas 12%, 5% Cotnari.
6. Varieties of table wine consumed is 52%, 32% Cadarca, Mustoasa 13%, 3% Pinot.
7. Wine consumption is determined primarily by participation in various occasions and events (62% of respondents), followed by the influence of the group of friends (32% of respondents). The other motivations regarding wine consumption are of very little influence, the recommendation of a specialist (4%) and discounts (2%) respectively.

None of the respondents is determined to drinking wine because of wine tastings offered in supermarkets.

**8.** Most consumers consider price, brand, product range, year of bottling and vineyard of origin as a critical criteria in purchasing wine over the other two criteria (shape of the bottle and advertising) which are less important to them.

**9.** Analyzing collected data on frequency of drinks consumption, there results that beer, wine and alcohol are preferred to be consumed occasionally, compared with soft drinks, mineral water and plain water which are preferred by respondents to be consumed daily and weekly. If the highest frequency of respondents' is plain water consumption, the opposite pole is alcohol non-consumers.

**10.** Wine qualities are found in taste 77% strength 15%, 7% bouquet.

**11.** Consumer perceptions on the attributes of Arad vineyard wines appears to be positive, with a plus for medaled wines.

Out of analyzing data there results that wines are sold at a good price, have a good brand image built to provide security and satisfaction, it is presented in a wide range of sorts that meets consumer demands.

Research shows that these wines are high quality products, taking into account that most respondents have rated very good characteristics such as taste, flavor, color and limpidity.

### **Results and discutions**

If European consumers appreciate the majority of red wines, domestic market still prefers white wines, while rose wines are a less promoted segment. Trends are moving gradually to dry wines, which can be explained by maturity of domestic consumers, who increasingly choose more often dry wines to the detriment of sweet and semidry wines.

The assortment promoted by wines from Minis-Maderat vineyards remains dominated by dry red wines, but it still continuous a greater diversification towards semidry and sweet wines, both red and white. As a way of promoting the product in Romania is to appeal to the health of individuals and to the benefits brought by red wine consumption, thus invoking the maturity of Western consumers.

Objectives of the wine market knowledge derive from the essence of marketing and relate primarily to the needs that turn into demand as well as to the ability to quantify, revive or stimulate. Both supply and price are considered as a phenomenon that involves

competition. As vine-wine products appeal to a certain segment of the market, of particular importance is the marketing strategy of each manufacturer to define the place and potential developments on the wine market.

Vine-wine products from Minis-Măderat vineyard participate in meeting the real demand of a relatively small segment of wine consumers, adapting to the rules imposed by legislation, preferences and quality.

Competitive advantages of Minis-Maderat vineyard wines address the following issues:

- ensuring quality features of assortments offered to consumers,
- maintaining of good sensory characteristics outlined on the specific sorts of wine by variety and origin,
- use of a pack with personality through design and message, identifying the vineyard, the producer as well as the particular characteristics of wine.

### **Conclusions**

Wines from Minis-Maderat vineyard include a certain share of the actual Arad market and naturally tend to expand primarily in the adjacent area, in the area of the potential demand. This expansion is normal and achievable in a competitive ethic ethics, which does not always exclude rivals from the market, the tendency of gaining a more favorable position. However this is a goal of every vine-wine producer.

The wine market is a mature market, seriously affected by social environment development, due to food habits and purchasing behavior of consumers. Even if the dominant wine market seems stable, the trend is the change in consumers' preferences to higher quality wines at the expense of table wine.

A particular interest shown by the Miniş Maderat vineyard is the agro-tourism, materialized in programs of visiting the vine plantation and wine tastings in specially designated areas. The results are more than encouraging considering the fact that the number of tourists-clients has increased each year. In this respect Minis-Maderat vineyard producers are committed to become more than wine producers, i.e. providers of touristic services.

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