

## **YIN & YANG IN PROMOTING WINEVS THE FEMALE CONSUMER**

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*Abstract: Wine, in all of its textures and aromas, is known to be uplifting, delightful, graceful, appealing and exclusive. There are substantial reasons why this ancient drink is especially connected with one's feelings. Women want to drink less but better, without endangering their health, favoring a wine-happy approach in exceptional and festive occasions. But which wines do women prefer?*

*Emphasizing the art of attracting and keeping customers that bring profit, also known as marketing, the authors try through this study to identify which is women's behavior toward the product wine and which characteristics influence their decision making process, by following the next five steps: identifying wine products, information research, alternatives assessing, purchase decision and their behavior after purchasing.*

*Keywords: wine marketing, consumer behavior, information, education, communication*

### **INTRODUCTION**

According to The National Vineyard Growers and Wine Producers Association (PNVV), Romania produces over 4 million hectoliters of wine annually and wine consumption is of 25 liters per capita. Since there are not enough studies on the Romanian wine market, further research is needed. Wine growers together with inbound marketing teams have to find the optimum strategy to attract visitors, convert leads, close and delight customers.

Romanian winegrowers need to establish proper and successful marketing strategies, especially when dealing with the female gender. It is a known fact that wine drinkers have different preferences and knowing the key information will help increasing sales.

Through our study we intended to find out which are the female consumers' requests and significant characteristics when it comes to buying a bottle of wine.

Those who benefit the most from our study are the marketers, yet indirectly, the local economy could be affected in a positive way.

Our survey was conducted on female wine drinkers in Iași city (Romania) with ages ranging from 18 to 60 years old.

What female wine drinkers dislike is as important as their preferences. Winegrowers would be able to focus only on what local wine buyers prefer and, thus, stop spending money on disliked characteristics. The wine industry is growing and local wineries need to find ways to survive and become strong. An improved wine and marketing strategy can be appealing and increase the demand for it.

## MATERIAL AND METHODS

The primary data was collected via online survey, which had 95 kindly responses. The online tool Survey Monkey provided feedback. This amount is sufficient to represent Iasi District. The layout consisted of 10 questions which show the criterias female consumers use when purchasing wine.

We targeted females of legal age who have consumed wine in the past year.

## RESULTS AND DISCUSSIONS

The first question pointed out that all categories are similarly important (Fig. 1). These categories are label appearance, price, brand name, varietal-type and origin of wine, food pairing and alcohol level. The responses ranged on a scale of four: not important, less important, important and very important.

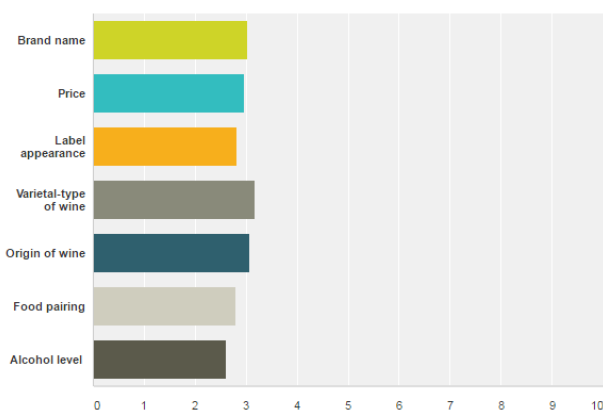


Fig. 1 – How important is the following information when purchasing wine?

The second question asked the respondents how often they drink a certain varietal-type of wine. Again, the responses ranged on a scale of four: do not drink, drink rarely, drink regularly and drink very frequently. Only 19.23% to 25% of female consumers drink regularly each

varietal-type of wine (Fig. 2). Merlot, Pinot Noir and Cabernet Sauvignon are the most frequently drunk varietal- types of wine.

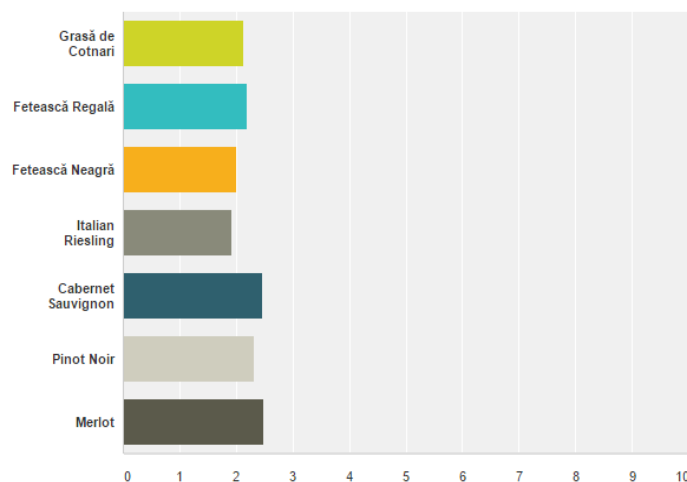


Fig. 2 – How often do you drink each varietal type of wine?

The third question asked which kind of wine the consumers prefer. Red wine is definitely more preferred, being chosen by almost 65% of the respondents (Fig. 3).

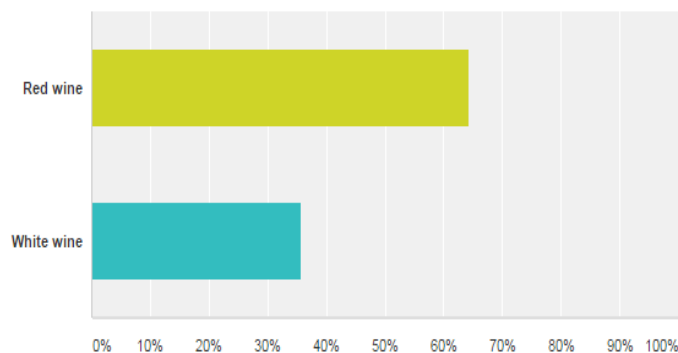


Fig. 3 – Between red and white wine, which one do you prefer to drink more?

Question number four wanted to find out which is the kind of wine women prefer between bone dry, dry, semi-sweet, sweet or all together.

Obviously, the most preferred kind (Fig. 4) is semi-sweet (48%), followed by sweet (24%) and dry (11%). Bone dry (7%) is less consumed by women

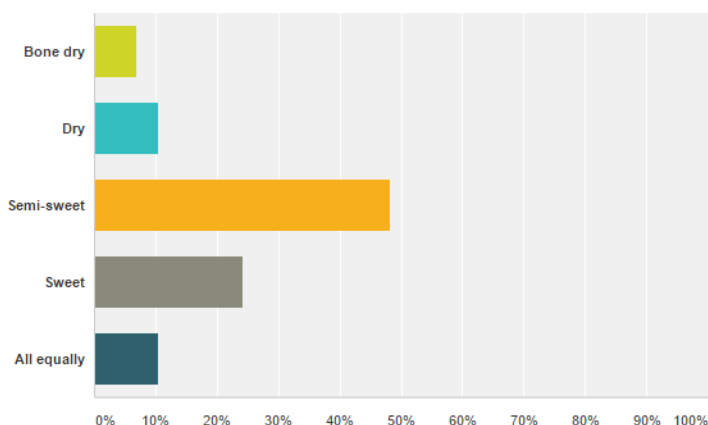


Fig. 4 – What kind of wine do you prefer?

The fifth question had the role of finding out how much wine do female consumers buy each month. Results showed that almost 80% buy between 1 and 3 bottles of wine (Fig. 5). None of the respondents buy more than 10/month

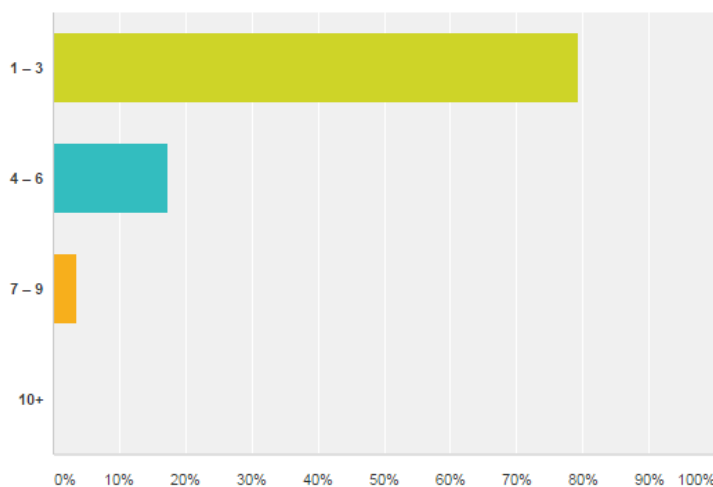


Fig. 5 – On average how many bottles of wine do you buy per month?

Question number 6 asked the female wine consumers what winegrower they know best. The first two most popular romanian wine brands (Fig. 6) are Cotnari (48%) and Murfatlar Romania (30%). Others are Bucium Iasi, Jidvei, Pietroasele, Purcari, Recas, Odobesti and Domeniul Segarcea.

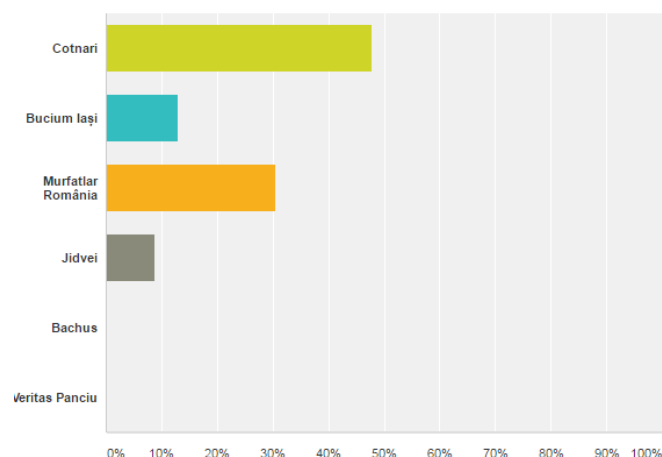


Fig. 6 – When thinking of wine, which winegrower comes first to your mind?

The next question brought to light what is important for the female consumer when they decide in buying a certain brand. Responses ranged on a scale of four: not important, less important, important and very important. They rely most on the wine's repute (Fig. 7), but also friends' recommendations are important. Less important is advertising.

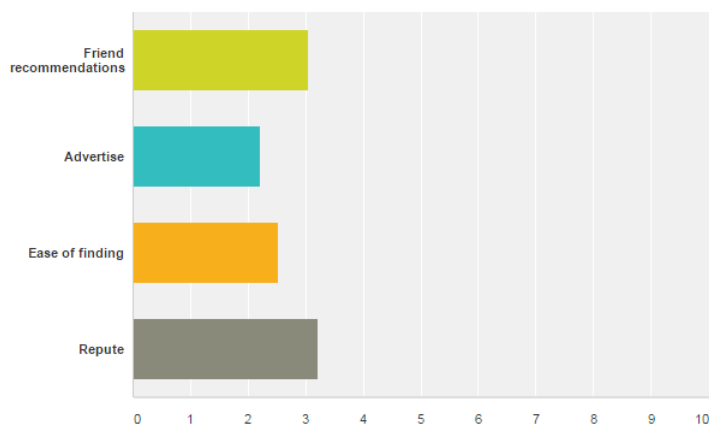


Fig. 7 – When choosing a wine brand, how important are the followings?

The eighth question is of great significance for wine marketers as well. It helps them in having a clear image where women purchase wine from. Results show that most female consumers go to hypermarkets (83%) when performing the action of buying wine (Fig. 8)

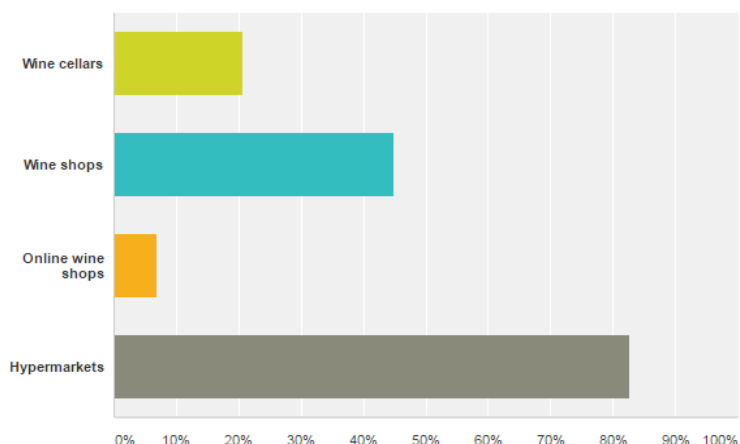


Fig. 8 – Where do you usually purchase wine from?

Question number nine helped us in having an idea how old female wine drinkers are. The age options were offered in five ranges. Most of the consumers are in the young age range (Fig. 9). This survey was taken by the same number of women between 18 – 25 years old and 25 – 30 years old which represents 41.38%. Similarly it goes for the following two age ranges, each responded by 6.90% of the total number of responses

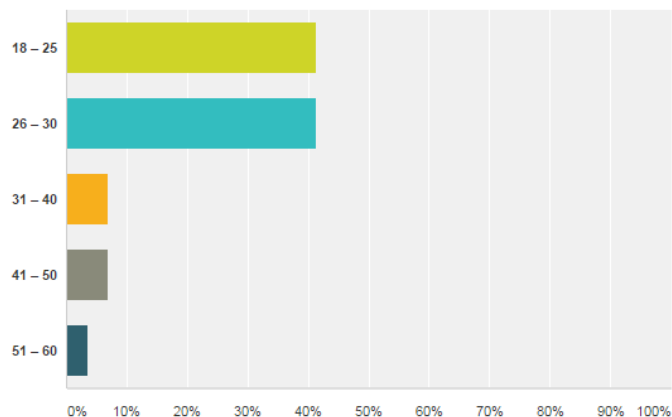


Fig. 9 – Which of the following ranges describes your age?

The last question asked the respondents what their monthly household income is. The options started at 0.00 lei to over 4500 lei and were divided into five ranges. Over 27% of respondents have an income of 0 – 1500 lei, which is the same figure for range 1501 – 2500 lei. Almost 21% of respondents have the income of over 4500 lei.

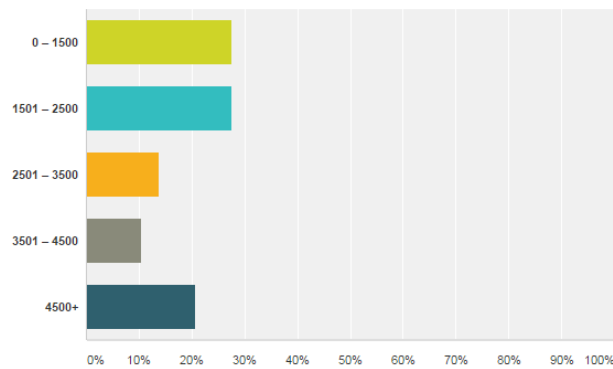


Fig. 10 – What is your household income per month (Lei)?

## CONCLUSIONS

In ensuring a successful business it must be understood the female consumer behavior better by finding answers to the following questions: Who buys wine? How is it bought? When and where do they buy? Why do they buy? What are the most favorite products?

Female consumer understanding and detecting reactions to the different characteristics of the product, price and advertising campaign is an advantage for companies that have these answers.

The four elements of the marketing mix: product, price, placement, promotion, enter the "black box" of the female consumer where they are converted into a set of reactions, such as choice of product, brand and wine supplier, when is the acquisition made and the quantity purchased. Purchaser traits influence her way of perceiving and acting on the four elements and the making decisions process influences the consumer behavior.

In general, the decision to purchase is geared to income, social status, method of serving, group invitations.

Superior products bought are an attribute of people with a certain social status, for which price is a negligible amount in choosing a quality wine.

This should be an advantage for the wine grower who wants to conquer the market feature a high-income social class, used with small amounts of wine, yet highly qualitative.

Regarding lifestyle only top-quality wines take into account the personality and opinion of one self. Award-winning wines followers try to meet the needs of self-esteem. They can buy

collection wine and demonstrate knowledge in the field. When the wines are to be offered as a gift, purchasing can become anxious. They buy wine to satisfy a social need, but cannot appreciate its quality.

Not to deceive, they purchase goods from famous shops or purchase wine that is legitimized by an advertising company. Wine consumers have a complex purchasing behavior if they are involved in the purchase of a brand wine or when wine is very expensive and is rarely purchased. Knowledge is very low in this area, buyers being uninformed in detecting wine characteristics. So, the uninformed buyer will have to firstly form a belief and then make an informed choice.

The wine manufacturer must try to educate the consumer and direct them to purchase their products.

When the consumer is heavily involved in the procurement of an expensive and rarely purchased wine brand, and notes that there is little difference between brands, most often the buying behavior is oriented towards reducing dissonance (discomfort after sales).

Buying behavior commonly occurs when the wine consumer is less involved in the process and the differences between brands are insignificant.

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