

# **SPECIALITY TOKAJSKÉHO VÍNA OČIMA MAĎARSKÝCH SPOTŘEBITELŮ**

## **TOKAJ WINE SPECIALITIES IN THE MIRROR OF HUNGARIAN WINE CONSUMERS' OPINIONS**

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### **Abstrakt:**

V současné době je průměrná spotřeba vína v Maďarsku 33 litrů na osobu, v porovnání se spotřebou v západní Evropě se jedná o přijatelnou úroveň. Je však nutno konstatovat, že „kulturní“ konzumace vína se začíná rozvíjet teprve v poslední době. Spotřebitelé, jejichž znalosti o víně se začínají rozšiřovat, požadují kvalitnější vína. Výrazně se také zvýšil počet kvalitních vědeckých příspěvků na toto téma. Jejich srovnání je však velmi obtížné vzhledem k použití rozdílných zjišťovacích metod. Tento výzkum podporoval a prokázal hypotézu, že víno je produktem, kdy nákup je založen na předchozí zkušenosti. V současné době je víno velmi populárním produktem, avšak velmi záleží na celkovém dojmu, který je tvořen např. správnou lahví a etiketou, které jsou nezbytné pro vyšší podíl prodeje. Dalším faktorem v rozhodovacím procesu spotřebitele je i cenový poměr.

### **Klíčová slova:**

marketing vína, rozhodování spotřebitele, speciality Tokajských vín

### **Summary:**

Today, average wine consumption is about 33 litres per person per year in Hungary, which figure, comparing with data in Western Europe, is acceptable. However, cultured wine consumption has begun to develop only in last few years. Consumers, whose knowledge about wines have been widening, demand quality wines. The number of high standard scientific contributions on this subject has risen greatly. But comparisons of them are rather difficult because of adopting different surveying methods. This research has supported and confirmed that wine is a confidential product and previous experience could be an important determining factor during wine-purchasing. Wine is popular as a present, so the nice, elegant look, proper bottles and labels are essential for the higher rate of selling. Further, price-value rate could also be a main factor during the customers' decision.

### **Keywords:**

wine marketing, customers' decision, Tokaj wine specialities

The wine and champagne supply increases all over the world, therefore it becomes more and more difficult to sell them abroad. While previously Eastern-Europe was a significant market of Hungary, it has been crowded out from this territory and new producers has supplanted such as the Italians, Spanish and Germans. The wines of the New World have appeared in the market and that has resulted in an unusual competition in the market. The success could be described by the fact that in these areas, e.g. in Australia, California, New Zealand, the natural conditions are very good and there is no so-called production-risk. In Hungary, wine producers are always dependent on the natural conditions and the weather-changes. At the new production sites, the wine production is almost industrialized, the quality of the beverage is good and its quantity is also

favourable and calculable from year to year. Beside these, the success is crowned by serious marketing; that is why it is important to talk about this activity, its role and importance.

Wine is a particular and special product, so its marketing, consumer and market are special as well. The marketing of wines requires special attention. Wine marketing is a practical activity and not an applied science; it is the mixture of the marketing and wine sciences, but not only their simple total. The knowledge of marketing methods, approaches and concepts is necessary, but the knowledge of wine as a product is indispensable either. In the case of wine marketing different levels could be determined which optimally build upon each other. It is shown in Table 1. The structure of alcohol consumption has considerably changed since Hungary, from wine drinking nation, has become mixed alcohol consumer. This process has taken place in almost all wine producing countries. Considering alcoholic products, the social structure of the consumers is different, despite the competition is quite strong between the product-groups. Wine consumption is the highest among those feeding traditionally and among reduced eaters. At the former, this high level is due to its deliciousness; at the latter it is due to its role as nourishment. (Botos-Hajdu, 2004) However, among regular consumers wine drinkers are more frequent, which means that wine is the drink of every days. (Table 2)

**Table 1** Levels and characteristics of wine marketing

<b>Level</b>	<b>Example of programme and level</b>	<b>Characteristic</b>	<b>Target group</b>	<b>Implementer</b>
<b>International</b>	French paradox – OIV	Communal	Generally the wine-consumer	International organisations
<b>Region</b>	Wines of the New World – southern hemisphere	Communal	Generally the wine-consumer	Regional organisations
<b>National</b>	Hungaricum wines – Hungarian wine sector	Communal	Consumers of the wines of the country	National communal marketing workshops
<b>Wine-growing region</b>	Gallo nero- Chianti	Communal	Consumers of the wines of the wine-growing region	Wine-growing region
<b>Area</b>	Sauternes sweet wines – Bordeaux Tokaj-Tokaj	Communal	Consumers of that product	Wine-growing area
<b>Winery</b>	Tiffán, Heimann etc. wines	Particular	Consumers of the wines of the wine Producer	Winery
<b>Brand</b>	György cottage, Riverview etc. wines	Particular	Consumers of the brand	Winery
<b>Product</b>	Carissimae cuvée etc.	Particular	Consumers of the wine	Winery

Resource: Hajdu-Botos, 2004

**Table 2** Distribution of national sample according to the frequency of alcohol consumption (%)

Frequency	Wine	Beer	Spirit	Champagne	Total alcohols
Daily drinkers	19.1	14.2	5.8	0	32.0
Weekly consumers	25.8	21.2	10.9	1.6	28.8
Monthly consumers	31.0	21.3	23.2	15.4	26.6
Rarely drinkers	18.3	20.0	30.4	65.2	12.6

Resource: Szocio-Gráf Intézet, 1999

Demographic distribution of wine consumers is one of the most important information for the wine producers sending their products to the market and for the wine traders. The main wine consuming group is that of people above 62 years, but the young are very important as well who, on one hand, already like wine and, on the other hand, will form the wine consuming group of the middle-aged class. According to qualification, the low- and high-educated people are the main wine consumers who, however, have different wine consuming culture. (Hajdu, 2005)

The frequency of wine consumption significantly influences the amount. The even but regular consumption is the most pleasant utilization method for the sector; international tendency shows that the number of frequent wine consumers is decreasing. Broad marketing researches are conducted to determine the factors influencing the changes in wine consumption. National data are available every year on this topic.

The development and the coming near to the international tendencies as regards the location of wine-buying are conspicuous, and this process has not ended yet. In spite of the small shops, the ground-gaining of the hyper- and supermarkets is the noticeable direction. The large and the discount-type shops together have gained significant ground. (Oszoli at, 2003)

In Hungary, three big categories of the wine consuming groups could be distinguished.

#### **First category:**

people drinking quality wine: quality both refers to the consumed wine and the consumer's attitude towards the wine;

intellectual wine consumers: this group consists of people with university degree and high school graduated people participating in further education. Generally they have high status;

elite consumers: besides people with university degree all the middle and top managers can be found here;

the young: this means the 15-29 years-old age-group;

consumers living in villages;

bar consumers: those can be regarded as pub consumers who buy or drink wine in bar or pub;

people not drinking wine.

#### **Second category:**

Occasional wine consumers who drink for their health: they do not really like alcohol, drink wine and only 1-2 glasses.

Beer-drinking wine consumers: they prefer beer but they drink wine willingly as well. They can not be regarded as regular consumers.

Regular, cultured wine drinkers: from alcohols they only drink wine. The consumption culture is the strongest in this group.

Alcoholics drinking much and anything.

### Third category:

The „wine-friend” segment: their characteristic is that they like wine and its consumption belongs to their every days. For them, wine is the queen of alcohols.

The „gourmet” segment: „gourmet” means a person who tastes and buys wines in rotation, looking for adventure.

The „looking for middle-category” segment: those belong to this group who drink wine more willingly than the average but wine-drinking does not mean adventure, experience for them.

The „present-giving” segment: usually do not really drink or like wine, but they recognise the value of wine to some extent.

„Abstinent”: who refuse drinking wine and alcohol itself.  
(Hajdu-Botos, 2004)

## METHODOLOGY

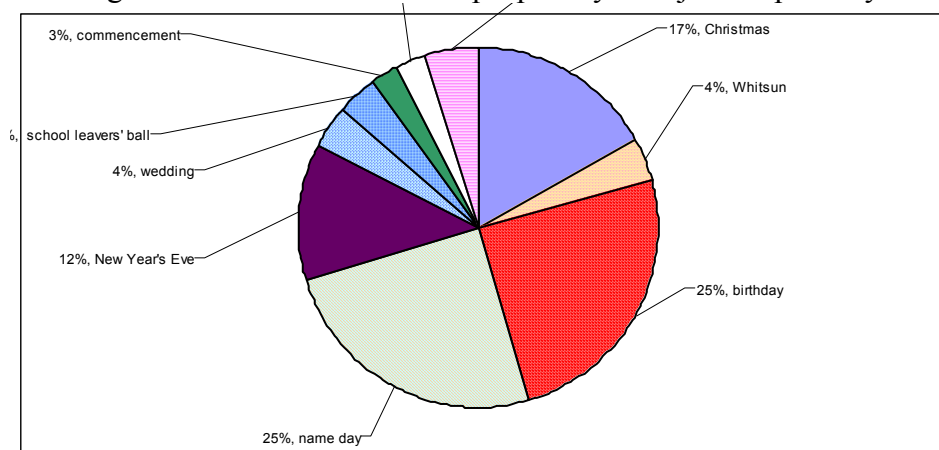
The survey was conducted in the centre of the North-Great Plain region, Debrecen. It was carried out at the end of 2005, and the sample consisted of 106 persons. Special questions referred to the consumption habits of the Tokaj wine specialities. In the survey, there were different types of questions such as closed, dichotomy and opened questions. The one-page long survey was only completed by every third person, so the willingness for answering was quite good. The survey took place in a neutral part of a shopping centre. Only 6 out of the 106 questionnaires had to be disclosed primarily because of inconsistency. The composition of the sample and the answers to the questions and the coherence examinations are described in the ‘Results’ chapter.

## RESULTS

The most people know the Tokay Aszu wine, a wine made from selected noble rot grapes (30 %) and the Tokaj szamorodni (28 %). The acquaintance with the Tokaj essence and Aszu-essence is lower, 12-12 %. The fordítás and máslás are less known by the Hungarian consumers, their proportion is 10 and 8 %. Considering the frequency of buying Tokaj wine specialities it can be stated that in case of each wine speciality, the weekly wine-consumption is typical. 60 % drink Tokay Aszu wine weekly. 45 % drink Tokaj szamorodni and 47 % drink Tokay Aszu-essence on a weekly basis. In case of fordítás and máslás, this ratio is 39 % which is surprising because this type of wine was the least known by those answering the questionnaire.

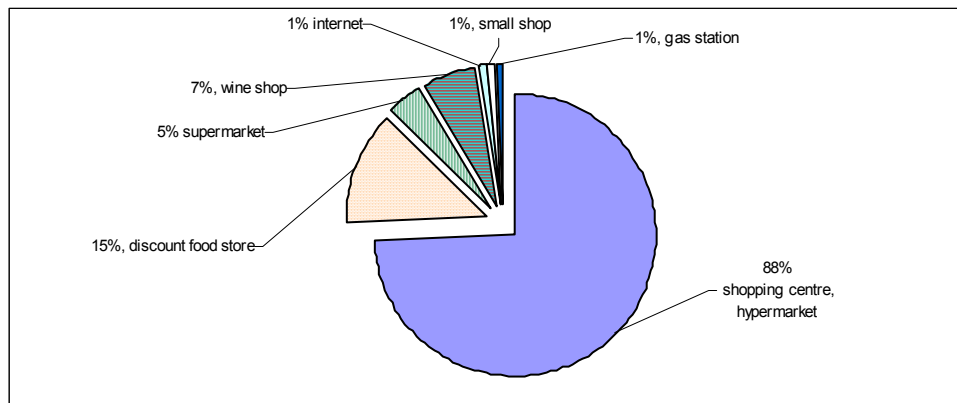
In Figure 1, it can be seen for what occasion consumers buy Tokaj wine specialities. The most frequent are the birthday and name day with 50 % share. And quite significant rate has the Christmas.

Figure 1: For what occasion do people buy Tokaj wine speciality?



In Figure 2, it can be seen where people buy. The predominance of shopping centres can be detected.

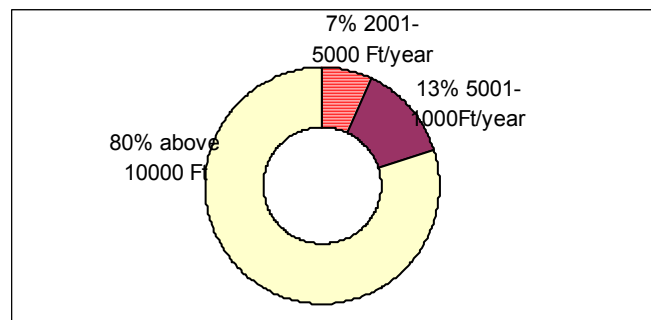
Figure 2: Where do people usually buy Tokaj wine speciality?



At a monthly net income above 200 thousand forint it could be detected, that 66 % of the questioned people bought wine at shopping centres.

In Figure 3, the average annual amounts spent on wines are shown, from which it turned out that half of this amount is spent on Tokaj wine specialties.

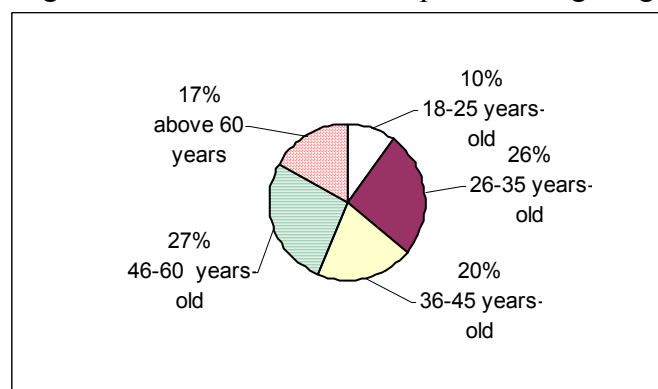
Figure 3: How much do people annually spend on wine on average?



The following interesting things could be known about the sample: 73 % have not been attended to wine culture training, and 44 % visit wine festivals. For the question ‘What comes to your mind about the Tokaj?’ 26 % answered that ‘taste, flavour, delicious’, 18 % said ‘the wine’, 8 % ‘the Kopasz-hill’, 22 % ‘the kings’ wine, the quality, the brand’.

In Figure 4, the distribution of the sample according to age can be seen. All age-groups were represented, which strengthens the representativeness.

Figure 4: Distribution of the sample according to age



Distribution according to gender in the sample: 56 % male, 44 % female. Examining the distribution according to education, it can be said that the rate of people with university degree is 19 %, with college degree is 32 %, with high school degree is 29 %, with technical school degree is 8 %, 11 % were skilled workers and 1 % only finished the primary school. The rate of intellectual workers is 48 %, physical workers 20 %, students 6 %; retired people 25 %, unemployed people 1 %. Another interesting thing is that among consumers born on the Pisces the primary aspect of buying wine is the vintage. Among those born on the Libra, price is determinant and it is followed by the quality. In case of others, absolutely quality is in the first place and it is followed by the price. Regarding quality, previous experience is determining, as in case of wine we can not talk about identical quality. In case of beers, we always get the same quality, but it is different considering wines. Therefore, it still have important role that the consumer has previously got acquainted with the product.

## CONCLUSIONS

Wine is such a particular product which requires special marketing approach. As grape requires continuous care, the trading of the product, that is the wine, also requires continuous attention. The target is to sell the product which, besides the maximum satisfaction of the consumer, might create social-cultural added value. The result of my own research proves at more points that written in the scientific literature.

The most important result of my own research is that the majority of wine-buying people buy in shopping centres, so consumers could be reached here. My proposal is the application of 'in Store' marketing.

When buying Tokaj wine specialities, the primary aspect is the quality; the second one is the price. An interesting fact is that among consumers born on the Pisces the primary aspect of buying wine is the vintage. Among those born on the Libra, price is determinant and it is followed by the quality. In case of others, absolutely quality is in the first place and it is followed by the price. Regarding quality, previous experience is determining, as in case of wine we can not talk about identical quality. In case of beers, we always get the same quality, but it is different considering wines. Therefore, it still have important role that the consumer has previously got acquainted with the product. My proposal is to integrate an educational subject about wine culture which improves the general intelligence into the education system. It would have a noticeable impact even in the middle-distance, if the consumers could be persuaded to regularly visit wineries and they taste the wines themselves. Relating to this, I think it would be very important to improve the significance of local trading. The latter would play a great role in local tourism and rural development. As in a good business, all parties would be lucky.

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