1. INTRODUCTION

Vojvodina used to be renowned as a region of viticulture and wine production not only at the national level, but in many other countries as well. Wine consumers had the habit and ritual of wine consumption, which is evident from the fact that wine consumption amounted to 30 litres in the 1970s, whereas five years ago it plummeted to only 3 litres per capita. The changes occurring in young consumers’ lifestyles and activities of beer and soft drink producers resulted in re-channelled consuming habits, especially of the younger segments, and preference of competing beverages at the expense of wine. In addition, wine consumption was mistakenly associated with alcoholism and all its consequences. Wine is an alcoholic drink, but alcohol is not the only and the most significant ingredient. It contains a plethora of various organic compounds and minerals required by the human organism. Rather than encouraging alcoholism, moderate consumption of wine features as a component of diet with nutritional, hygienic, prophylactic and medicinal value (Cindrić et al., 1994).

Research (Kovač & Pekić, 1991) describe the multifaceted influence of grapes and wine in the biochemical reactions of the human organism, such as vitamin C economy in the organism, inhibition of enzyme systems responsible for connective tissue destruction, protection of collagen fibres in blood vessels, blood cholesterol reduction, excess free radical elimination, antiviral properties etc.

In recent years, under the influence of oenophilia present in mature markets, interest in wines (especially those with protected geographical designation) has revived in our conditions as well. The true wine culture is acquired over a longer time period, as it implies expertise in viticulture, knowledge of wine types, classification of wines by quality and culture, the medicinal aspect of wine consumption, the art of serving, label reading, wine temperature, wine glasses, matching wines to food, and many other things. The wine culture is full of “rules” which do not impose norms, but rather entail the beauty of experience, contribute to enjoyment, and ennable soul and body.

The aim of this research is to establish the motives and attitudes to wines in Vojvodina, which can serve as a basis for wineries for applying the appropriate marketing mix in creating consumer value and partnership relations with consumers and stakeholders. This research can also serve for improving the consumption of high quality wines that this re-
Holistic marketers acknowledge that the marketing environment sees constant emergences of new opportunities and new threats, and realise the importance of constant monitoring and adapting to this environment, whose factors cannot be controls. Within the global situation, the doyens of marketing and branding, Kotler and Keller (2006), have identified six most important determinant comprising the subject of marketing research and pertaining to the macro-environment elements: demographic, economic, socio-cultural, natural technological, and administrative-political.

The same approach to macro-environment is found in Kotler, Wong, Saunders and Armstrong (2007). Corporate marketing responds differently to environment challenges. Some only watch without reacting, whereas others manage the environment by studying forces from the environment and create strategies for avoiding threats and using opportunities offered by this environment. In their opinion, macro-environment determinants include demographic, economic, natural, technological political and cultural forces, and micro-environment comprises determinants include those that affect its ability to serve consumers, i.e. deliver value – the company, suppliers, marketing intermediaries, competition and the public.

Marketing research conducted in this paper was based on the approach of domestic authors (Salai & Božidarević, 2009), looking into the determinants of macro-environment and wine consumers as micro-environment determinants.

### 3. EXTERNAL (macro-environment) DETERMINANTS OF WINE CONSUMERS’ BEHAVIOUR IN THE PROVINCE OF VOJVODINA

Wine consumers’ behaviour is significantly defined by the determinants of the environment they live and their personal (internal) determinants. Research into the determinants of these consumers’ environment encompasses geographic, demographic, economic, sociological, social, cultural, political and legal determinants.

**Geographic environment.** The population’s consuming features, and thus differences in consumption, result from a whole range of determinants and the impacts of the geographic environment. Consumer behaviour relates to the geographic area, climate, landscape, population density (urban or rural envi-
The province of Vojvodina is located in the South of the Pannonian Basin, in the confluence of the Danube, the Sava, and the Tisa, taking up about ¼ of the territory of Serbia, with about 2 million inhabitants of various ethnic groups, speaking different languages and dialects.

Climate makes a significant impact on consumer behaviour. It influences meeting basic human needs, i.e. food, clothing and accommodation. The province has predominantly moderate continental climate, with a growing trend in annual air temperatures and insolation patterns. Occasional autumn and late spring frosty spells, irregular annual precipitation patterns and occasional droughts make an unfavourable impact on wine consumption and supply. The specific features of the climate are more favourable to growing white grapes and production of white wines. The climatic conditions, which enable gradual decomposition of malice acid and maintenance of wine acidity, thus giving the wines pleasantly fresh flavour, as well as choice of varieties, soil, technological factors, vitification, cultivation and nurturing are the significant specifics of the wines from this region.

Landscape is a significant factor of the geographic environment influencing the production and consumption of wine. Although Vojvodina mostly consists of plains, five distinct types of soil are significant for wine production: mountains, loess plains, sand plateaux, loess plateaux and alluvial plains. The vine-growing area of Vojvodina includes the Srem region (the unique vineyard strip of Mt Fruška Gora (Karlovci, Irić, Ilok, Šid and Slankamen vine-growing areas), South Banat (Vršac Hills, Bela Crkva and Deliblato Sands), North Banat (Kikinda and Banat regions along the Tisa) and the Subotica Sands (Palić and Horgoš areas). Mt Fruška Gora and Vršac Hills are particularly important for wine production. Vineyard areas in Vojvodina cover about 10 thousand hectares with a slowly declining trend (10,875 ha in 2005, 9,817 ha in 2009), and, at the same time, a growth in yield per vine 1.1 in 2005, 2.0 in 2009) and amount of wine (16,555 in 2005, 26,601 thousand litres in 2009).\(^\text{1}\) Vineyards account for a little less than 1% of the total area of Vojvodina, predominantly privately owned, and a minor part belongs to agricultural companies and cooperatives.

to this, it is essential to take account the cohort effect. More precisely, the more recent generation – the X and Y generation) have grown on (and become used to) consuming soft drinks – from Coca Cola to various fruit juices, which has shaped a specific lifestyle. They build their habits and behaviour patterns which are different than those of their parents, which also applies to the forthcoming generations. The consumers of the future will be different from the present-day cohorts by consumption patterns, which is significant for wine marketing activities.

The general age structure of the population of Vojvodina inclines to middle age (the third position by share is taken up by those aged 30 to 40) and is favourable for wine consumption. The working population accounts for 60%, a little more than half of whom are employed. The educational structure is predominantly high-school level, primary, and unfinished primary. Illiteracy rate, especially among mature consumers, is significant. About 10% of the population are highly educated, and can be regarded as wine consumers or potential consumers.

The ethnic structure is one of the demographic determinants significant for wine consumption. The multiethnic population of Vojvodina includes over 25 different ethnic groups with varying customs, habits, religious dominations and lifestyles. The demographic profile of Vojvodina significant for wine consumption is the following:

<table>
<thead>
<tr>
<th>Number of inhabitants (in millions)</th>
<th>abt 1.96-2.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual population birth rate</td>
<td>5.2</td>
</tr>
<tr>
<td>Life expectancy (men/women)</td>
<td>(72/77)</td>
</tr>
<tr>
<td>Average age</td>
<td>40-59</td>
</tr>
<tr>
<td>Urban population</td>
<td>over 30%</td>
</tr>
<tr>
<td>Highest to lowest household income ratio</td>
<td>-</td>
</tr>
<tr>
<td>Share of women in the total number of employed workforce</td>
<td>-</td>
</tr>
<tr>
<td>Educated population rate</td>
<td>90.5</td>
</tr>
<tr>
<td>Average household number</td>
<td>3</td>
</tr>
</tbody>
</table>

**Source:** The Statistical Bureau of Serbia

**Economic environment** is the most important economic determinant for consumer behaviour on the market. Purchasing power is essential to consumers as much as to markets, as it represents the actual and potential demand on the market. It is in the function of current revenue, prices, cost-cutting, debts, available credit, etc. Consumers’ purchasing power is represented by products, services and financial assets (revenue, loans, assets and other forms of wealth), but it is also affected by price levels and interest rates. The consumers’ revenue levels, their distribution and discretionary earnings are significant for wine consumption. In the earlier period of aggregated information on market size and structure, consumer location and their revenue distribution were regarded as the main trends in researching demand. In the modern-day conditions of consumer behaviour, consumers are approached from a different aspect. That is to say, instead of the average consumer, the focus of marketing nowadays is the individual, customised consumer whose behaviour is defined by overall economic and market environment, revenues and expenditures, inclination to consumption or saving, available discretionary earnings, price and non-price factors, etc.2

Unemployment, poverty, change in the structure of personal consumption towards a growth in expenditure for basic needs, illiquidity of economy and significant fall in economic activity are the fundamental indicators of economic environment in Vojvodina. The agricultural segment, or more precisely, viticulture and wine production have been in constant decline: vine-growing is organised mostly on small family homesteads as well as plantations, which a trend towards reducing the total area.

**Sociological environment.** The consumer is a social being, living in society and family from the moment of birth, forming values and attitudes that are built on in the socialisation process, learning how to adapt to the social environment, but also acquire his/her position in it. This points to the dynamic character of the environment’s sociological determinant, and their formation, modification or maintenance. Social transformation has resulted in growing differences between classes, but also in more difficult mobility between classes, and the emergence of closed elite circles. Members of the lower classes are the most numerous, followed by middle and upper class. The individual’s role and status as a measure of consumption propensity play a dominant role, in accordance with class membership. Consumption of wines with protected geographical designation has therefore become a life indicator. Wine culture is mostly nurtured by the family. Having grown up in a family where wine is respected also means creating new wine consumers.

Culture is one of the essential determinants, carried on from one generation to another, creating a lifestyle and behaviour norms through values, attitudes, beliefs and other symbols. Behaviour acceptable in given social circles is acquired through the

---

influence of culture, sub-culture and popular culture. The social reality of Vojvodina is one of the situations that have most contributed to the fall in wine consumption. “There are no people to drink wine” is the result of consumer research in Vojvodina. As a multicultural and multiethnic environment, Vojvodina carries a cultural heritage defining most of the population, who not only consume but respect wine (along with string instruments, food and hospitality). However, lately, under the influence of cultural heritage, they form only a part of the population, whereas others, mostly the younger population, have undergone transformation. The multi-confessional character of Vojvodina does not make a significant impact on wine consumption, apart from the fact that wine constitutes a special, symbolic value of all religious holidays. The modern-day popular culture, coupled with the influence of media and promotion, has left a trace in consumer behaviour and wine consumption.

The younger generation is especially prone to the influence of popular culture and creating fashionable trends in the consumption of beer and soft drinks. Wine, on the other hand, has not been aggressive in taking up its position in the mass culture, so that consumption of wine has kept declining. “Wine identity” is preserved mostly owing to certain classes and groups (i.e. middle class oriented to private sector). The members of the upper class are wine consumers who regularly consume and are familiar with sorts, whereas those who do it sporadically are not regarded as connoisseurs. The situation is the same in the middle class, but their specific feature is that they are less likely to buy renowned wines. In both of these segments, wine takes up a special place and is not compared with other drinks; for them, it accompanies and witnesses all important events. Members of lower class are more inclined to other products (strong drinks and beer) and cheaper, lower-quality wines. It is therefore obvious that wine has retained the attention of a relatively small number of consumers in Vojvodina. However, in correlation of class membership and status, wine has found itself in the position of lifestyle indicators of certain social segments comprising leaders, followers and imitators. Still, the basic impetus in wine consumption is given by the segments that individuals identify with, which is the influence of family. Young people who grew up in a family that had wine on the table tend to continue the tradition in their own households.

**Social and cultural environment** highly influences consumers’ tastes and preferences, resulting in transition of the purchasing power from one group of products to another. The loss of wine culture has contributed to preference for other products; beer has taken over the domination among adult consumers, and younger consumers, who could consume a smaller amount of wine after meals have turned to various soft drinks. Consumers tend to unconsciously adopt general outlook defining their perception of themselves, of others, of companies, society and nature. This results in the existence of primary beliefs and values, as well as more variable secondary beliefs and values. People sharing the same values stemming from their specific life experience or circumstances tend to share common beliefs, preferences and behaviour models.

**Natural environment** is the object of special care of the state, society and individuals. Significant trends in the environment include lack of resources, rise in energy prices, struggle against environmental pollution and a changed role of the national government.

One of the most powerful macro-environmental determinants is **technology**, shaping people’s lives in contemporary conditions. Each technological novelty or progress has its price. It is manifested in creative destruction leading to progress and higher living levels. What is significant for marketing are trends in technology such as almost unlimited possibilities of innovation, turbulent development pace and variable research and development budgets.

Vojvodina provides good natural conditions for wine production. However, this requires serious investments in main vineyards, rootings, grafts, cuttings, virus-free scions for expanding the plantations, raising profitability levels etc. Areas of vineyards, vine varieties, yield peer vine and production of grapes, which are predispositions for domestic wine production, have been showing a declining trend in Vojvodina since 2000. Table wines account for over 64%, high quality wine about 20%, whereas peak-quality wines account for less than 15% of total consumption. The ratio between white and red wines is 64% to 36% in favour of white wines. Grape production shows that producers are opting for high yield rather than high quality, resulting in adverse impact on the wine production structure. The supply of wines on the domestic market also includes import of both wines and grapes, which is more profitable for individual producers that production demanding considerable effort in terms of labour, finance and time.

**Political and legal environment** includes laws, regulations, a whole range of special interest groups (such as organised consumer associations and gov-
ernment actions aimed at strengthening consumers’ rights and powers in relation to retail), ethical and socially responsible actions. Political environment has recently undergone a positive shift in the winery industry in comparison to transition or some earlier periods. The political factors have generally recognised that the issue of viticulture is inseparably related to wine consumption, that wine culture is an inevitable segment of the country’s overall development, in terms of export. Such a view opens the possibility of developing wine consumption culture and growth in demand on the domestic market, and, naturally, the region of Vojvodina. Positive agrarian policies oriented to wine production has been acting through a whole range of measures: subsidising vineyard revitalisation, subsidising plantation development, subsidising the production of wines with protected geographical designation, adopting the Wine Act, modernising wine-making technology, introducing the Wine Registry etc.

4. THE INTERNAL (psychological) DETERMINANT OF WINE CONSUMERS’ BEHAVIOUR IN VOJVODINA

In addition to numerous external determinants, consumers and their behaviour on the market are also influenced by internal determinants, i.e. the way they see themselves, where the most decisive role is played by internal factors and internal processes, which act towards acceptance of and response to external influences. Individual behaviour and intended consumer behaviour on the market determine learning (as the basic analytic instrument for explaining behaviour), personality traits, education, communication skills, stability, knowledge levels, evaluations, emotions etc., comprising the elements of the consumer’s mindset. Individual consumer behaviour on the market is predisposed by psychological determinants such as needs, motives and motivation, perception, learning, personality and attitudes. Reaching any of those determinants requires exposure to influences and consumer education. In modern-day conditions, information is the basis for consumer orientation. In the conducted empirical research, information on wine predominantly originates from the family habits and consumption. Consumers who gained basic information from parents have enriched them in their own lifetime in contact with friends, members of other segments, but also from experts through media, perceiving information from wine producers and their own search for information.

The empiric research was conducted in Vojvodina on 400 respondents (0.2 of the total number of the total of about 200 thousand wine consumers):
- 45% men and 55% women;
- various age structure (25% aged 18-25; 10% aged 26-33; 20% aged 34-41; 12.5% aged 42-49; 15% aged 50-57; 17.5% aged 58-65)
- different education levels (57.5% secondary; 25% higher; 20% high; 7.5% master’s and doctoral level);
- the cross-analysis of age and education levels showed that consumers aged over 50 are the most educated; higher education is also mostly present in the over-50 group, and only a small proportion is aged 34-41; higher education is present in two-thirds of the 34-41 age group, and 1/3 are aged 50-57.
- as regards marital status, half of the respondents are married, and half are single.
- 25% live in rural areas; 32.5% live in small towns and 42% in urban areas
- employment structure is as follows: 45% of the respondents are employed, 25% are university students, 17.5% are unemployed and 12% are retired
- the respondents’ assessment of their own financial situation showed that 7.5% regard their situation as very good; 20% better than average; 55% as average, and 17.5% below average.

A conclusion can be drawn that most respondents are employed, with predominantly secondary school and average financial situation. Therefore, the respondents are a representative sample, so that the results of the conducted research can be generalised for the whole population. This inference is significant in creating marketing approach to the market, the consumers and potential consumers.

The research has shown a close relationship between attitudes and lifestyles of wine consumers, in the sense that real wine lovers are characterised by calm disposition, energetic character and analytical personality. Furthermore, they are gregarious, open and very active. As for temperament, wine consumers are persons full of energy, mild, but prone to outbursts, which is a consequence of their energy. They are not self-centred, but are persistent and enjoy tri-
Research through control question about acquiring information on wine has confirmed several times that the family milieu is not only the source of first information, but a lifetime source of learning about wines. The consumers’ own efforts come third after considering the opinions and attitudes of friends and experts. Interestingly, knowledge resulting from independent search for information on wines is far bigger than the one received from the wine market through marketing communication. In the respondents’ opinion, perceiving information from wine producers is sporadic. The cross-analysis of the frequency of wine consumption and following wine producers’ information that it is the highest among those who consume wine daily, and the information perception threshold of occasional wine consumers (those who consume it once a month) is the lowest.

As regards following marketing communication, a recent phenomenon is organising marketing events related to propagating and adoption of wine. The market segment present at these events comprises consumers aged 50 and 57, and 26 to 33. Consumers aged 34 to 41 show moderate interest in wine. The segment of young visitors shows that their visit to wine-related events is mostly related to other motives, such as presence of celebrities, entertainment or socialisation.

The conducted marketing research on the motives of wine consumption has pointed out to the differentiation among the respondents. More frequent wine consumers list the following reasons: enjoying “their” product, relaxation, socialisation which cannot go without wine; wine is the witness of beautiful and romantic events, and beneficial for health. A common reason for occasional wine consumers is that “there is something in wine awakening special feelings, so that it is present in all special or festive occasions”.

Market research into wine consumers in Vojvodina shows that 60% respondents are unable to list five producers, and half of the respondents cannot list ten different wines, which points to inadequate consumers’ knowledge about the supply of wine on this market. However, as a rule, they have a positive attitude to wines from Vojvodina; the image of local wines, however, is increasingly jeopardised due to a rise in imports. This is confirmed by the respondents’ replies that as many as half of them prefer to buy imported wines to domestic ones. Wine label is one of the basic product attributes, which is an important source of information for consumers. Consumer loyalty to particular wine brands is, however, comparatively small, which points to the existence of considerable space for wine producers’ marketing activities. Consumers often perceive wine identifying a brand with a variety or a producer.

The results of research into consumers’ opinions on wine prices show that one half perceives them as high, and the other half as low. Both segments, however, deem that, regardless of the price, they find it hard to afford this pleasure due to currently low purchasing power. As regards current situation, somewhat more than half of the respondents are willing to pay between 500 and 1000 dinars for a bottle of wine, which shows that, rather than opting to low-quality, low priced wine, most consumer opt for the opposite. The consumers have a positive and tolerant attitude to higher price of wine and are willing to allocate higher amounts of money for buying a bottle of wine, if the living standards allow it.

Research into wine distribution channels shows that large retail chains mostly offer a considerable range of imported wines of varying quality and domestic wines of lower and medium quality, and only recently are very few high-quality domestic wines included in this selection. Most of the retail facilities of corner shop type are poorly supplied with wines, usually of low quality. The most significant distributors of high-quality wines from Vojvodina are off-licence shops and restaurants. Wine boutiques are owned of some wine producers, comprising their own and some imported wines. As for the importance of marketing channels, i.e. places of purchase, as many of 80% respondents do not care where they buy their wines. This points to the neglect of this marketing instrument and the need for a change in this area.

A modern-day marketing channel, slowly expanding through Vojvodina, is the Wine Route, or wine road. It is a specific form of tourism, referring to tours of wine cellars, wine tasting and enjoying local foods. This is a specific form of wine retailing, including sightseeing, scenic routes, learning about the tradition and specifics of wine-growing areas, villages and roads on the wine route, and their tourist offer.

The correspondents’ overall replies show that most of them are satisfied with this, in view of the publicity received in the media, meetings with wine promoters, events devoted to wine, and wine used as prizes in raffles, as another method of sales promotion. Research has shown that most respondents show that most respondents are not well informed about legal
limitations in wine promotion. Although relevant legislation applies equal regulations for promoting wine and beer, beers seems to be more aggressively present in promotional campaigns. An interesting opinion is that wine producers do not invest sufficient effort to make their product more attractive to producers, but, there is another, contradicting opinion, held by more than half the respondents, that wine does need special marketing effort.

In addition to wine routes significant in wine promoting, it is necessary to mention Wine Brotherhoods, and their long-standing tradition as guardians of the honour wine, whose mission is to contribute to fostering the wine production and consumption culture. Out of about 500 European Wine Brotherhoods, Serbia has five, four of which are in Vojvodina: “The Subotica Sands”, “St Theodor” and two by the name of “St George”, all of them devoted to fostering wine culture, scientific research into wine, humanitarian activities, fostering spiritual values, peace and enhancement of all things related to life and wine.

5. THE RELATION BETWEEN SUPPLY OF AND DEMAND FOR WINE IN VOJVODINA

External and internal determinant influencing consumers define the demand on the market of Vojvodina. In relation to the overall market, the number of hedonist consumers has been reduced, but this is also accompanied by the fall in the number of consumers, as the application of each of the marketing instruments has been inadequate or none. The fall in the purchasing power has also contributed to the unfavourable situation in wine consumption. The overall economic situation in the environment and among consumers has contributed to their reorientation to the consumption of cheaper wines and other beverages. What is also recorded is the loss in the tradition of enjoying and consuming wine, pushing the centuries-old tradition into the distant past. Still, regardless of their income, a segment of wine culture still remain faithful to consuming high-quality wine and willing a certain amount of money for securing “exceptional” pleasure. Still, regardless of their income, the segment of wine culture still remains. Red wines are prevalent here, but seasonal character is present in consumption – white wines in the summer and red ones in the winter.

The price of wine differs depending on the quality, so that each price reflects not only quality, but also the consumers’ demands and capacities. Research has shown that the price disproportion has channelled the existing demand towards the consumption of lower-quality wines, additionally diminishing the existing demand.

As pointed out above, Vojvodina used to have the wine-consuming tradition, which has almost disappeared. If it was possible to substitute it with bear, actions taken by producers, distributors, promoters and all other stakeholders can contribute to its renovating, preserving and attracting new consumers, and survival and development of this branch of agriculture on the domestic market.

**Figure 1.** The relationship between wine supply and demand in Vojvodina between 2000 and 2009.

**Source:** Research data
Conduct aimed at establishing the relationship between supply and demand in Vojvodina reveal the existence of constant disbalance over the past ten years. Fragmented supply, and inadequate technological facilities have resulted in proliferation in mediocre and low quality wines. Absence of marketing research and resultant decision making on promotion, brand development, marketing strategies etc. have not reflected the wine producers’ behaviour to a great extent. It is true that wine as a product is constantly the target of controversial discourse on alcoholism, and must constantly be defended by wine producers and connoisseurs. The current per capita consumption of wine is about 3 litres a year, compared to 80 litres of beer.

The graph shows an obvious disbalance between wine production and consumption. After 2009, this disbalance becomes even more express, as the production doubles and the demand remains at the same level. There are, however, some modest movements in the area of macro environment determinant and some consumer segments which will, if they continue, contribute to possible changes on both sides – both supply (from domestic sources) and demand.

6. SEGMENTS AND PROFILES OF WINE CONSUMERS IN VOJVODINA

Research into consumers’ motivation has resulted in a conclusion about the possibly of creating a consumer profile according to the criteria of wine consumption frequency, motive for wine consumption, and involvement in the purchasing process. It is necessary to point out that the boundaries between most profiles tend to overlap significantly, but is significant for planning the marketing strategy.

The research has pointed to three segments and their profiles according to frequency of consumption:

Consumers who consume wine regularly, on a daily or at least weekly basis. These are mostly more mature consumers from different income brackets. The consumption is closely linked to personal experience and feeling of enjoyment.

Consumers who consume wine rarely, only on special occasions. Consumption on social occasions is dominant in this segment. However, these consumers do recognise the importance of wine, by emphasising “special occasions”.

Wine consumer segments according to consumption motives include:

Consumers determined by habit consume wine regularly, and have a tradition of wine consumption in their households. They are real, true connoisseurs of wines and its features. This group also includes those who produce wine for their own needs and consider themselves top connoisseurs of wine and consumption. In addition to excellent knowledge of wine, they regard themselves as knowledgeable in matching wine and food, and truly enjoy wine. They refer to themselves as hedonists and always prefer wine to other beverages such as beer and coffee. Unlike those who drink water after meals, they have a glass of wine, but only when they regard the meal complete. They insist on consuming high-quality wine, although they are flexible and willing to adapt their consumption depending on the situation, but when they choose for themselves, they are guided by high quality. The price of high quality wine is not their decisive factor for purchase decision making. They are loyal only to “their” wine, but this loyalty does not exclude trying new tastes, in order to achieve their own, unique experience. The number of such consumers on the territory of Vojvodina, however, is small.

Within this group, one can identify those who do not consume wine daily, but sporadically. They are primarily motivated by price, and only then by quality of wine. They do not regard themselves as true connoisseurs of wine; they are open to suggestions and tasting other wines.

The majority of consumers in Vojvodina are characterised by average purchasing power, preference for higher-quality and average table wines. They do have a wine consuming habit, they do search for information wishing to consume as good wines as possible, and make their purchase decisions by considering arguments rationally. They regard themselves as knowledgeable in wines, but quality is nevertheless the decisive factor. For this reason they consume not only wine, but also spritzers and coolers.

Consumers below average purchasing power who have a consumption habit mostly prefer low-quality, low-priced wines. They do not care about purchase place; all they care for is to find larger amounts (several litres) in plastic bottles, and give preference to quantity over quality. This group also includes people prone to alcoholism, which does not mean that there are no individuals who enjoy such wines because these are these are the only ones they can afford.

Consumers determined by price – in the conditions of aggravated economic situation, the decisive determinant for a large majority of consumers is the price of wines. In this segment, true wine connoisseurs are willing to spend a considerable amount of money for a bottle of wine, but most of them lower their criteria
and consume lower quality and cheaper wines due to high prices of top-quality wines.

Consumers determined by emotional motives account for 12.5% of respondents, who regard the symbolic value of wine and its image as the essential factor. They consider wine to be linked to social status and lifestyle. Research has shown that this segment of consumers is not small. Religious denomination is not a factor that has developed such an attitude to wine, but red wine still gives a special sense to religious holidays.

Consumer segments according to involvement in purchasing process:

Routine consumers are fast decision makers, and treat wine like, for instance, bread or milk. They do not seek additional information, exactly know which wine they want, and very often buy several litres. Rather than seeking new products, they buy targeted wines due to low price, at particular times, in low-end retail outlets. This consumer segment is numerous due to the difficult economic situation in which people live.

Consumers of limiting behaviour have certain experience in wine consumption and knowledge of wine. They seek new information, but what guides their behaviour is product attributes. They are willing to involve more in order to select a better and higher quality wine.

Consumers of extensive behaviour do not take up a large share of wine consumers, except within the segment of new consumers, as it entails great involvement, unformed criteria for assessing criteria and, in most cases, exist when the need is entirely new.4

A consumer is a complex being, so that this segmentation and profiling of wine consumers is extremely complex, as it is difficult, or even impossible to segment and create a particular consumer profile in isolation without intertwining elements, from motives to shopping behaviour, preferred retail outlet and a whole range of other determinants listed above.

7. OPPORTUNITIES AND THREATS OF EXTERNAL, STRENGTHS AND WEAKNESSES OF THE INTERNAL BEHAVIOUR

A SWOT matrix based on the results of conducted research was based for future consumption of wine in Vojvodina. The external environment of this analysis comprises the variables of opportunities and threats, whereas strengths and weaknesses are identified in the internal environment.

Based on the conducted research, the constructed SWOT matrix is used for developing strategies that can be created on strengths capable of eliminating weaknesses, exploiting opportunities or facing threats. The TOWS matrix is used for easier linking of external and internal determinants of the environment and formulating strategies. It is the conceptual framework for identifying and analysing threats and opportunities in the external environment, and assessing weaknesses and strengths in the internal environment.

This matrix has resulted in four strategies: 1. Maxi-Maxi (S-O), presenting the strengths and opportunities, i.e. possibility of exploiting opportunities with existing strengths; 2. Maxi-Mini (S-T) presents strengths in relation to threats, so that the endeavour would be focussed on maximum utilisation of strengths to eliminate or at least minimise threats; 3. Mini-Maxi (W-O) strategy points to how to overcome weaknesses in order to exploit opportunities; and 4. Mini-Mini (W-T) is an utterly defensive strategy aimed at reducing weaknesses and avoiding threats.

CONCLUSION

The most significant determinants of the direct impact on reducing wine consumption (the order of listing does not reflect the order of significance, for they are all equally important) in Vojvodina are: decline in consumers’ purchasing power, inadequate production of wine varieties of grapes, devastation of vineyards (resulting from unfavourable age structure of grape producers, inappropriate variety selection, inadequate workforce and economic situation in this industry, pur-

---

4 Kotler lists four forms of behaviour depending on engagement in the shopping process. The first three are applicable in the case of wine consumption in Vojvodina:

1. Behaviour aimed at reducing the discrepancy between expectation and satisfaction – found in consumers of higher involvement in wine purchasing, who seek information and have certain expectations from wine in terms of their own satisfaction. These consumers have set standards and high knowledge of wine culture, and consume assorted wines
2. Brand-dependent behaviour – the closest to most consumers of average involvement seeking variety, and opt for particular wine brand depending on their financial abilities
3. Habitual behaviour – present in one segment of consumers characterised by low-level involvement in wine shopping, treating it routinely.
4. Complex behaviour – currently not present on Vojvodina wine market, as it essentially entails high level of involvement in shopping, which is globally not present for this product.

chase price of grapes, irregular payments, unfavourable credit terms etc), aggressive campaigns of bear and juice producers, inadequate supply of domestic wines in retail facilities and wine boutiques, a comparatively low awareness level of wine quality, inadequate wine promotion and undefined marketing strategy. It can be said that support to this industry branch, both in material and moral terms has disappeared.

The created image of Vojvodina as a wine consuming and respecting region has remained to date –

<table>
<thead>
<tr>
<th>EXTERNAL DETERMINANTS</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>- modernising the existing winery capacities</td>
<td>- unfavourable demographic changes</td>
<td></td>
</tr>
<tr>
<td>- strengthening small consumers</td>
<td>- unfavourable economic situation</td>
<td></td>
</tr>
<tr>
<td>- increasing the competitiveness of wine production and supply</td>
<td>- decreased purchasing power</td>
<td></td>
</tr>
<tr>
<td>- cost-cutting in wineries</td>
<td>- increased import of cheaper wines</td>
<td></td>
</tr>
<tr>
<td>- raising consumers’ interest in wine</td>
<td>- aggressive promotional campaigns of competing beverages industry</td>
<td></td>
</tr>
<tr>
<td>- implementing marketing and brand creation</td>
<td>- inappropriate legislation</td>
<td></td>
</tr>
<tr>
<td>- permanent marketing research</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- forceful and aggressive promotion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- expertise and tradition in viticulture and wine production</td>
<td>- a large number of inadequately technically equipped producers</td>
<td></td>
</tr>
<tr>
<td>- long history of winery development</td>
<td>- insufficient education of new producers</td>
<td></td>
</tr>
<tr>
<td>- cultural heritage of wine consumption</td>
<td>- high prices of wine on the market</td>
<td></td>
</tr>
<tr>
<td>- respondents’ positive attitude to wine</td>
<td>- the most frequent of mediocre quality wine</td>
<td></td>
</tr>
<tr>
<td>- geographic advantages</td>
<td>- inadequate promotional activities</td>
<td></td>
</tr>
<tr>
<td>- proximity of larger urban areas</td>
<td>- lack of marketing concept application</td>
<td></td>
</tr>
<tr>
<td>- broad assortment and product range of high-quality wine of limited production amounts</td>
<td>- lack of finance</td>
<td></td>
</tr>
<tr>
<td>- possible supply of wine through rural tourism</td>
<td>- lost tradition of wine consumption</td>
<td></td>
</tr>
<tr>
<td>- multiethnic and multicultural environment</td>
<td>- inadequate frequency of consumption although wine has a whole range of positive effects on human organism</td>
<td></td>
</tr>
<tr>
<td>- consumer education</td>
<td>- low share of younger consumers in wine consumption</td>
<td></td>
</tr>
<tr>
<td>- consumers’ openness to information from wine producers</td>
<td>- relatively low level of consumption culture</td>
<td></td>
</tr>
<tr>
<td>- respondents’ positive attitude to wine</td>
<td>- average values of involvement in purchase decision making</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INTERNAL DETERMINANTS</th>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internal</td>
<td>S-O strategy: Maxi-Maxi strengthening producers and increasing consumers’ interest through the foundations</td>
<td>W-O strategy: Mini-Maxi influence the quality of consumption and renewal of tradition of consumption through consumer education, plan implementation, permanent marketing research and promotion</td>
</tr>
<tr>
<td>External</td>
<td>of tradition of production, cultural heritage of consumption and positive perception by consumers</td>
<td></td>
</tr>
<tr>
<td>Strengths</td>
<td>S-T strategy: Mini-Maxi influence the consumption of domestic wines, through good supply (in terms of quality and price) and strengthened legislative protection of domestic producers</td>
<td>W-T strategy: Mini-Mini invest without relying on state support</td>
</tr>
<tr>
<td>Weaknesses</td>
<td>W-O strategy: Mini-Maxi influence the quality of consumption and renewal of tradition of consumption through consumer education, plan implementation, permanent marketing research and promotion</td>
<td></td>
</tr>
</tbody>
</table>
string instruments, wine, food and hospitality are the prevailing symbols in the description of Vojvodina. This, however, is a part of cultural heritage rather than a created image. Wine does not have its place in the popular culture, which is one of the causes of gradual loss of the tradition of consuming top-quality wines. The supply of and demand for wine in Vojvodina show serious discrepancies. The supply lacks serious investment, which is obvious from its fragmentation and weak technical and technological level of equipment and a multitude of lower-quality wines, which has, along with the lack of marketing strategy, resulted in low consumption mostly oriented to table wines, where most consumers pay more attention to quantity rather to quality and brands of consumed wines.

References:

6. Kovač, V. & Pekić, B. Proantocijanidoli grožđa i vina, Savremena poljoprivreda 34(34) pp. 5-17

Rezime:

Marketing istraživanje determinanti potrošnje vina u AP Vojvodini
Suzana Salai, Milan Gašović, Mirjana Čelić

Do pre nekoliko decenija vojvodansko tržište je kao segment srpskog tržišta imalo odlučujuću ulogu u proizvodnji vina. Potrošnja vina je u sedamdesetim godinama iznosila trideset litara per capita, dok se četrdeset godina kasnija ona smanjila na oko tri litre. U savremenim uslovima razvoj tehnologije uglavnom ima pozitivan uticaj na svakodnevni život, što nije slučaj sa proizvodnjom vina, vinskom kulturom i njenom potrošnjom, u kojoj sferi su razvojni trendovi imali obrnuti efekat. Posledicom toga, duga negovana tradicija vina je skoro izčezla, omogućujući da njeno mesto preuzmu druga pića i kulture. Ekonomski i kulturni razvoj i proizvodnja vina su na neki način zapostavljeni. U međuvremenu proizvođači pivca i bezalkoholnih pića su preuzeli primat, što je naišlo na prihvatavanje, ovih intenzivno promovisanih proizvoda proizvođača, od strane potrošača mlade generacije. Vino, kao „božansko piće simbol je sreće, mudrosti, zdravlja i života“, dobro je poznato u većini kultura što joj ipak mora omogućiti nastavak stare slave. Potencijali vina tek treba da se istraže na način da potrošnja vina dostigne, pa čak i prestigne svoje nekadašnje mesto u društvu. Cilj ovog rada je da se istraže determinante (geografske, demografske, ekonomske, sociološke i psihološke) koje u najvećoj meri opredeljuju ponašanje potrošača i tradicionalne proizvođače vina u Vojvodini.

Ključne reči: navike u potrošnji vina, determinante potrošnje, segmentacija potrošača vina

Kontakt:

Suzana Salai, PhD, Full Professor, University of Novi Sad, Faculty of Economics in Subotica, Segedinski put 9-11, Subotica szau@ef.uns.ac.rs

Milan Gašović, PhD, Visiting Professor, University of Novi Sad, Faculty of Economics in Subotica, Segedinski put 9-11, Subotica lsmg@ptt.rs

Mirjana Čelić, M.Sc, „Svetozar Miletić“ Secondary School of Economics, Novi Sad, Serbia mira.chelic@gmail.com