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**MARKETING ANALYSIS OF THE WINE
SPECIALITIES OF THE TOKAJ WINE
REGION**

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1. Introduction, timeliness of the topic, objectives and hypotheses of the research

Some of the world's wine-growing regions have a special microclimate and other individual endowments that allow the making of wines of special quality and offer dessert wines of a unique taste and flavour.

My dissertation focuses on the Tokaj wine region; I study the market position and take-off possibilities of the dessert wines of extra fine quality prepared here in marketing terms.

My personal affinity for the topic is that I, having been born in the Alföld, have often visited Tokaj town and its surroundings as one of the nearest hill. I have been dealing with this topic for several years. During my university studies, I entered for the National Scientific Conference for Students with an essay on the Tokaj aszú in marketing aspect, too.

The origin-protected name of "Tokaj" obliges us to produce a really excellent quality, a unique product, Hungarica. Carrying the reputation of our country, these products should be popularised not only in Hungary but abroad, too. It is no marketable strategy to think in the long run in one single product any longer, so the purpose is to develop and sell several products or services with maximal customer satisfaction. During the 25 years preceding the change of regime in 1989/1990, brand name "Tokaj" was known only in Hungary and the countries of the COMECON. In other export countries the brand name itself lost its reputation. However, in the 1990s privatisation opened new perspectives, and today it can already be stated that it could set the wine district and the local wine-growing firms on one developmental path. These successes can be thanked to the special marketing activity of the wineries. Besides the alien companies, the Hungarian producers and investors have also found their account and have become able to compete. There is still a lot to be done, since the level of the Hungarian wine culture is still insufficient, and the popularisation of the brand product is also a huge task abroad. This requires cooperation within the profession, which today is hoped by the activity of Magyar Bormarketing Kht. (Hungarian Wine Marketing Public Benefit Company).

The **purpose of the dissertation** is to provide an overall picture of the Hungarian wine market position, with special emphasis on Tokaj Wine Specialities. The direct purpose is to outline the market of Tokaj Wine Specialities, and study (verify or refute) the statements of the hypotheses. The indirect purpose is that the efficiency of the scientific methods is proved again in theoretical and practical application.

I have established a total of 8 hypotheses. The first one (H1) is methodological, H2, H3 examines the integratability of regional studies, H4, H5, H6 refers to the consumers and customers of Tokaj Wine Specialities, while H7 and H8 hypotheses focus on wine trade.

Hypotheses:

- H1 **Method relevance.** The practical applicability of the cluster analysis may be verified by subsequent focus group tests. Providing a certain frame, the qualitative procedures preceding the research and the latter-mentioned procedure underlie the realistic results.
- H2 **Integratability of regional researches I.** The wine consumption and wine purchasing habits of Budapest and North-Alföld Region are different concerning Tokaj Wine Specialities.
- H3 **Integratability of regional researches II.** The Viennese consumption customs will considerably differ from the findings of Hungarian surveys, owing to the income and the efficiency of Community marketing work.
- H4 **Studies of interrelations.** The purchasing and consumption of Tokaj Wine Specialities is in relation to the age, sex, income, educational background, and the meeting of special, wine-related material of knowledge.
- H5 **Inclination to determine the price.** During purchasing, the price is the most important aspect, where there is no difference between the admitted and the actual reference price.
- H6 **Market segmentation.** Both the Hungarian and the Austrian consumer samples are fit for segmenting. Therefore, there are criteria that make the creating of a target group possible.
- H7 **Producer's differences.** The Burgenland wineries apply a different marketing strategy, which is more effective than the Hungarian ones. They know their target groups and the market better, so they can apply more effective marketing means.
- H8 **Wine trade.** In Tokaj-Hegyalja and Burgenland different wine commercial structures and sales channel policy structures have taken shape regarding the market of the dessert wines under study

The market of Tokaj Wine Specialities is unique. The classical wine-drinking segment, who consumes wine in pubs, actually does not meet these wines. Generally, these wines are sweet, so their consumption in large quantities has negative digestive and discomfort consequences. These types of wines have a different mission.

Therefore, I aim to present the marketing features of these wines in my essay, with the purpose of outlining the possible developmental directions of the future.

2. Preliminaries and the applied methods

The preparation of the dissertation was preceded with research work of 5 years, during which I attended several conferences. I considered close cooperation with this profession important, so I was continuously in touch with wineries, the National Council of Hill Villages, Agrármarketing Centrum (Central for Agrarian Marketing) and other similar organisations. I participated and delivered a lecture on the annual wine marketing conference nearly every year. The journal entitled Bor és Piac (Wine and Market) has recently published my article in this topic. Besides this, I naturally have numerous publications in wine marketing. Only few scientific publications have been issued concerning Tokaj Wine Specialities in recent years, which has inspired me to deal with this special topic.

The individual research work consists of four main units:

- *Setting up a theoretical market model considering Tokaj Wine Specialities.*
- *Consumption and purchasing habits considering Tokaj Wine Specialities – Hungarian and Austrian sample (questionnaire survey, analysis with SPSS software, factor and cluster analysis, focus group study).*
- *The marketing-aspect analysis of growers producing „sweet noble” wines – Hungarian and Austrian sample (in-depth interview survey).*
- *In-depth interview inquiry of beverage wholesalers and examining of commercial properties considering Tokaj Wine Specialities.*

During the Hungarian research, I applied random sampling techniques, anyone could get into the sample. In the Hungarian questionnaire, taking all question combinations into consideration, the types of survey levels were the following: 62 nominal, 23 ordinal, and 20 scale samples. I used open and yes-no questions, combination tables, questions with alternative answers in both the Hungarian and the Austrian sample. In several cases I also asked for an order of ranking, and the respondents were asked to assess certain statements on a scale ranging from 1 to 5. Several of the questions depend upon each other, I checked these for the reliability of the given questionnaire.

When assessing the consumer's side, I applied personal and online questionnaire inquire. The consumer research fundamentally aims to outline the consumption habits of the region under study with respect to Tokaj Wine Specialities. The research had two main directions; one is the “Hungarian line” (North-Alföld Region and Budapest), and

the other is the “Austrian Line” (Vienna, Austria). In the former field, I applied the personal inquiry in 100%. The test research of the Austrian survey was personal questionnaire inquiry, but the actual research relied upon an online (Surveyz) questionnaire survey in 100%. Table 1 summarises the other features of the researches.

Table 1. Summary of the methodological features of questionnaire surveys

Aspects	Hungarian research	Austrian research
Method of data collection	100% personal questionnaire interview	100% Surveyz online questionnaire interview
Engagement of interviewers	Inquiries by interviewers in 35%, and by me in 65%	No interviewer was engaged
Region of research	North-Alföld Region and Budapest	Vienna, Austria
Purpose of research	Surveying the consumption habits concerning Tokaj Wine Specialities	
Dates of research	September and December 2005, January and February 2006	From March to May 2006 From June to August 2007
Sites of research	Hypermarkets in Debrecen, Nyíregyháza and Szolnok (Tesco, Interspar, Cora), busy public areas at the county seat and in other places of the region, at educational institutions, and at various spots of Budapest: West End City, Pólus Center and busy public areas, educational institutions	online http://www.surveyz.com/ TakeSurvey?id=72336
Scope of respondents	Wine-purchasing age group over 18	
Method of selection	random	partly controlled owing to the obtained lists of e-mail addresses
Number of questions	37	23
Language of questionnaire	Hungarian	German
Number of assessable questionnaires	1,179	107
Number of unassessable questionnaires	15	10
Means of evaluation	MS Excel and SPSS software	MS Excel and SPSS software, and Surveyz program
Average period of interview	10 minutes	7 minutes
Inclination for completion	Every third person stopped to answer the questions (33%)	19%
Clarity of questions	Neither research had such problems	

Source: Own research, 2006-2007

Representativity in the statistical sense means that by random sampling the rate of the basic criteria of the population must equal to the rates of the sample. During my researches, though applying random sampling, I primarily asked questions in places with

most frequent wine purchasing in accordance with technical literature. This was necessary because in this way the number of irrelevant questionnaires was far lower with respect to the research purpose, that is, only an ignorable number of questionnaires had to be excluded for reasons such as the given person was not a wine-purchaser. Thanks to this method, I could perform the surveys in a far shorter time and more cost-efficiently. The high number of elements ($n=1,179$ in case of the Hungarian sample) guarantees that each customer group purchasing Tokaj Wine Specialities took part in the survey with an assessable rate of participation. Owing to the low number of elements, the Austrian sample is of indication value owing to the low number of elements. On the other hand, the Hungarian questionnaire can be deemed as representative with respect to the regions under study.

As for the sexes, the domestic sample corresponded to the portion of statistical population, so it has been in accordance with the expectations. There was no quota sampling; it is a simple coincidence that the sample corresponded to the desired rates concerning the area.

Considering the ages, the age group of the young (18-25) was overrepresented, while the group of 36-45 was represented well. On the other hand, people over 46 were underrepresented. The age group of 26-35 was also slightly overrepresented.

Weighting was performed on the basis of qualifications and income, too, but the chance of getting into the sample can be considered quite high owing to the high number of elements in this case, too. This shows that an assessable number of elements got into the sample for each category. During the sampling, I carried out a questionnaire survey at various times and in basically six different places for 6 months. It had to be established whether the **samples** coming from various areas **can be integrated**. First I studied the integratability of the domestic sample areas. One of my hypotheses was that the responses collected in Budapest would largely differ from the country data. I applied the **paired t-test** as a method.

I highlighted three fundamental properties typical of the purchasing power: net income per capita, expenditure on wines and Tokaj Wine Specialities in HUF. Only the results obtained in Budapest and Szolnok region suggested that they are not integratable; however, the difference could be only for one aspect (expenditure on wines) and to a small extent, the separate handling of the samples would be unreasonable. **During the survey, it has been established that the samples obtained in various places can be integrated.** The paired two-sample t-tests showed no

difference in the purchasing power at 5% significance level in the given regions. Therefore, the domestic samples can originate from a population of common average. According to our expectations, the data queue of the Austrian survey completely differed from each other, so I managed them absolutely separately.

I tested the reliability of the data set with the “reliability” analysis. The analysis forms a Chronbach alpha index, which is determinant regarding reliability. The value of this index is higher than the necessary minimum value of 0.6. Consequently, I considered the data suitable for further tests.

The methods applied to study the consumer's side during my own research were as follows:

- Partition ratios (H4, H5, H6, H7, H8)
- Mean calculations, averages, standard deviation (H4, H5, H6)
- Analysis of reliability (H2, H3, H6)
- Paired t-test analysis (H2, H3)
- Pearson-type Khi-square test (H4)
- Mann-Whitney-Wilcoxon test (H4)
- Main component analysis, factor analysis (H6)
- Cluster analysis (H6)
- Focus group tests (H1)

During the researches, I carried out the statistical analyses with three key programs and software. The applied programs: MS Excel, SPSS, Surveyz.

My own research included, among others, several in-depth interviews. I contacted the Hungarian and Austrian wineries and the Hungarian beverage wholesalers after arrangement by e-mail and then on telephone in the spring of 2007. Although in several cases my initiation was rejected, I managed to contact firms that represent the position of the given market and region. The applied method was the in-depth interview, which facilitated the controlled but at the same time flexible searching of information. Thus, the obtained results could be grouped better and became suitable for the preparation of models. The models are descriptive, that is, they show the possible directions and relations. The Austrian address list was compiled primarily on the basis of Weinguide

Österreich (2004). Furthermore, the Austrian winery named Weinbau Wenzel also helped me select the firms.

Generally, the focus group tests precede the questionnaire survey. During my research I did right the opposite so that I can verify whether the invited focus group members fulfilling certain main criteria really belong to one segment. Another aim was that if the former one is reached, then we find out such things about the segments that would be more difficult to know with other methods. I used other test methods to properly formulate the questions of the questionnaires.

The main purpose of the focus group test is that the researcher gains insight into an issue of interest to him or her based upon the conversation of the members of the appropriate target market. On free, informal group discussions the respondents are more sincere and may be asked far more questions that they otherwise could not or could hardly answer (Malhotra, 2001). Diagram 1 illustrates the planning and conducting of the focus group test of an own research according to Malhotra (2001).

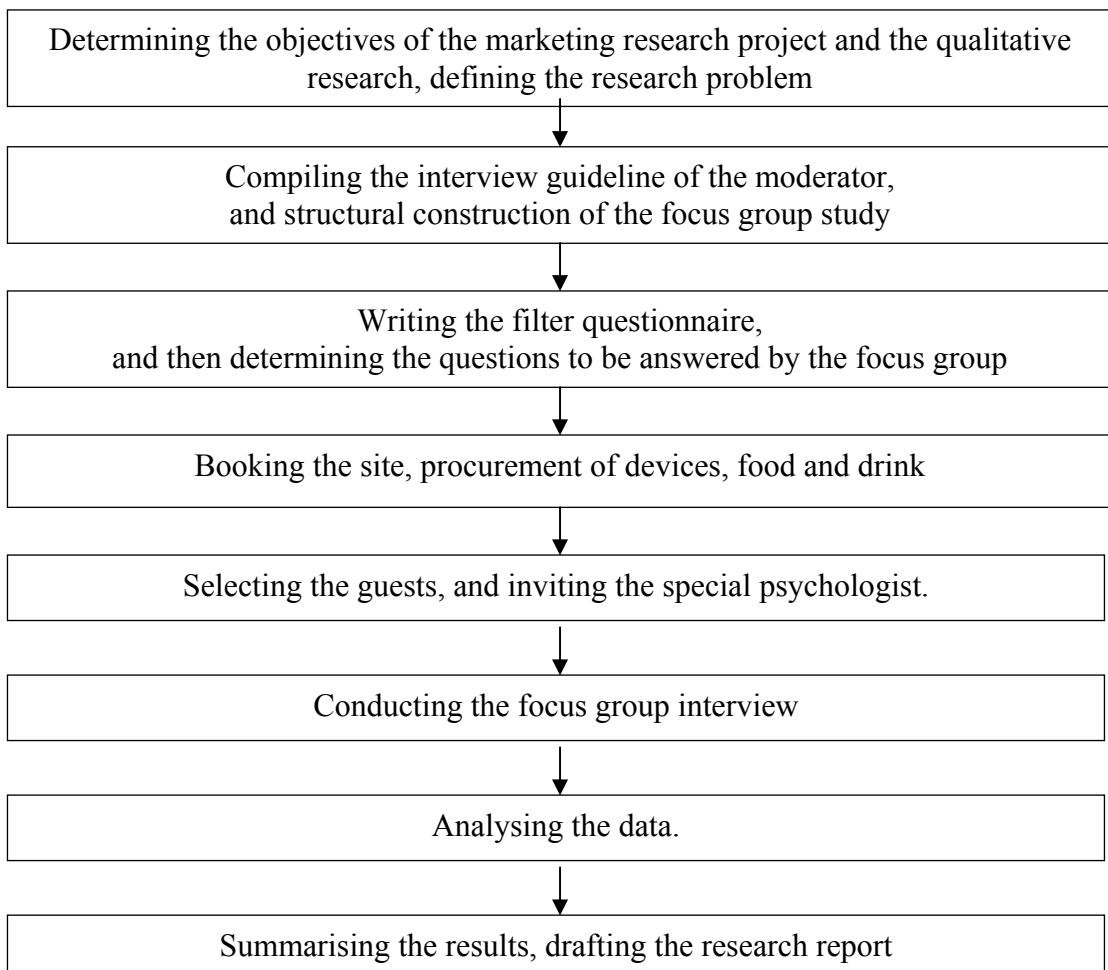


Figure 1. Process of planning and conducting an own focus group

Source: based upon Malhotra, 2001, own compilation, 2007

According to Veres and co. (2006), audio and video recording must also be made during the focus group tests. During my own research, the members of the focus group did not approve the making of such recording, without providing reasons. Nevertheless, they consented the presence of the psychologist. However, the refusing, uncooperative attitude could not be felt on the discussions, which was also supported by the psychologist.

During my own research two focus group interview were carried out. The main features are summarised by Table 2 as follows.

Table 2. General characteristics of the focus group test

	Group analysis of cluster 3	Group analysis of cluster 5
Time	19 July 2007 10-12h	20 July 2007 10-12h
Venue	A winery in Tokaj	
Number of participants	7 persons	
Moderator	1 person	
Clinical Psychologist	1 person	
Total participants	9 persons	
Seating	Round table type	
Motivation	1 bottle of Tokaj wine as a gift at the end of the test	
Main purpose	Verification of the cluster results of the quantitative test for two target groups.	
Other	Biscuits, cakes and mineral water were served on the tables.	

Source: Own research, 2007

The moderator was me, while the psychologist was Dr. Gabriella Oláh. Besides the main purpose determined in Table 2, secondary and tertiary purposes were also specified. The secondary purpose: the analysis of the segments, more detailed understanding of their consumer behaviour. The tertiary purpose: as the test interview of further researches, collection of experiences.

3. Evaluation and main of the dissertation hypotheses

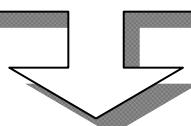
When preparing the dissertation, the wine market position of Tokaj Wine Specialities and its features were examined with several scientific methods. The research fulfilled its purpose by outlining a general wine market picture with respect to Tokaj Wine Specialities.

3.1. Evaluation of the dissertation hypotheses

During the research work, I established 8 hypotheses and studied them with scientific methods. Hereinafter the following hypotheses shall be evaluated.

H1 Method relevance

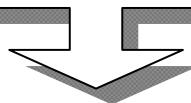
The practical applicability of the cluster analysis may be verified by subsequent focus group tests. Providing a certain frame, the qualitative procedures preceding the research and the latter-mentioned procedure underlie the realistic results.



The first methodological hypothesis refers to the applicability of an extra research step of the research process. The technical literature suggests the focus group tests prior to the actual research; nevertheless, it is not impossible that its application is unreasonable after the research. The practical relevance of the result of the cluster analysis can be controlled in this way. When compiling the focus group, I filtered the participants several times to get to know whether they are actually members of the theoretical clusters produced with a scientific method. The filter questions before inviting the participants, as well as the topics and tasks arisen during the focus group test really verified the results of the cluster analysis, so **Hypothesis H1 can be defended**.

H2 Integratability of regional researches I

The wine consumption and wine purchasing habits of Budapest and North-Alföld Region are different concerning Tokai Wine Specialities.

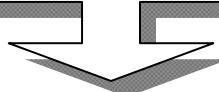


At the Hungarian market research, two methods were used to study H2: the paired t-test and the cluster analysis. On principle, both methods should have verified the assumption; still, just the opposite occurred— both procedures refuted the statement.

During the t-tests there was only one index in the case of which we can speak about difference, but its proportion and extent did not justify the separate examination of the data queues surveyed in Budapest and the North-Alföld Region. **Hypothesis H2 can be refuted considering the Hungarian research.**

H3 Integratability of regional researches II

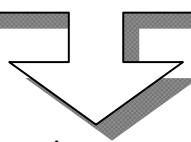
The Viennese consumption customs will considerably differ from the findings of Hungarian surveys, owing to the income and the efficiency of Community marketing work.



The Austrian consumer survey and the Hungarian sample were undoubtedly different. The responses and thus the given data queues were so different that it can be stated with complete certainty that **Hypothesis H3 can be defended regarding the Austrian database.**

H4 Studies of interrelations.

The purchasing and consumption of Tokaj Wine Specialities is in relation to the age, sex, income, educational background, and the meeting of special, wine-related material of knowledge.

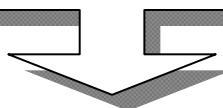


Raising hypothesis H4 includes various aspects. During the purchasing process numerous factors play an important part in the fact which product the consumer buys finally. This is especially true for wines, since the vintage and thus the wine supply changes from year to year. When purchasing Tokaj Wine Specialities, the price level higher than that of the average wines means further risk factors to the customer. Taking the main criteria determined in the hypothesis into consideration, it can be stated that there is a difference in customer habits in certain cases. However, their circumstances can be various, so it sometimes occurs that there is relatively a difference among consumers belonging to various age groups, sexes, the highest qualifications and the various income categories. At the same time, it has also been declared that, using the method of the Khi-square test and the cross-table analyses, in certain cases there is no difference. Summing up, it can be established that **Hypothesis H4 can be defended**, though only with comments. As for the age, clarification is necessary, since this is a segment criterion that is related to the life cycle and also refers to the difference between the generations. The result of the cluster analysis is that there is such a “new

generation” segment with completely other purchasing habits of Tokaj Wine Specialities. They will comprise the consumer group of the future. Considering sexes, women purchase more Tokaj Wine Specialities, but the proportion differs segment by segment. The income modifies the habits in a way certain purchasers think in other price intervals. On the basis of this, there are really differences in the segments. According to the qualifications, it can be stated that graduates have different purchasing customs. Although the qualifications are in relation to the income, this today is not necessarily true, that is, one who has gained the secondary school-leaving certificate may earn more. A difference can be observed rather in responsiveness and more sensible decision-making.

H5 Inclination to determine the price.

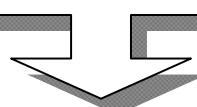
During purchasing, the price is the most important aspect, where there is no difference between the admitted and the actual reference price.



Regarding market research and marketing, it is an interesting finding that “with no stakes” people would give more money for a Tokaj Wine Speciality than they actually do. When purchasing Tokaj Wine Specialities, the primary aspect is not the price but the earlier experience and the quality. These are followed by the price, particularly the price interval, which depends upon the monthly net income of the given consumer’s family. The statement is true for purchasing for both own consumption and for gifting. **Therefore, Hypothesis H5 can be refuted.** If the consumer is wine-adept, he or she can make a decision more sensibly and pay attention to the price-value ratio, which in certain cases can mean cheaper wines, too. In the various clusters different price interval categories emerged, which is related to the income. If the customer is not wine-adept, he or she will attach greater importance to the design, the appearance. In this case other people’s recommendations hold far greater sway in the purchasing decision process.

H6 Market segmentation.

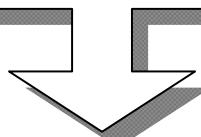
Both the Hungarian and the Austrian consumer samples are fit for segmenting. Therefore, there are criteria that make the creating of a target group possible.



During the cluster analysis, groups can be distinguished clearly. We could demonstrate characteristics that are suitable for us to create and define separate segments and target groups. Clusters can be characterised unambiguously and have individual features and style. The marketing means can be applied well, and a marketing mix can be compiled and operated efficiently for each segment separately. **Therefore, hypothesis H6 can be defended.**

H7 Producer's differences.

The Burgenland wineries apply a different marketing strategy, which is more effective than the Hungarian ones. They know their target groups and the market better, so they can apply more effective marketing means.



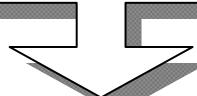
The marketing strategy of the Austrian, Burgenland wineries is far more mature and efficient. An in-depth interview survey conducted with several representative wineries have proved that the Austrian plant size is usually far smaller, and a higher percentage of sales is built upon local consumption, wine tourism. The efficient marketing work is the result of the wine marketing organisation operating well in Austria and the more uniform cooperation of Burgenland. This at the same time means better bargaining positions with the commercial partners. Austrian consumers prefer domestic wines and often take an excursion to the Province of Burgenland for wine-tasting. Effective demand is also more favourable than in Hungary.

The finding of the in-depth interviews of Hungarian wineries is that we meet specific marketing actions more often. No uniform wine district Community marketing concept has taken shape up till now. In Community wine marketing such a process has started that hopefully will make marketing work more efficient both in Hungary and abroad. A common point of Tokaj-Hegyalja and Burgenland wineries is that quality wine production is put in the centre. The Austrians managed to adapt to consumer demands better and faster, they also know their target groups more. Organisations responsible for Community marketing provide any necessary assistance for this. For the time being, Tokaj-Hegyalja firms are rather production-oriented, only few know the demands of their target groups exactly. In general, a global marketing-mix is applied. Only some companies have realised yet that the pledge of the future and long-term survival on the market is the adaptation of the wide supply of consumer-centred production and

services. In other words, it is not enough to produce wine only, but other services related to wine tourism may result in increased sales. The Austrian example clearly shows the recognition and operation of this, and the successfulness cannot be questioned. **Therefore, hypothesis H7 can be defended.**

H8 Wine trade.

In Tokaj-Hegyalja and Burgenland different wine commercial structures and sales channel policy structures have taken shape regarding the market of the dessert wines under study.



The in-depth interviews conducted with Tokaj-Hegyalja and Burgenland wineries and with the beverage wholesalers clearly showed that the wine-growers of the two nations pursue a different sales channel policy. In Austria, the number and weight of sales routes where their negotiating bargaining position would be weak is far lower. They prefer sales on site and presence in restaurants. Owing to the lack of co-operation, Tokaj-Hegyalja wineries usually negotiate separately with the merchants and wine societies. **Therefore, hypothesis H8 can be defended.**

To sum it up, there were two hypotheses that had to be refuted. Considering the findings obtained on the basis of the hypothesis test, 5 results can be deemed as new and 3 as novel.

3.2. Conclusions regarding the domestic and the Austrian consumer groups

In Hungary the level of wine culture is low yet, but a favourable change has already started, and a new generation has emerged that respects, moderately consumes wine and is interested in oenology, viniculture. If the consumer has already met knowledge material on wine, rational consumer decision (considering the price-value-quality ratio) can be observed.

Tokaj Wine Specialities named “late vintage” are also available. This name can be confusing for the consumer, some do not understand in what they differ from other Tokaj Wine Specialities, as actually all Tokaj Wine Specialities are late vintage wines; particularly, wine is harvested later than usual, occasionally in October or November. The specificness of the market is that these wines are among the most popular products of the internal market.

For the time being, the Hungarians buy Hungarian wines, but they can be influenced relatively easily and are basically price-sensitive. Although the products of foreign wineries are available on the market, their assortment and marketing activity exerted is minimal.

The indicative findings of Austrian wine consumption habits show that wine expertness considerably influences Tokaj Wine Specialities, and the sale of similar products. Higher life standard also favourably affects the sale of wine specialities. Some 60% of the Austrian wine consumers do not know Tokaj Wine Specialities. The main reason for not purchasing such products is that they do not know them, they do not like the taste, and prefer the Austrian “Auslese” type wines.

Summary of conclusions:

- 1) Consumers know their way about wine supply with difficulty.
- 2) As for the members of Tokaj wines, only szamorodni and aszús are known. They are consumed relatively rarely.
- 3) The popularity of the “late vintage” products follows that consumers do not like too sweet wines. Their demand is satisfied by Tokaj Wine Specialities available for 1,000-1,500 forints.
- 4) The current position of Tokaj Wine Specialities in gastronomy and culture makes their frequent consumption difficult.
- 5) Wine is a confidential product. The attitude of a wine already tasted, the positive feeling of satisfaction and/or memory, as well as the (perhaps opinion-shaping) recommendation of an influential person (group) are determinant when purchasing wine. The price appears in the form of price interval as some kind of a filter, which is in correlation with the family's total monthly net income.
- 6) The set of consumers of Wine Specialities can be segmented, divided into well-separable target groups on both the Hungarian and the Austrian market under survey. Therefore, the segment-specific marketing-mixes can be elaborated, which largely improves efficiency, too.
- 7) The level of Hungarian wine culture is relatively low, but it is on a developmental path. Consequently, associations improving wine culture should be supported, formed.

- 8) The tourism developments of the given region would considerably promote the popularity of consumption on site. Conscious investments would enhance the weight of sale on site on the sales market of Tokaj Wine Specialities.
- 9) The Austrian example shows that expertness in wine largely affects the sale of Tokaj Wine Specialities and similar products. Higher life standard also favourably influences the turnover of Wine Specialities.
- 10) Tokaj Wine Specialities are not marketable in Austria, primarily because of the lack of marketing communication.

3.3. Conclusions regarding the market strategy of producers under survey

Considering the activity of Magyar Bormarketing Kht, the wineries responded that efficient and successful Community marketing work should have results defined numerically. Continuous promotion and a detailed market research are expected from the organisation both on the domestic and the export markets. According to them, the Company should coordinate the PR activity related to the journalists and opinion-formers, too. Other scopes of tasks required: the preparation and management of marketing-purpose Community advertising materials, making viniculture popular in our country, and professional consultation. The invested Community marketing work already makes its positive effect felt in Austria. Therefore, the Austrian example can be adapted and should be followed, which does not exclude novel solutions either.

Tokaj-Hegyalja wineries suppose that currently the dessert wine market stagnates, market possibilities are tight, but in the future this segment can expand. Progress is slow, the good reputation of Tokaj can be brought back only in 10 years' time. The young generation is committed; the generation shift may develop cooperation in this trade. In the long run, survival on the market is possible only with quality products (good price-value ratio). Wine culture is developing, and real interest in wines becomes higher and higher. What consumers need most is clarity and simplicity. The consumer shall become more rational and be more adept in wines. The development of alternative rural development and wine tourism is essential so that Tokaj-Hegyalja Region flourishes and develops into a tourism centre. EU application funds may be appropriate financing forms. Such developments should be realised in this way that will bring a profit.

Summary of conclusions:

- 1) Both the wine district and the national-level Community wine marketing considerably promote wine sales in Austria. However, this cannot be stated for Tokaj-Hegyalja yet, so more efficient marketing work is needed both at national and wine district levels.
- 2) Sale on site is promoted by the existence and realisation of a local tourism strategy. On the Burgenland side this already operates well, while at Tokaj-Hegyalja we should strive for its efficient operation.
- 3) The market information of the Tokaj-Hegyalja wineries is sparse, so the wine district organisation of market and marketing researches is necessary. The marketing strategy and the elements of the marketing mix can only be elaborated with relevant market information. This is true at corporate, wine district and national levels, too.
- 4) At Tokaj-Hegyalja, the composition of export markets is very heterogeneous and adjusts itself to the system of relations of each winery. Presence is not always accompanied with Community marketing support. On the Austrian side the opposite is true, so it can operate in a far more efficient system. The diverse export market results in the consumption and crumbling of the resources, at the expense of efficiency.

3.4. Conclusions concerning the commerce of Tokaj Wine Specialities

The Austrians prefer sales channels offering the most favourable bargaining positions to them. Owing to the lack of co-operation, Tokaj-Hegyalja companies usually start from far worse bargaining positions.

The changes in commercial price margins clearly show that most part of the profit does not get to the producers. Hypermarkets take advantage of the fact that more than a half of the wine purchasers buy wines, including Tokaj Wine Specialities from their facilities. However, in the case of Tokaj Wine Specialities the structure of the sales channel can be changed on the Hungarian market. “Sweet noble” wines are purchased relatively rarely, usually as a gift and for desserts. Owing to its sweet taste, consumption in a large amount considerably reduces its value of delight. The consumption of Tokaj Wine Specialities is recommended on site, at the wineries of the wine district. In this case, the specificness of the venue, the free-time activities connected with the wine tasting, and the experiences leave such cognitive memories in the consumers that later emerge as a determinant factor

when purchasing wine. These Austrian wine-growers have already realised this logical context, and have developed their product assortment and other services based upon this.

Summary of conclusions:

- 1) The bargaining position of wine-producers at Tokaj-Hegyalja is not too good against the trade. Sales channels with far better bargaining positions should be brought into the foreground.
- 2) The reconsideration, the reform of the sales channel policy would significantly help wineries reach a higher profitability. A fairer distribution of profit in the sales process should be a basic criterion among the participants.
- 3) Up to the present, no marketing information system of wine district level has been established. Market researches should be elaborated and operated along a more conscious strategy, otherwise no wine district strategy can be developed.
- 4) The adaptation of the Austrian example stands its ground in this case, too, since the Austrians have recognised these logical correlations, obtaining sufficient research information on the entire wine market in this way.

4. New and novel findings of the dissertation

By applying numerous researches and methods, the dissertation can represent several **new and novel findings**.

New findings of the dissertation:

- The dissertation outlines a clear general survey on the market of Tokaj Wine Specialities.
- The drawing up of the theoretical market model of Tokaj Wine Specialities illustrates the strategy of the given winery well and can largely promote the preparation for decision and the decision-making process.
- The wine purchasers of Budapest and the North-Alföld Region can be handled together with respect to the consumption habits of Tokaj Wine Specialities.
- When purchasing Tokaj Wine Specialities, the determinant factor is not the price but the earlier experiences and the quality. There are differences between the admitted and the actual reference price.
- The set of consumers of Wine Specialities can be segmented, divided into well-separable target groups on both the Hungarian and the Austrian market under survey. The segments were analysed.
- Unordinarily, I performed the focus group tests after the cluster analysis, too, in order to check and verify the theoretical cluster segments that can be specified in practice.
- The Austrian example highlights the cornerstones that may serve as the basis for an efficient oenology sector. The analysis of the Austrian wineries' marketing strategy, and the survey and segmentation of the Austrian consumers' consumption habits concerning Tokaj Wine Specialities are a new result.

Novel findings of the dissertation:

- My own researches have verified that consumers know their way about wine supply with difficulty, and they most generally purchase wine at hypermarkets.
- The purchasing and consumption of Tokaj Wine Specialities is in relation to the age, sex, income, educational background, and the meeting of special, wine-related material of knowledge.

- The Burgenland wineries apply a different marketing strategy, which is more effective than the Hungarian ones. They know their target groups and the market better, so they can apply more effective marketing means.
- At Tokaj-Hegyalja, the composition of export markets is very heterogeneous and adjusts itself to the system of relations of each winery. Presence is not always accompanied with Community marketing support. On the Austrian side the opposite is true, so it can operate in a far more efficient system. The diverse export market results in the consumption and crumbling of the resources, at the expense of efficiency.
- In Tokaj-Hegyalja and Burgenland different wine commercial structures and sales channel policy structures have taken shape regarding the market of the dessert wines under study.

To sum it up, it can be stated that Tokaj Wine Specialities are now on a developmental path, but there are a lot of tasks to be done, and the elaboration and implementation of a conscious marketing strategy largely determines the future of this specific market. Co-operation and consensus is essential at Tokaj-Hegyalja. At the same time, the strategy of the wine district should adapt to the basic principles and activity of the national Community wine marketing.

5. Practical applicability of results, suggestions

The findings obtained during the research can be utilised in practice, too. In accordance with the results and conclusions, I have several practical suggestions. These are the following:

- a) **My methodological suggestion** is that the result of the cluster analysis calculated based upon a large number of representative sample **should be back-checked with focus group tests**; what is more, upon justification and verification, a detailed analysis of the given segments can also be performed better with this method.
- b) It would be worth studying the exact reasons for the popularity of wines with the name "**late vintage**". Such types of Tokaj Wine Specialities should be given higher priority in marketing terms. My suggestion is that the type of wine accepted and liked by consumers should be kept count of as **Tokaj Wine Specialities officially**, too. The **gastronomic place** and role of the popular wine type **could be redetermined** and communicated.
- c) My suggestion is that **fordítás** (pouring must or wine on the pressed aszú pulp), **máslás** (pouring must or wine on the lees of szamorodni or aszú), **4 and 6 butt aszús** and essences **are exclusively sold locally**, at the wine district. In this way, we can attribute some **value** to these types of wine, as they will be available only at the Tokaj Wine District. A separate marketing campaign should be elaborated to introduce and continuously popularise this.
- d) The **wine district Community marketing** strategy should adapt itself to the national wine marketing strategy, at the same time, the higher level should also take into consideration the wine district ideas. This requires discussions, so the **wine district ideas should be harmonised** (with a consensus) and **validated**.
- e) The **example of the Austrian Community wine marketing should be examined further**. Its effect exerted on the wine districts and their market characters should be analysed further, and our own strategy supplemented with individual ideas should be developed.
- f) Towards the beverage wholesalers, wine societies and other organisational customers, an individual organisation – the House of Tokaj Wines (as an **international merchant house**) – would represent a uniform supply of Tokaj Wine Specialities well. This would mean **a more favourable** negotiating **bargaining**

position in respect of the producers. The individual wine district committee of wine advocates should connect to this organisation, which would **list the top wines** every year in accordance with the above-mentioned product categories of Tokaj Wine Specialities.

- g) We should get to know the market characters, especially the consumers. In order to be aware of the consumers' demands, we should **segment-specifically** build out the communicational channels where we give and obtain data and information. The House of Tokaj Wines would provide a home to a **research centre** and a **wine district marketing workshop**. The tasks outlined above could be fulfilled by the **House of Tokaj-Hegyalja Wines**, too, but the exact purpose and operational direction of the investment has not been published or known yet.
- h) A compulsory „C” type subject announced in a standard system of BSc programs at **higher educational institutions** would by all means exert its beneficial effect. In the middle run, the result of the training could be felt on the wine market. In this case, Tokaj Wine Specialities would only be a part of education. The **subject entitled „Wine Culture”** could be launched at all higher educational institutions in the country, together with the establishment of wine clubs. Thanks to the training, the protection of the internal market would be strengthened, as students completing this subject would purchase wine as a more rational consumer.
- i) Furthermore, I suggest that an international homepage (www.dessertvino.com) is established, where not only Hungarian dessert wines could be popularised, but similar foreign wines could also compete. Without restricting the market competition, the home page would be suitable to publish and accept information according to the demands of certain consumer groups. The home page would present high-standard information on global viticulture, magazine materials, current news from the wine trade, application, project and career opportunities. An IWIW-like professional network of international oenologists could be established on the name **”VINIW,”** which could also ensure interactive exchange of information. Consumers could search in the database according to complex criteria such as price, oenology or year. The search output would be the display of a full-scale data sheet concerning the hits (Tokaj Wine Specialities). The surface would be suitable for online purchasing, too. The limitless utilisation of the possibilities offered by the Internet could also monitor the changes in the market.

6. Publication in the subject matter of the dissertation

Books, book extracts:

1. Csapó, Zs.– **Szakál, Z.** (2006): *Commercial Studies*; BSc learning material HEFOP 3.3; Debrecen
2. Kárpáti, L. – **Szakál, Z.** (2004): *Presentation of wine product paths and revealing its coordinated developmental possibilities*; In: Competitiveness of the agriculture of North-Alföld Region; Edited by: Nábrádi, A. – Pető, K.; NKFP-2001/4/32; ISBN 9635028083; Agroinform Kiadó, Debrecen, pp 147-152.
3. **Szakál, Z.** (2003): *Market Research* In: Marketing and commerce; Edited by: Csapó, Zs. – Kárpáti, L.; ISBN 9638642424; Campus Kiadó, Debrecen, pp 31-42.

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4. Csapó, Zs.– **Szakál, Z.** (2003): *Sections The basics of marketing and Market segmentation*; In: Marketing Practical Notes I.; University of Debrecen ATC AVK, Debrecen, pp 5-16.
5. Csapó, Zs.– **Szakál, Z.** (2004): *Sections Price political decisions and Sales channel policy*; In: Marketing Practical Notes II.; University of Debrecen ATC AVK, Debrecen, pp 19-34.

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6. **Szakál, Z.** (2008): *Influence of Collective Wine Marketing on the Hungarian Wine Sector*; Agrarian Publications Acta Agraria Debreceniensis; accepted, expectable publishing: 2008, Debrecen
7. **Szakál, Z.** (2008): *Presentation of retail and wholesale trading related to Tokaj wine specialities in Budapest and the North-Alf old Region*; ACTA Beregsasiensis, Scientific Publication of Ferenc Rákóczi II Hungarian College of Subcarpathia, accepted, expected publishing: 2008, Bereghovo, the Ukraine
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Proofread scientific publication in the Hungarian language:

9. **Szakál, Z.** (2006): *Wine market trends of the EU and Hungary*; Agricultural Publications Acta Agraria Debreceniensis, 2006/20 special issue, with an English summary; Debrecen, pp 101-105.
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13. Szakál, Z. (2007): *Development of tourism in the North-Alföld Region*; European Perspectives 2007-2013 – Interreg III C Proyecto Humqual; Valencia, Spain
14. Szakál, Z. (2006): *Tokaj Wine Specialities in the Mirror of Hungarian Wine consumers' opinions*; Agrarian perspectives XV. Foreign trade and globalisation processes; ISBN 8021315318; Prague, the Czech Republic

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15. Szakál, Z. (2007): *The role of Community marketing and dissemination in the European Union*, Scientific Conference entitled “Let’s Learn Europe”; Bereghovo, the Ukraine
16. Szakál, Z. (2007): *A general survey of wine marketing in Hungary*, International Conference on Agricultural Economics, Rural Development and Informatics, AVA3; PROCEEDINGS; Debrecen
17. Szakál, Z. (2006): *A marketing-aspect analysis of Tokaj Kereskedőház Zrt*, Science Day Conference; Inventárium; Nyíregyháza, 2006
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29. Szakál, Z. (2002): A marketing-aspect analysis of organic winery; Science Day Conference, Inventárium, Nyíregyháza

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31. Szakál, Z. (2004): *Introduction of a wine brand to a foreign market*, 11th International Agrarian-Economic Science Days; Gyöngyös
32. Szakál, Z. (2003): The situation and current problems of organic winery in Eger, 45th Georgikon Days Conference, New strategies in agrarian-economy; ISBN 9639096814; Keszthely, p 99.
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34. Szakál, Z. (2001): *The present and future of Tokaj aszú*, The agriculture and rural development of the North-Alföld Region Regional scientific discussion and conference; Debrecen

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35. Szakál, Z. – Kopcsay, L. (2007): *Wine-loving people in the North-Alföld Region*, Special Journal entitled Wine and Market, 2007/5; ISSN 1216528X; Budapest, pp 25-26.
36. Szakál, Z. (2002): *The position of Tokaj aszú, or our wine consumption in the mirror of an informative survey*, Special journal entitled Agrárius, 2002/4; ISSN 15865614; Debrecen, pp 9-10.
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Az értekezéshez tartozó publikációk kummulált pontértékei (előírt érték: 1,0):

1. 0,25	9. 0,2	17. 0,05	25. 0,1	33. 0,025
2. 0,25	10. 0,2	18. 0,1	26. 0,1	34. 0,025
3. 0,5	11. 0,2	19. 0,1	27. 0,05	35. 0,006
4. 0,25	12. 0,1	20. 0,05	28. 0,05	36. 0,01
5. 0,25	13. 0,3	21. 0,05	29. 0,05	37. 0,01
6. 0,4	14. 0,3	22. 0,05	30. 0,15	38. -40. 0,0
7. 0,4	15. 0,05	23. 0,05	31. 0,025	
8. 0,4	16. 0,05	24. 0,05	32. 0,025	Össz.: 5,226

JEGYZETEK