

THE EMPIRICAL RESEARCH OF WINE MAKERS IN THE LOCAL MARKETS

Summary: The objective of this paper is to define a market strategy for the local producers of wine, based upon the analysis of theoretical positions and research results, and, on the basis of the theoretical conceptual model and research results, to further submit a concept for improving the market position of the company in question. Based on the research results, the objective of the paper is to define the process of communication of the enterprise with the market. This objective will serve as a basis from which we can carry out positive effects on the business level. The main objectives of this research arise from defining the object of research and these are the precise definitions of the theoretical positions and empirical research performed together with local wine producers. The wine market in our country is quite attractive and by applying the appropriate sales and marketing strategies, there would be a real chance to improve the market position and business efficiency of the local wine makers, which is the primary goal of this paper.

Key words: research, market, wine, local winemakers

Introduction

Commercial success of a modern enterprise depends upon its ability to produce a good product or develop the right service, to form flexible forms of adequate market prices but also upon its ability to offer the products or services adapted to the needs and requirements of the target market. Therefore, the efficiency represents in fact, the ability to achieve the goal set. (Prdić, 2012a). The success in communication between the company and the market depends on the application of traditional instruments of communication but also on the compulsory adaptation of traditional instruments of communication to modern methods of communication with selected market segments and other interested community groups. Theoretical arguments of this research was enabled by the literature in the field of marketing and management, as well as the literature from other scientific disciplines of psychology, sociology, while the theoretical attitudes in the paper were checked by own empiri-

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cal research on intentionally selected sample. In the case of the Austrian wine market, the wine of better quality was produced by large companies, as compared to smaller companies joint and associated in cooperatives. (Pennerstovfer & Waiss, 2012). One of the most important elements of strategic development of trade is to determine the service price and their adjustment, including the price of the exhibition space. Comparison of space cost with the space costs of other fairs is useful because these costs take more than 20% of the total cost of participation in the fair. (Zarić, 1999).

Market research is a necessary precondition for interim and rational marketing decisions in market economy developed in the wine producers. Market research gives the manufacturer the ability to adjust their wine to the needs and demands of consumers (Vlahović et al., 2011).

The Methodology of the Empirical Research

The basis of the empirical research

The interest for the study coincides with the fact that there is a necessity for market orientation shown by domestic enterprises and for the establishment of marketing communication with the main segments of the public, and especially for the establishment of a long-term partnerships with customers - buyers.

The comparative analysis of theoretical positions and research results, as well as the awareness of the lack of practical researches of the performance of domestic companies at the fairs, and the the awareness of the lack of measurement of the results of the achieved performances, they all created a reliable basis for the theoretical consideration and studying of the role and importance of trade as an instrument of integrated communication mix in a practice of local companies.

The research plan includes the following phases:

- defining the problem and research objectives,
- determining the source of the data collection,
- choice of methods for obtaining information,
- defining the basic set and sample for the research,
- selection, analysis and formulation of conclusions and recommendations,
- presentation of research findings. (Stanković & Avramović, 2007)

Defining the problem and research objectives

Defining the problem is one of the basic principles of a successful research. Precisely defined problem and research objectives lie in the basis of a successful process of practical research. The objectives of the research were derived from the problem and are determined by the information which must be reached in the research. The central problem of the research is the place of trade fairs in the integrated communications mix of companies as well as all the communication processes between the company and its environment. The problem sought to be achieved by

the research is the development of an integrated communication mix, that would be a starting point for resolving the various issues that arise in business practice, as well as in academic circles that deal with trade fairs.

Having in mind the defined objective of the research, the development factors of integrated marketing communications from the perspective of trade fairs, the empirical research is focused on the following segments:

- The study of consumer behavior, motives and attitudes towards certain instruments of marketing communication companies,
- Research of the degree of application of integrated marketing communication from the perspective of trade fairs,
- Identifying ways to maintain contact with existing and establish contact with potential buyers and consumers,
- Research of the attitudes of buyers /consumers towards the media communication performance of domestic companies with the market,
- Research of the effects of participation in trade fairs

Determination of information sources and methods of data collection

In order to make quality conclusions, in addition to theoretical investigations which are needed, there is essential field research to collect primary data. The research was conducted with three questionnaires for companies - managers, consumers, visitors and exhibitors of the Agricultural Fair in Novi Sad, Serbia. The research of managers was conducted via e-mail and through the use of questionnaires, while consumer research was conducted in the place of consumption.

Preparation of the questionnaire

To collect quality data and information the questionnaire was used. In order to make a successful research, the questionnaire was structured in such a way to match the defined purpose of the research, in order to obtain information that contributes to the solving of the research subject. The composition of the questionnaire was drawn up on the basis of common practical issues and certain characteristics of the respondents. To increase the accuracy of the data obtained in responses to the questions asked in the questionnaire, there are questions that verify the answers.

Defining a basic set and a sample for the research

To evaluate the success of the business and marketing communications strategies, it is by researches the perceptions and attitudes of managers and consumers how we create the necessary conditions for an objective research argumentation and testing of hypotheses and making appropriate recommendations and conclusions, as well as for the evaluating the overall research. Surveyed respondents in this study were owners, marketing managers, production managers and financial managers who were employees in wine producing companies.

In accordance with the defined objectives of the research, primary data were collected from two basic sets. The first set consists of companies - managers of local

wine producers and the second set consists of consumers. To evaluate the success of the business and marketing communications strategy, research the perceptions and attitudes of managers and consumers create the necessary conditions for an objective research argumentation and testing hypotheses and making appropriate recommendations and conclusions, as well as evaluating the overall research. Surveyed respondents in this study were sui owners, managers, marketing, production and finance employees in enterprises for the production of wine.

The objective of the research is specificity of the application of marketing communications applied by local companies, and the formulation of specific hypotheses that could be tested in practice, in order to increase business efficiency. Thus worded questions were intended to get an answer to the following:

- The application of marketing itself and marketing communication in their companies,
- The degree of effectiveness of the various competitive strategies,
- Their perception of the effectiveness of various instruments of communication,
- The structure of the communication mix in their businesses, and finally
- The effectiveness of trade fairs as instruments of marketing communication.

For the relevance of the sample target groups of consumers, due to the specific object of the research, it is necessary to apply an appropriate sampling strategies. For the purpose of research validity and relevance of the data, it is essential, to the fullest extent, to choose the proper selection of units that make up the sample, its size and the method of election units. The survey was conducted on a sample of two hundred respondents, who were elected on the principle of territories of the potential users in the territory of AP Vojvodina, according to the town or the city where one could purchase the wine product.

Research Of The Use Of Marketing Communication Mix By Domestic Wine Producers

The specificity of the local wine market

The wine products are very important from several aspects that date back to the ancient world where these products had great significance. Although the consumption of wine has more interesting aspects, these products are not products which meet everyday life needs. In fact, it is known that our country is, in terms of geographic and natural characteristics, very suitable for development of agrarian sector, especially of wine products, and it can have very positive implications when it comes to the export of these products.

In the domestic market there are many regions that are typical for wine production. It is a known fact that a large number of medical experts that these consider it beneficial to human health to consume such products in limited quantities. Analyses of various institutes and experts show that our country has favorable conditions when it comes to wine production. The quality of the wine is derived from the geographic area but it is needed to standardize the products and to introduce the

market principles in their sales. The wine market in our country is quite attractive and the application of appropriate marketing strategies could produce some major export chances. On the basis of these indicators, domestic manufacturers must align their marketing strategies to the product demand but also to affect such a demand.

The aim of the research is to collect primary information that will enable us to realize the specifics of implementation of marketing communication mix amongst the domestic wine producers, as well as the role and importance of trade fairs as an instrument of sales promotion and marketing communication. For the purpose of successful research it is needed to find out the motives, perceptions and reactions of consumers and customers in the selection of specific manufacturers and their brands.

Market segments of wine products are specific because they consist of different categories of producers and buyers as defined by gender, age, occupation, family status, and real incomes, as well as by certain psychological and geographical characteristics. It is thus necessary to detect the behavior of certain market segments and in line with that behavior, to position your marketing and communications strategies to communicate with the selected market segments.

The data collected enabled the assessment of the overall market position of the companies in the domestic market as well as the consideration of individual information that can be of benefit to the following:

- Orientation of domestic wine producing companies towards specific market segments in the domestic market,
- Orientation of domestic wine producing companies towards specific market segments in the international market,
- Which products (white or red wine) consumers prefer and what kind of packaging they prefer,
- What are the wishes of consumers when it comes to certain types of wine they would like to consume,
- Place of purchase of wine products,
- Knowledge of consumer attitudes and customers about the importance of individual instruments of marketing communication that the company should use,
- The compliance of marketing - communication mix with the needs and desires of consumers and customers,
- recognizing the importance of trade in communication – sales mix in wine companies, and their influence and significance to the products sales.

The market position of wine producers in the domestic market

For a successful research of the position of domestic wine producers, it is necessary to review the results of the survey in order to adapt the strategies for the future and to adopt the appropriate marketing - communication strategy that suits the companies' target market. The remainder of this paper will present the results of the research of the domestic wine producers consequently using them for specific recommendations and positions to improve the companies' market position.

The research shows that in the capital structure of domestic wine producers the private capital of domestic origin prevails (79%), while in companies that are

state-owned (14%) it is not yet resolved the problem of property relations or it is simply a case of an unsuccessful privatization and restructuring, and finally when it comes to mixed capital, it is mainly partnerships or joint-stock companies with only small percentage in the market (7%).

The research shows the following information when it comes to the number of employees:

- 64% of the enterprises have up to 50 employees,
- 29% of the companies are the companies with over 250 employees,
- 7% of the companies have between 51 - 250 employees.

The study found that the classification of enterprises according to official statistics in our country showed the following. Some 64% of them belong to a group of small companies that are actually small family businesses, while 29% of them belong to a group of large companies, whereas only 7% of them fall in the group of medium-sized enterprises by the number of employees. The power of a company is measured, apart from the number of employees, by the size of the market, by the number of customers and consumers and through participation in a specific market.

The survey of business performance can be calculated in different ways depending on the point of analysis. When it comes to performance, which is verified in annual operating profit balance, the status of respondents shows that:

- 53% of companies covered the costs, but did not obtain any profit,
- 36% of companies operated successfully and did obtain profit,
- 11% of companies were operating at a loss.

The analysis of these data shows that large enterprises with solved ownership structure operated with profit, while companies in restructuring, at best, simply merely cover their operating costs. When it comes to small enterprises, according to their number of employees, only those that have defined marketing strategy and defined relationships with their customers and consumers will operated successfully.

The results of a survey conducted among domestic wine producers in response to the question whether the company has a clearly defined marketing strategy for specific market segments, 21% has a defined marketing strategy while 79% has no defined marketing strategy as to improve their market position.

Based on the obtained data we can conclude that domestic enterprises do not have a clear idea of how and by what means of marketing communication they can obtain potential new customers. They need to know clearly by which instruments of marketing communication they can reach consumers and satisfy their interests, how to win a certain market segments and how to improve their overall business position. The adoption of appropriate strategies of communication and gaining a competitive advantage should be a clear objective of the company's management, and yet it requires the application of knowledge and the adoption of the principle of responsibility for achieving the goals of the company.

The results of the survey show that a very large number of domestic companies are exporting their products which can be considered a very large business opportunity in today's market environment. When it comes to exports of products,

82% of companies exported their products, while 18% did not. The results of the survey show a very good market position of companies when it comes to exporting products. Based on the communication findings, these are mainly countries in the neighboring region but there are those companies that export wine to the European Union market and other markets. These aforementioned data may be relevant when it comes to defining export strategy of trade fairs and the role of enterprises in it. Also from the obtained data we can see that the majority (54%) of domestic wine producing companies have had cooperation with their key customers for up to five years.

It is necessary to adopt a marketing strategy to establish long-term business relationships with key customers and consumers that will contribute to fulfilling the wishes and needs of the customers and achieve business goals of the company, that would last for five years (54% of the companies), that would last for five to ten years (14% of the companies) and that would last for over ten years (32% of the companies). In the wine market in our market conditions there is a strong competition. A prerequisite for success and establishment of an appropriate market position of wine producing companies is the ability to develop a long-term partnerships with customers and consumers in accordance with their needs. The most important customers of the enterprises surveyed are individual (final) consumers (B2C) with 20% of contribution while 80% of the total number was other companies (B2B). When it comes to the types of companies which buy wine, there are retail companies and wholesale companies, hotels, restaurants and cafés. The same result was obtained when it comes to the ratio of participation of the most important clients in the total revenues of companies where 80% are being contributed to the companies and some 20% were contributions of individual consumers.

Instruments of marketing communication of domestic wine producers

The research has shown that the owners and managers have the conscience of the importance to introduce the concept of integrated marketing communications, where 32% of them think that it is important and that it should be introduced, 29% of them do not see the reasons for the establishment of such a concept, whereas 39% of them think that there is no reason at all for introducing such a concept. These results show that when there is an awareness of certain companies to introduce the concept of integrated marketing communication when it comes to the wine producers in the domestic market. It is necessary to adopt this concept that would allow more efficient communication between the company and its customers and consumers.

The research shows that the estimates of owners and managers in manufacturing and selling wine, when it comes to promotional mix of companies, made by the following instruments are the following: 32% of sales are personal sales, 25% of sales are made at the fairs, 16% of sales by advertising and additionally some 15% of sales are made by the use of publicity and public relations, and the remaining 12% of the sales are owned to the direct communication. These aforementioned data indicate that there are all possible instruments of marketing communication repre-

sented. This also means that the owners and managers of companies appreciate the importance of individual instruments of marketing communication strategy in marketing communication. This structure of their communication mix is the average representation of those forms of promotion that were given by the managers of the surveyed companies.

When asked what is the most important instrument of marketing communication to build a corporate image of domestic wine producers, 84% of the managers quoted personal sales, 79% said these were the trade fairs, 64% that the most important is the Internet, 29% of the surveyed managers that it was the TV, 14% quoted business magazines, another 14% quoted the publicity and public relations, equal 14% of the managers quoted the sponsorships, while the final 7% of managers quoted conferences and seminars.

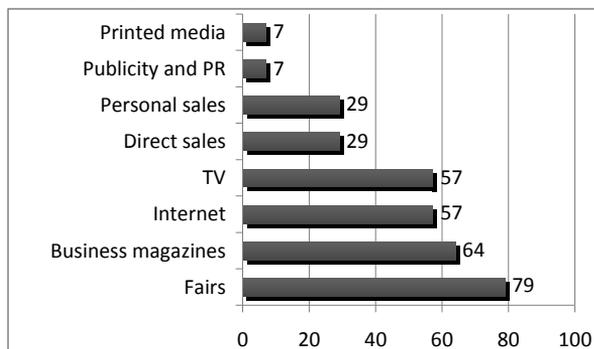
Based on the results obtained, and the knowledge achieved from the personal communication, the local wine companies use intensive personal selling (84%), fairs (79%), Internet (64%) and to a lesser extent other instruments of marketing communication. This study shows that the importance of personal contact is essential for the establishment of the positive image. All the above mentioned used instruments are either personal or interactive.

Based on the research conducted, when it comes to making contact with customers, 71% of the contacts are established through the fairs, 21% of the contacts are established through business magazines, 64% of the contacts are established through Internet, 29% through the catalogues, 43% through the direct marketing, personal selling account for some astonishing 84% of the established contacts, while the remaining 7% of the contacts were established through the conferences and seminars.

Trade fairs are a good instrument for comparative measurements of different effects of business communication, of advertising and eventually for measuring of the effects of the trade shows themselves in various stages of the purchase process (Kuzman et al., 2014).

The research of domestic wine producers confirms the earlier known fact that fairs were one of the most effective instruments of marketing communication for the launch of new products. Specifically, this research also shows that personal sales and Internet, apart from the trade fairs, represent the decisive force in com-

Figure 1. *The most effective instruments of marketing communication for the launch of a new product to the market of domestic wine*



municating between the local wine producing company and customers and consumers. The significance of other marketing communication instruments is not negligible, but in this case the managers favor direct communication.

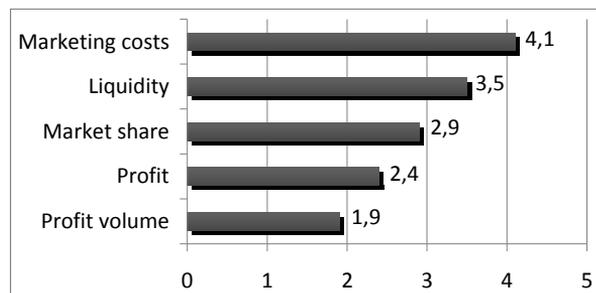
The domestic wine producers interviewed replied that 79% of them maintained a customer database, while 21% of them did not maintain a database of customers. According to this study there quite many companies maintaining customer databases. However, based on the communication information obtained during the survey, the databases of these companies are quite superficial and not updated. These databases are actually just called “customer lists” or “consumers names” and cannot be used in the sense of establishing contact with potential customers and to develop some long-term mutual business interests.

The research shows that the personal invitation to the customer is for some 86% of managers actually the most important instrument of communication used by the companies. The influence of other instruments is quite negligible, so it can be concluded that the surveyed companies understood the importance of direct contacts at the fair and “after the fair communication” until they achieved the economic goals of the company and concluded sales. Based on the communication knowledge during the research and according to the perceived importance of personal contact at the fair, the problem is the lack of useful implementation of these established contacts after the fair, so the results of these contacts that reflect to the effects of the sales are in fact quite small.

The research conducted show that 64% of companies do not exercise control of sales and control of marketing activities, while 36% of them do so. The control of marketing activities is there to create the proper observation and comparison of the results achieved by the marketing with precisely defined objectives, as well as to create the actions to be taken if there are some deviations from the plan, in order to eliminate or reduce them. Managers of local companies need to view the control over marketing activities as a positive activity, and without such an action the efficient operation of the company is not possible, nor can it be successful.

When it comes to the process of control of implementation of the adopted strategies, the obtained results are quite unsatisfactory. Only 29% of the surveyed companies regularly check the results of the adopted marketing and sales strategies whereas 71%

Figure 2. *Instruments of marketing control measurement*



of them do not do it. It should be noted that the control of the adopted strategy represents a process without which it is not possible to determine with precision the exact results of the company in the market. The control of the marketing strategy is a systematic thing that is in the service of taking a possible corrective action. The re-

search results indicate that the control of the adopted strategy is not being implemented and that this is a real problem that must be faced. Its solutions will in many ways influence the success of the whole process of the market positioning of a wine producing company.

The research of the marketing strategies is one of the most important postulates of measuring results achieved in the market. To measure the results of marketing control the following elements were used: Volume of sales 1.9%, Profit 2.4%, Market share 2.9%, Liquidity 3.5%, Marketing costs 4.1%.

It should be noted that the importance of measuring individual instruments is recorded in such a manner that there can be only one most important factor. From the data above it can be concluded that domestic wine producers think that the most important factor is the sales volume of its products and the least important is the cost marketing. The conclusion is that the domestic enterprises do not fully understand the importance of marketing and that these investments are still understood as the cost and quite seldom as an investment that will increase your sales that will in turn increase the overall business results of the company.

Based on the results of the empirical research conducted in domestic wine enterprises, we have formed the preconditions on which the company management can make effective decisions in the management of the marketing communications activities. They can also formulate the criteria for establishing a system of integrated marketing communications, as an adequate mix of instruments of marketing communication, with particular emphasis on the importance of different instruments in their practical application. The final conclusion is the understanding of the place and importance of trade fairs in the communication mix of companies and their importance in practice. It can be concluded that the various instruments of communication have a prominent place and importance in the overall marketing activities of the company. So in order that every instrument of the marketing communication can be effective, we require systematic planning and organizational adjustment of the company.

Attitudes and perceptions of wine consumers in the domestic market

Demographic and socio-economic characteristics of the consumers surveyed

Research of the attitudes and perceptions of consumers of wine allowed us to get the knowledge of the preferences and motives of customer for buying products so that we can adopt specific communication strategies for business improvement and for the subsequent adaptation to the company-specific market segments. The comparative analysis of consumer attitudes and the corresponding marketing strategy of an enterprise it is possible to anticipate and adapt marketing strategies to the needs and objectives of the market in order to establish long-term relationships with consumers and to establish a competitive advantage in the market.

Table 1. *Demographic and socio-economic characteristics of the wine consumers*

Sex	Male	114	57%	Monthly income per household	Up to 25 000 RSD	54	27%
	Female	86	43%		From 25 001 to 42 000 RSD	58	29%
Age	18 - 30	110	55%	Business	From 42 001 to 52 000 RSD.	49	25%
	31 - 40	35	18%		Over 52 000 RSD.	39	20%
	41 - 50	39	20%		Manufacturing in industry	33	17%
	51 - 60	13	7%	Public sector	52	26%	
	Over 60	3	2%	Education and science	32	16%	
	Educational level	PhD or MSc or MA	9	5%	Type of household	Trade	37
BSc or BA		95	48%	Banking		9	5%
Between BSc and BA and high school		24	12%	Insurance		8	4%
High school		70	35%	Restaurants and hotels		29	15%
Elementary		2	1%	Agrarian		12	6%
Status	Employed permanently	77	39%	Number of household members	Non-agrarian	140	70%
	Employed temporarily	27	14%		Mixed	48	24%
	Unemployed	29	15%	One	24	12%	
	Student	60	30%	Two	38	19%	
	Pensioner	7	4%	Three	46	23%	
Own income	Yes	137	69%	Number of household members	Four	61	31%
	No	63	32%		Five and more	31	16%

The structure of the sample according to demographic characteristics, gender, age, and education is given in Table 1. The results of the survey show that 57% of wine consumers are male and 43% of them are female. When it comes to age structure they are mainly middle-aged people ranging from 27 to 50 years of age. When we observe the sample of respondents according to the employment and gross monthly household income, it leads us to the conclusion that the standard of living in our country is low. This observation is confirmed by the data from the survey which shows that 57% of respondents have a monthly income below the average for the country if we take the average income to be 42,000 RSD.

Identifying wine consumers

Based on the strategic assumptions of the research it is necessary to identify the target group of consumers/customers, so the places for testing by filling in a questionnaire are chosen to be carried out in the territory of AP Vojvodina in front

of the wholesale and retail facilities, supermarkets as well as restaurants and cafés. The knowledge of the attitudes and perceptions of consumers are crucial for the selection of the specific brand. Field research was aimed to show who are the consumers of wine and how much is the average monthly amount of their consumption. The research results show that the largest number of consumers and customers use this product. To the question if you are a wine consumer the positive answer was answered by 86% of respondents and the rest answered negatively. These data from the research show that domestic enterprises have a good position when it comes to the wine market, but they have to define and implement adequate competitive strategy on the market. When it comes to a particular segment of the market it is particularly important to explore the motives, attitudes, or certain psychological criteria. It is therefore very important to find out information about the age, education and income level when it comes to preferences of certain wine products.

Analysis of consumer attitudes in relation to the product

A certain image that consumers may have about the product and brand name of a wine product is critical for their purchasing decisions and commitments for repeated purchases of the brand. The success of the sale of specific product brand is highly depending on whether they have positive or negative attitudes, but also from the fact that a consumers generally knows the specific wine brand or they are indifferent to it. As for the answer to the previous question, the wine consumers drink 59% of the wine that corresponds to their needs, 32% of them find their wine partially suitable, while 10% gave the negative answer.

The research results show that a large number of consumers are satisfied with their current wine brand but they also intend to change the brand of wine that is currently preferred. For this group of consumers, the price and availability are the decisive motive when it comes to purchasing. The main characteristic of these consumers is a tendency to change, when it comes to wine brand, but they are inclined to find acceptable conditions when they buy wine.

Analysis of the survey results shows that market segmentation is decisive for the choice of appropriate marketing strategies based on a combination of economic, demographic and psychological categories. The research results show similarities between consumers in different areas in Vojvodina.

The investigation of managers conducted throughout the country shows that there can be observed certain similarities when we talk about the relationship with consumers and clients in the whole of Serbia. It is because almost every major geographical part of the country is suitable for growing grapes. Based on the above it can be concluded that the production program of the wine company has to be adjusted in relation to the percentage of sales of white and red wine but it also has to be aligned with the number and size of product packaging of wines. The next factor that has to be kept in mind is mutual exclusivity of the product in order to avoid the existence of competitive brands. The study found that the place of the sale has a tremendous influence on the size of the packaging and product design. The conclusion is that products must meet the requirements of consumers when it comes to

quality and acceptable price. Based on the conducted research it is necessary to adapt the product to the point of sale to the fullest extent.

Consumer preferences in relation to the wine brand

When it comes to the strategic choice and coordination of marketing offers with the needs of specific market segments there were some extremely significant responses obtained related to the type of wine (white or red), and related to brand preferences. In order to investigate the attitudes, the respondents of the survey were asked which type of wine they would consume preferably. The result was 26% white, 29% red, 45% both white and red. When it comes to the wine producers the following responses were obtained: Tikveš 12%, Vršac vineyards 11%, 13th of July Vineyards 25%, Čoka 15%, Aleksandrović 9% Navip 10%, Rubin 13%, Kovačević 3% and Do kraja sveta Winery 4%.

When it comes to marketing strategies how to communicate with consumers and to have respect for their wishes and requirements of the target market, it is very important to adjust the proper marketing strategy to the preferences of the target market in relation to the brand. In order to make a successful research through the questionnaire the respondents were asked to name three brands of white and red wines that they preferred to drink. The survey results indicate the following order of preference when it comes to white wine: Alexandria, Banatski Riesling, Krstač, while in the red wines the order of preference was the following: Vranac, Rojal, followed by the Red wine from Do kraja sveta Winery.

The aforementioned research indicates that consumers are using more wines of well-known manufacturers that have a developed strategy for marketing communication, and therefore the answers contained the producers who were not local. The structure of questions is designed so that consumers quoted the manufacturers and their brands themselves, in order to find out their actual knowledge of wine brands. The research also shows that domestic companies which are smaller according to the number of employees should pay more attention to the construction of identity and image as well as to the recognition of their brands.

The systematic analysis of all data related to the brand preference of white or red wine obtained conclusions which were the basis for the selection of strategies and adaptation of the supply proposals for the specific market segments. These are primarily females who take more care of their health, the middle aged market segments when it comes to the amount of consumption, and certainly the consumer structure by the amount of income earned.

Analysis of consumer attitudes in relation to the price

Based on these analyses, the price as an instrument of marketing mix is a very important part in making the buying decision. When it comes to this instrument of the marketing mix, 62% of the respondents said that the price of wine products was acceptable and 38% that it was not. When it comes to the monthly expenditure for wine, up to 500 dinars is the response of 34% of the consumers, 31% of consumers

spent from 501 to 1000 dinars and finally 36% of consumers spent over the 1000 dinars. These data show the consistency of monthly allocations for wine, so they can be linked to income of the consumers. Most consumers are the members of the labor force, which is largely the holder of income in the household, and then the question of price should be understood by offering an appropriate packaging that would mean a more rational consumption.

Respondents' answers about the relationship between price and quality of wines complement the corresponding knowledge of the positioning of certain brands on the market. Due to the specific character of the wine products which are not existential in character, the attitude of the consumers and customers in relation to the price is actually corresponding to the authors' knowledge obtained in direct communication with the respondents given at the point of purchase and at the Agricultural Fair in Novi Sad. The communication findings suggest that the consumers consider wine a useful product that is consumed in certain moments, and they prefer smaller amounts but they should be of satisfactory quality. For a growing number of consumers, as shown by research, the willingness to pay higher prices for good quality is very pronounced.

The analysis of the survey results shows that it is necessary to use market segmentation based on multiple combinations as a basis for the selection of marketing strategies, especially those demographic and psychological. Based on the research results it can be concluded that there is a similarity between consumers in different areas, although respondents were from all over the territory of AP Vojvodina. This statement may be considered relevant because of the prevalence and the features of wine production throughout the country. That research suggests that the manufacturing programme of domestic companies should be matched by the number of lines but also according to the number of products in each line but the interdependence of related products should be also adjusted. Based on the conducted investigations it is necessary to adjust the offer of local wine producers so that it could satisfy consumers and customers with its quality, but also to adjust the price to become affordable. Starting from these market positions it is necessary to offer a wider range of products that will suit the consumer preferences with their qualitative characteristics.

Analysis of the motives and behavior of consumers in order to determine the sales channels

The appropriate marketing communication strategies of companies with the target market include the selection of appropriate channels of sales of the product. Changes of unimaginable proportions in the new economy of this century contribute to constant and continuous changes in doing business. For the application of appropriate marketing strategy of sales channels we must constantly monitor consumer researches regarding the purchase of wine products. The economy of the new century requires constant adaptations to the wishes and needs of customers and consumers because their purchasing habits and motives are continually changing, which makes the sales channels constantly changeable so they have to be adaptable accor-

ding to those changes. In addition to these factors, it is necessary to thoroughly test the efficacy of individual sales channels that are relevant for the placement of wine.

When it comes to the effectiveness of sales channels, it mainly refers to the decision of the company's management to make such a selection of sales channels that will provide the customer and consumer with the product on time and at the place and in a form that corresponds to the purchasing power of the buyer or consumer. The efficiency of different sales channels is a variable category and is necessary in today's market conditions to review the sales channels constantly and adjust to the new ones. Wine products fall into the category of products that are not bought that often, but their individual value is not small and therefore it is necessary to choose the strategy of distribution, depending according to the previously conducted research on the place of purchase of wine products. The results of research on the place of purchase wines are given accordingly:

Nearest retail facility 21%

Supermarkets 45%

Restaurants and bars 35%

When it comes to management strategies of companies which are focused on the domestic sales channels it is necessary to introduce significant changes. The wine products whose value is not negligible are necessarily distributed both in the wholesale, and in the retail shops as well as in facilities that require specific quality products such as catering facilities and tourist centres.

Appropriately chosen strategy of distribution channels is an essential prerequisite for achieving the economic business conditions. It should be noted that the distribution sales channels are independent market institutions when it comes to the conduct of policy of range, volume and price of the product. It is necessary to adopt a common strategy for companies with sales channels in the form of creating long-term partnerships and by stimulating sales to the major customers.

Analysis of the needs and behavior of consumers for the promotion of trade fairs as instruments of sales promotion

Professional communication of the companies at the fair, and successfully completed sales could be defined as the skill of presenting products or services in such an attractive and effective way to direct the customer to feel direct satisfaction with a product or service, and as a result to make a decision on the purchase. (Prdić, 2010)

According to the opinion of a large part of the international and domestic professional experts and public, the trade fairs are the most efficient instrument of sales promotion for a company. They are an instrument that provides great benefits for the companies' management when it comes to introducing new products to the market which certainly affects the increased sales and contributes to the achievement of the economic effects of the whole operations. In the new economic environment, a strategic approach to marketing communication manifests itself in a tactically integrated marketing communication.

Due to the high costs of mass communication, more and more attention is focused on the individual approaches to customers and potential customers, and one of the aspects of such orientations are trade fairs. The aim of the research is to show the possibility of applying a strategic approach to the trade fairs as an instrument of communication mix, thus determining the conditions for the implementation of the concept of using trade fairs as a powerful tool by domestic wine producers. On the basis of surveys that have been carried out, all the necessary instruments of marketing communications have to be tailored so that the effects of trade fairs as an instrument of communication mix and sales promotion could be effective. In addition, it is necessary that all the instruments of communication have to be in harmony with the sales channels and requirements of customers and consumers. The most important instruments for making contact are:

- Personal sales 84%
- Fairs 71%
- Direct marketing 43%.

This research shows that the management of domestic wine producers, when it comes to the contact with the customers and consumers, is enormously important and that they like personal sales because of their orientation to sales channels, and trade fairs are liked due to their orientation on customers and consumers i.e. the sales channels. Direct marketing is also very effective, especially in establishing relationships with customers with whom the company would like to develop partnerships.

Further research shows the construction of the image of the company in respect of the most important instruments:

- Personal selling-direct communication 29%
- Fairs 79%
- Internet 57%
- TV 57%
- Publicity and Public Relations 7%

Based on these analyses, the domestic wine producers can use a variety of marketing communication tools to promote their products. The abovementioned data show that for creating the image of companies, their brands and therefore their market positions, the enterprises commonly use personal communication, trade fairs, Internet, TV and direct marketing. It is known that TV is a very important instrument for transmitting messages but there is a problem of cost with this kind of promotion of domestic wine producers. There is also a question whether consumers of wine watch TV programs enough that the wine could be promoted. Based on these studies it can be concluded that direct communication managers of companies want to establish communication by personal communication, by direct contact at the fair, to establish interactive communication via the Internet, all with the aim of direct communication with their customers and consumers.

The choice of a particular instrument depends upon the significance with which their choice would define the consumer or buyer for the purchase of a particu-

lar brand of wine. Based on the all mentioned above it can be concluded that the trade fairs are an indispensable instrument of sales promotion that should be used to stimulate the demand for a specific brand of wine products.

When it comes to visits to trade fairs, 63% of respondents said they visited the fairs and 37% that they did not. According to the opinion of the consumers surveyed, 75% of them had an opinion that the tickets for the show were too high and 26% that they were not. On this basis, 71% of them said they would visited the fairs more often if the prices were lower and 29% of them said that price did not affect the decision on visit.

The results of the research show that the trade fairs are the efficient instrument of sales improvement and that we can, up to some point, influence the level of interest of the buyers and the decision making on purchase. Certain papers and studies (like Ballester et al., 2008), give a hint that wine experts (including winemakers) would perform better in a role of assessing the attributes of wine and its quality then the new consumers.

It can be concluded that the selection of appropriate marketing communication strategies need an appropriate understanding of attitudes and perceptions of customers and consumers. The efficiency of the entire system of marketing communication is conditioned by the choice and quality of the communication message that we want to convey, by choosing an adequate instrument of marketing communication, the adequate medium for the transmission of messages, and the time and place for the transmission of messages from the customer and the consumer. For the purpose of effective marketing communications through fairs as instrument of communication mix in which the companies want to exhibit, for the purpose of attracting the adequate number and type of visitors, and according to the presence of competitors and others, we have to create the overall image and relevant characteristics of wine consumers. It is necessary to direct the communication activities to the largest number of potential buyers and consumers and their ultimate effect will be the realization of economic and communication objectives of wine producing companies.

The Recommendations For Successful Accepting of Events As Instrument of Communication Mix On Domestic Market

A critical review and suggestions

Establishing a relationship of mutual understanding and effective communication between companies that wish to directly influence the attitudes and behavior of customers and potential customers is a key relationship that will remove many obstacles and dilemmas that may occur. This will give company credibility, overcome misunderstandings and will control the process of direct communication. (Prdić, 2012b)

After carrying out research for this study, the conclusion is that a large number of domestic wine producers have no strategy for marketing communication. A studious analysis of the strategic approach to marketing, to consumers database, which are held just for the records, and to the organizational structure, shows that

domestic enterprises have not adopted a strategic approach in marketing and consequently have not adopted the concept of integrated marketing communications. The research results show, when it comes to domestic wine producers, that merely 29% of them implemented control strategy and that 71% of them did not. The above-mentioned figures indicate that domestic enterprises have not yet understood the essence of a strategic approach to marketing as well as its importance in practice. If the company does not apply a strategic approach to marketing, if it does not possess the relevant customers databases, the concept of integrated communication has no basis for its establishment in the company.

A detailed survey of domestic wine companies surveyed shows that appropriate model for the successful performance of the company at the fair is not applied. This applies both to defining the objectives appearances, and the process of planning, organizing, implementation of the project, performance measurement and control performance.

The results of the survey are:

- Performance-based planning of the objectives is present in 14% of the respondents
- Company is present because the competition does it is - 16% of the respondents
- There are no defined goals, appearances are just because of the established habit - 70% of the respondents

The above indicates that in our country there is still no knowledge about the possibilities of trade fair as an instrument of communication mix, which allows the companies to improve the sales. The trade fairs are one of the most important instruments of marketing communications and sales promotion in the developed countries. The domestic companies surveyed give great importance to trade fairs in terms of sales and communications, but do not have access to a planned appearance at the fairs. The strategic planned approach can be seen more as an individual case rather than the rule. Studies have shown that the majority of surveyed companies did not adopt the market strategies neither in Serbia nor in the region.

The fair is a multifunctional market event, the universal source of information, a good presentation of economic sectors and the reputation of a very important economic sector, as well as the social event for an industry, such as agro-industry.

Definisan je koncept i značaj pojma integrisanog marketing komuniciranja, kao i njegove prednosti i značaj u komunikaciji preduzeća sa tržištem kao i mesto sajmovaja u integrisanom komunikacijskom miksu preduzeća.

Based on the research results, the objective of the paper is to define the process of communication of the enterprise with the market and to determine the place of trade fairs in marketing and communications mixes of companies. The aim was to show that trade fairs occupy an important place in communication of companies in the market and that by the application of adequate model, domestic trade fairs can become an important place in communication of the enterprises with the market in order to improve sales. The concept and importance of the idea of integrated marketing communications is defined. Also, we thus define its strengths and importance in communication of enterprises with the market and the place of trade fairs in the integrated communications mix of companies.

Conclusion

It can be concluded that the company's success as market institutions, today more than ever, depends on the skills and knowledge that will result in a competitive advantage, which can acquire positive energy, knowledge and creativity, resources which have never had a higher profile and price. In the new economy characterized by global competitiveness and e-business, the rules of business have changed and the speed of adjustment to modern market conditions are crucial. So that the fairs and companies that exhibit at trade fairs could improve their position in the market and gain a competitive advantage it is necessary to adopt the concept in which the top quality organization of fairs, as well as the implementation of an adequate model of fair appearances will become the basis for competitive advantage.

Competitive advantage in the new economy is based on the willingness and the ambition to achieve the set goals, the ability to act quickly and decisively, and on the ability to constantly create new ideas that allow for market survival, growth and development. Based on the aforesaid, the business success depends on the satisfaction of their end users. Business success of trade fairs depends on the ability of trade to create competitive advantages in organizing trade fairs, both domestic, in the region and beyond. The success of the company lays in the fact that trade fairs are used as a vehicle that will bring prevalence in the market with the establishment of long-term partnerships with its customers and consumers by meeting their needs and desires.

When it comes to empirical research it is necessary to continuously collect and monitor data and verification of the conceptual model from the point of checking the economic effects of company trade fair performance and company's communication in the market. In the case of the research of domestic wine producers, we analyzed the state of the market and customer perception when it comes to wine products. Based on these data it is possible to develop a strategy of marketing communication for these enterprises tailored to the selected target market segments.

Presentation of the results of empirical research established a new basis for efficient decision making in the activities of marketing communications management. Also we discussed the functioning of the determinants and criteria for the consideration of the place of trade fairs in the communication mix of companies, with particular emphasis on their application in domestic enterprises. This research is a good basis for future researches, both theoretical and empirical, which will in practice demonstrate their validity, on the basis of certain statistical and other methods that can be applied in practice and possibly point to certain rules of communication processes between companies and their target market.

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ЕМПИРИЈСКО ИСТРАЖИВАЊЕ ПРОИЗВОЂАЧА ВИНА НА ДОМАЋЕМ ТРЖИШТУ

Сажетак: Циљ рада је да на основу анализа теоријских ставова и резултата истраживања дефинише стратегију предузећа домаћих произвођача вина на тржишту те да на основу теоријског концептуалног модела и резултата истраживања предложи концепт за побољшање тржишне позиције предузећа. На основу резултата истраживања циљ је дефинисати процес комуницирања предузећа са тржиштем на основу којег се могу извести позитивни ефекти на ниво пословања. Основни циљеви истраживања произилазе из дефинисања предметног проблема који дефинише предмет истраживања а то су разрада теоријских ставова и емпиријских истраживања код домаћих произвођача вина. Тржиште вина у нашој земљи је доста атрактивно и применом одговарајуће продајне и маркетинг стратегије постоје реалне шансе за побољшање тржишне позиције и ефикасности пословања што је и основни циљ овог рада.

Кључне речи: истраживање, тржиште, вино, домаћи произвођачи