The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

AgEcon Search
http://ageconsearch.umn.edu
aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

No endorsement of AgEcon Search or its fundraising activities by the author(s) of the following work or their employer(s) is intended or implied.

Original scientific paper

Economics of Agriculture 1/2012
UDC: 339.13:663.21(497.11)

PREFERENCES OF WINE CONSUMERS ON SERBIAN MARKET[1]

Branislav Vlahović[2], Velibor Potrebić[3], Marko Jeločnik[4]

Summary

Wine, as worldwide known beverage left deep traces in tradition of many nations, and way it is consumed, very often reflects culture, customs and lifestyles of local communities. Beside health benefits, wine is very often symbol and sign of prestige, especially within wealthy consumers, and its' consumption is influenced mostly by tradition, confession, habits and level of life standard.

General recognition of wine initiated poll research survey during 2011 with basic goal to perceive factors that determine demand and consumption of wine in Republic of Serbia. In other words, survey tried to establish what are the preferences, motives, and consumer attitudes when buying a wine in domestic market. Gained results could represent useful database to wineries and wine importers who can based on that estimate current market potential and their products niche in domestic market.

Keywords: *wine, Serbia, national market, consumer preferences.*

JEL: *Q11, Q13, Q19.*

Introduction

Word wine has similar etymological origin in many languages throughout the world (engl. *wine*, ger. *wein*, fr. *vin*, rus. *vino*, ital. *vino,* or sp. *vino*). Root of the word descends from Latin *vinum*, while ancient Romans took over this word from Aeolic Greek *Foίνος* (*woinos*).

1 Paper is a part of research project III 46006 - Sustainable agriculture and rural development in the function of strategic goals achievement within Danube region, financed by the Ministry of Education and Science of Republic of Serbia, project period 2011-2014.

2 Branislav Vlahović, Ph.D., Full professor, Faculty of agriculture Novi Sad, Dositej Obradovic square 8, 21000 Novi Sad, Serbia, E-mail: vlahovic@polj.uns.ac.rs

3 Velibor Potrebić, M.A., Researcher assistant, Institute of agricultural economics Belgrade, 15 Volgina street, 11060 Belgrade, Serbia, E-mail: cipomarket@yahoo.com

4 Marko Jeločnik, M.A., Researcher assistant, Institute of agricultural economics Belgrade, Volgina Street 15, 11060 Belgrade, Serbia, E-mail: marko_j@iep.bg.ac.rs

Mythical, cultural and religious dimension of wine could be found in its relation to deities such as Dionysus (Hellenes), Bacchus (Romans), Noah (Jewish), Osiris (Egyptians) or Amun-Ra (Libyans), while in Jewish and Christian legends vine receives divine attributes (one of the oldest viticulture ode could be found in Biblical canon).

It is assumed that first wine regions stretched across Mid-East, between Black and Caspian Sea. Foundation and development of viniculture within West Europe was under crucial impact of ancient Romans. They expand technology of wine making, especially in France (valleys of Moselle and Rhine), Germany and Austria (along the Danube River). After discovery of America, vine growing spreads also to Mexico and California, and later to South America and Australia.

Wine-making history in Serbia is long more than 2 millennia. First wines were made by indigenous tribes, and when, at the beginning of new age, Romans came, emperor Probus (276-282) erects first vineyards of noble varieties on Fruška Gora mountain slopes. Prosperity of vine growing in Serbia begins with Nemanjić dynasty (especially in Metohija).

Although currently is known around 10.000 wine grape varieties, they all descend from one vine type (*Vitis vinifera*). Varieties are, on the first place, result of natural selection with huge contribution of many grower generations. Vine grows almost exclusively between 30° and 40° parallel south or north to Equator. Wine is one of the most popular alcoholic beverages[5].

According to *FAO* data, during recent years world wine production varied in interval of around 26 to 28 million tons. The most of it was produced in Europe (65% of world production), and as leading producers appear France, Italy, Spain and USA (in last few years China also). As the largest exporters of wine are marked France, Italy, Spain, Australia and Chile, but observed by region, Europe (it gives ¾ of global export). Expressed by quantity, the largest exporter is Italy (approximately 1.8 million tons per year), and by value, France (export of over 10 billion USD per year, mainly as a consequence of great share of high quality wines). EU as largest regional producer, consumer and exporter in the world is simultaneously wine's largest importer. In value, the leading wine importers are Great Britain (annually over 5 billion USD), USA, Germany, Belgium, Canada and Japan. Obviously, the largest wine's consumers are European countries, amongst are far ahead France, Luxembourg, Italy and Portugal, with average consumption of over 45 l/capita/year. In group of non-European countries, Argentina stands out with average consumption of 29 l/capita/year, Uruguay with 26 l/capita/year and Australia with 22 l/capita/year.

Climate and soil in Serbia are favorable for vine growing, therefore it is grown in several regions with its' wine grooving sub-regions and areas (the most famous are Subotica, Bačka, South-Banat, Belgrade, Šumadija, Mlava, Niš, Knjaževac, Leskovac, Vranje, South and North Kosovo and Metohija, as well as sub-regions of Tri Morave and Negotinska Krajina).

5 National Wine Law defines wine as agro-food product gained by full or partial alcoholic fermentation of fresh grapes, pomace or grape must of wine grapes varieties.

Vine growing is tightly related to wine production, which in Serbia has some traditional characteristics, and is strongly leaned to national folklore and customs.

According to Serbian Chamber of Commerce total wine production in 2010, in Serbia, was 238.233 hl, where dominated naturally produced bottled wines (over 54%). Serbian business registers agency claims that in same year were registered 79 companies in area of wine production. Companies usually have completed production cycle, including wine distribution under the name of winery or certain brand name to retail chains, touristic facilities, or foreign market. Comparing production potential, annual turnover and influence to consumers, stand out following companies: Vršački vinogradi A.D. - Vršac, Navip A.D. - Zemun, Rubin A.D. - Kruševac, Vino Župa - Aleksandrovac, Čoka Winery, Wow Winery - Palić, Wine Cellar Erdevik – Novi Sad, or to consumer recognizable family wineries such are Kovačević, Aleksandrović, Radovanović, Jelić, Radenković, etc.

Based on data received from Customs Administration, during 2010, from Serbia is exported approximately 109.165 hl of different types of wine and wine products in total value of 13,5 million USD. Share of wine within total agricultural export was a modest 0,6%. As export destinations, by value, dominated CEFTA countries (before all BIH with around 6,8 million USD, i.e. 50,3% of total wine export), Russian Federation and EU countries (Germany, Austria, Czech Republic and France). In the same year it was imported 366.046 hl of different wine types and wine products, in total amount of around 39,1 million USD, with share of 3,8% within total agriculture import. Wine was mostly imported form Macedonia (about 20,8 million USD, i.e. 50,3% of total wine import), Montenegro and EU countries (France, Italy and Spain).

There are no accurate data of wine and fresh grape consumption in Serbia. Generally speaking it is low (European average is about 25 l/capita/year) and in Serbia is estimated to 3-11 l/capita/year for wine, and 2,2 kg/capita/year for fresh grape.

Research goal, methodology and data sources

Research was conducted with main goal to perceive factors which establish demand and consumption of wine in Serbia, and in order to present general preferences and attitudes of domestic wine consumers. Concerning that similar survey was done during 2006, in paper, wherever it was possible was made comparison to previously expressed attitudes.

Used method was poll research survey, based on previously made questionnaire, done on simple random sample of 150 respondents within the area of Belgrade during the period June-August 2011. Despite to, by questionnaire numbers, relatively limited sample, received answers were indicative enough to be base for pointing out primary factors of wine consumption in the Republic.

Paper included, beside internal (survey) documentation, all other available data sources (official statistics and actual professional literature). Data processing and data analysis was based on standard statistical and mathematical methods.

Results and disscusion

Wine culture is defined as a cultivated, refined and civilized wine consumption, which is not measured by the quantity of wine drank, but gained knowledge and procedures in the field of viticulture, wine production and catering. Very often, combination of food and wine makes of the meal one unique gastronomic experience, obeying the rule that there is no wine that could be not combined with certain meal, wherein enjoying a good wine to connoisseur is always a solemn ceremony. Dominant part of population in Serbia consider themselves as wine consumers, therefore albeit wine is put in group of alcoholic beverages, in accordance to tradition and customs, it is very often on the tables in many homes together with brandy and beer.

Consuming wine – most of the respondents (83%) consume wine, while top reasons for not doing it, are: lack of habit (48%), health issues (15%), not taking alcohol at all, unacceptable taste, etc. It is notable that not a one respondent did mention the price of the wine as a reason.

Wine consuming frequency and place of consuming – relatively large number of respondents consume wine on rare occasions (29%). Once to few times a week wine is consumed by 44% of examined persons, 2% of them takes it on daily basis and other respondents consume wine once in a month. Compared to results from similar survey from 2006, it is noted that relatively small impact of economic crisis reflected to wine consumption in direction of additional decrease of wine consumption frequency (then, 7% respondents were consuming wine on daily basis, and over 50% were drinking it once to several times a week)[6].

Most respondents consume wine at home (58%), while something more than one third of examined persons consume wine in restaurants[7].

Motive for buying wine – Consumers could be viewed from different aspects, as individual, member of some social group or class, or as a representative of certain nation, race or religion, or also as person who buys certain product in order to satisfy personal needs, existential safeness and social acceptance, and even to show the prestige over other members of social community. The level of understanding consumers' motives when buying wine, greatly facilitates to producers and importers in on-time and adequate organization of all activities which contribute full consumers' satisfaction (more successful implementation of products on the market).

6 As a cause of consumption of wine, in a wide variety of given answers next are significant: during meals, on special occasions (celebrations), during the dates and meeting with friends.

7 On the other hand, by comparative analysis of respondents' age and place of consumption it was noticed that younger population are more likely consume wine in restaurants, what coincides with the assumption that among the young, wine has a pronounced social function. Similar situation is in Croatia, where young people usually drink wine in bars (45% of respondents) and much rarely at home, 25%. Also, analysis of the obtained results showed that with the growth of available income, respondents more likely choose the consumption of wine in restaurants.

As like in 2006 survey, basic motive that absolutely dominates when purchasing the wine is quality of wine (69%) and in smaller scale are present brand name, price, packaging, etc[8].

The importance of brand name and level of substitution during the purchase of wine – The brand name is product name or name under which certain services are performed, and not so often it represents a decisive factor in consumers' purchase. Brand brings to consumer a message of its privilege i.e. that beside the need for pleasure, consumer simultaneously satisfies segments of power, respect, self-realization and self-achievement. More than 80% of respondents emphasize the importance of brand name when purchase wine (answers very or somewhat important) considering it as a guaranty of good quality[9].

On the other hand, question of substitution shows the consumers' readiness to buy some other wine in case they do not find the one they usually consume, in other words, level of loyalty to particular producer, brand or wine type. The majority of respondents (81%) are ready to buy product of some other winery, or other wine type, in case they do not find the wine they usually consume in retail store, what shows that in this segment of national market consumers' loyalty is not expressed enough.

Wine purchase frequency – Gained answers show relatively low frequency of wine purchasing (approximately 88% of examined persons buy wine once in a month, or much rarely).

Package size – Similar to results of study from 2006, in purchasing are dominant wines in 0,75l or 1l bottles (majority of respondents, 76%, when buying a wine are choosing the 0,75l bottle, considering that it contains wine of better quality). There were no respondent who preferred 0,2l and 5l bottles, or buying wine in a bulk[10].

Design and quality of package should be also mentioned, since it significantly influences the choice at purchase, considering that besides visual attractiveness, it guaranties preservation of quality and safety of final product. Mostly glass bottles are used and in some cases wine are filled in plastic bottles, or tetra pack (plasticized cardboard).

8 For example, consumers in Greece, when buying a wine, pay the most attention to cleanness of taste, wine origin and bottle label, while for consumers in Ireland, the three most important characteristics of wine are: country of origin, brand name and type of grape from which wine is made. After a similar study in Croatia, it was concluded that for the consumers, beside used technology, age of wine and name of winery (producer), the price is very important parameter during the wine purchase (almost 60% of respondents).

9 It is interesting that over 70% of the youngest respondents have the attitude that to them brand is extremely important when purchasing (the younger population is more loyal to the selected producer), while on the other hand, the importance of the brand comes to the fore with the rise of available income within the household.

10 The similar situation is in the Croatian market, where about 50% of consumers consider the most appropriate package of wine is 1l, or bottles of 0,75l (43%).

Purchase place – Most of the respondents buy wine in retail stores of big retail chains (64%), while 20% of examined persons purchase wine in specialized stores (wine bars), or directly from producers[11].

Wine market supply rating – Almost half of the respondents consider that supply of domestic market by offered assortment is on very good level, while only 8% of respondents were not satisfied with number of producers and offered wine varieties.

Wine price – During last decade we are witnesses of tremendous pressure to food prices on world market. Focusing on wine, specificity of this product have to be considered, that quality (taste, i.e. what consumer likes, wants or expects form wine) is not necessarily correlated to its' price. Generally, world economic crisis affected on domestic market in a way that wine prices have slower raise rate, but it does not apply to collectors' pieces. Wineries and importers in Serbia are aware of purchasing power and consumption potential of consumers therefore very often they go to maximal depreciation of price pressure to final buyer, by delaying or moderating wine price jumps (wine price did not follow growth rate of other food prices).

Despite to this solution, only for one quarter of respondents wine is currently affordable by its retail price, and considering the high share of food in total costs of living for average family, wine in Serbia is usually considered as luxury food product.

Also, as like in study from 2006, most of the respondents (69%) stated that high retail prices of wine affects their choice when purchasing wine, usually choosing wines from the lower price categories[12].

The influence of advertising on purchase of wine – Advertising as marketing concept's instrument represents paid way of company's mass communication to consumers, with goal to disseminate information which would induce consumer's tendency toward products and services of that particular advertised company. By that, consumer is assisted to quickly find certain product or service, or is introduced with new or improved products that appeared in the market. Most of the respondents (80%) have opinion that advertising does not have any influence on their choice during the wine purchasing.

Influence of promotional activities – American Marketing Association defines this term as planned media and non-media activities, with basic goal to lead the consumer to buying (growth of sale). The most illustrative description of contemporary society functioning is

11 Greek consumers usually buy wine in supermarkets, and then in the wine cellars (wine bars), while the wine in Croatia is mainly sold through stores of retail chain (over 50%), or much less through the wine cellars (something above 10%).

12 According to one marketing theory, producer is worth the price he charges its' products, so when the price is only differentiating factor on the market, winery mustn't allow for consumers to perceive offered products as mercantile goods (goods that is hard to estimate its' quality and which is at the same time with lowest possible price). If this would be the case, personal commitment of producer in achieving competitive advantage would be reduced to minimum. In other words, wineries should strive for wine which have price reflected through brand, high recognition level and adequate way of sale.

given by *R. L. Stevenson* in his sentence *Everyone lives by selling something*, but to take over *Mr. Consumer* is nevertheless the hard task.

Domestic producers and wine importers are very fond of organizing promotional activities. Most often, they do this in arrangement with retail chains and restaurants (within the facility), through cultural-touristic events (*Wine Days*), or via mass-media. I this way they attract new consumers, reward loyal ones, retake the lost ones, shorten the time between two purchases, i.e. increase the amounts of purchased products.

Sorts of promotional activities – Larger number of respondents (49%) named TV commercial as promotional activity that they remember, while just over a quarter of wine consumers are aware of promotional activities in local retail store or restaurant. It has to be mentioned that as the most food products, the wine also, though in smaller scale, is affected by *Shelves War* [13] marketing phenomenon.

Intensifying promotional activities – Major of respondents (73%) are of opinion that promotional activities related to spreading of wine and viniculture are not on satisfactory level, therefore they have to be intensified.

It should be mentioned that wine tourism and events celebrating wine/grape are complex promotional activities where producers are intensively involved. According to wine map of Serbia Tourist Organization there are 46 wineries and wine cellars where tourists could taste local wines[14], among them, stand out *Winery Jelić* from Valjevo, *Winery Vrbica* near Aranđelovac, *Winary Aleksandrović* near Topola and wine cellars *Selekta* and *Nedin* close to Vršac[15].

Among events in Serbia, dedicated to wine and grape, by tradition and large numbers of visitors stand out: *Smederevska jesen* in Smederevo, *Berbanski dani* on Palić, *Dani berbe grožđa and Vinofest* in Vršac, *Župska berba* in Aleksandrovac, *Grožđe bal* in Sonta, *Karlovačka berba grožđa* in Sremski Karlovci, *Oplenačka berba* and *Sabor narodnog stvaralaštva Srbije* in Topola, etc.

Classification of wines – Wine is always related to grape, but wine and grape do not match each other, meaning that tasteful grape does not give a good wine. Therefore

13 Average buyer makes decision in maximally 15 seconds, most often in front of the shelf. Since space within the shelf is limited resource, this commonly lead to situation when balance of power between producers is settled on the shelves, therefore wineries and importers arrange (pay for it) with retail chains the most desirable position to exhibit their products.

14 Basic condition for some winery to enter wine routes network is to poses taste room, to offer different types of wine, authentic food and interesting story from the region potentially interesting to wine tourists. Like a pioneer in wine tourism could be considered wine cellar Vinski dvor at Palić.

15 To date only Vršac have encircled wine route, and best example of wine tourism potential income is Toskana region in Italy which have approximately 1.600 registered wine cellars and annual visits of around 10 million tourists.

fine wines are made of grape sorts that are not so good for eating. Wines are most often classified by: *the method of production* (common wines, special wines and wines for distillation); *colour* (white, rose and red); *quality*, depending on chemical composition and tasting score (table wine, table wine with registered geographic origin, quality wines with registered geographic origin, premium wines with registered geographic origin)[16]; *content of unfermented sugar* (dry, semi-dry, semi-sweet and sweet wines); *purpose and usable value* (special, sparkling and prädikats wines); *age* (young, old, very old and archive wines).

Wine selection by quality – Insight in these preferences could generally show general culture of domestic wine consumers, considering that consumers very often do not recognize differences which define particular wine in one of mentioned quality groups. Of course, it must not be forgotten that proportionally to quality of wine its' price rise, and that sometimes, as well as fact that drinking of wine is sometimes against the ethic, because it is done only for showing one's prestige in society.

Most of the respondents are choosing quality wines (64%), while approximately 17% are choosing premium wines. During the answers analysis it is noted that as available income raise, consumer preferences are moving towards premium wines.

Wine selection by content of unfermented sugar – Similar to 2006 study results, consumers most often choose dry wines (approximately 40%), while at the same time, in the final purchase dessert wines have the smallest share (around 9%). This could be crucial information to wine producers/importers, and based on it they could adjust their production/import to the taste of domestic consumers[17].

Wine selection by geographic origin – Respondents more often choose domestic wines (59%). Although current intensity of preferences is considerably lower compared to 2006 survey (79%), consumers still strongly influenced by tradition are attached to present varieties, representing valid confirmation of quality of wines offered by domestic producers. Among many answers, as main reasons for choosing domestic wine are: wine quality (40%), price/quality ratio[18] (18%) and supporting domestic producers (14%). On the other hand, consumers who prefer foreign wines[19], as basic reason for it quote quality (around 56%), or better taste and aroma (20%).

Focusing on foreign wines origin, it can be noticed that in over 50% cases respondents are choosing wines from former Yugoslav republics (Macedonia 24%, Montenegro

16 Wine name commonly originates from different grape sorts (Pinot Noir, Cabernet, Merlot or Chardonnay), and to have that name wine has to be made at least from 85% of the particular grape sort.

17 Results from similar research, conducted in Greece, show that most of respondents prefer dry wines, wherein both wine colours are equally represented.

18 Although domestic wines have a bit lower prices, some of them, especially premium wines have the same price as imported one.

19 Analysis showed that respondents with higher income more often choose imported wines.

20% and Croatia 7%). In higher percentage are also represented Italian (12%), French (11%) and Spain (10%) wines[20].

The most often choice of domestic wines – When choosing domestic wines, most of the respondents choose red wines (65%), while only 3% of them choose rose wines. Compared to survey 2006, respondents' preferences are slightly moved towards red wines.

Domestic white wine selection – Absolute respondents' favourite among domestic white wines is Chardonnay, with 30%, when at the same time pretty big share has Graševina, with 13%. At other side, relatively large number of respondents (23%) stated that they have never consumed domestic white wines.

Domestic red wine selection – Consumer preferences showed domination of Cabernet with 32% and Vranac with 28%. Approximately 11% of respondents stated that they have never, under any circumstances, consumed domestic red wines.

Effects of wine on health – Consuming wine in reasonable quantities have indubitable positive effects on human health. It is rich resource of acids (tartaric, citric, malic, lactic, salicylic), minerals (K, Ca, Na, Mg, Fe, Mn, Cu, Co, Zn, F, J, Se), vitamins (C, B1, B2, PP factor, vitamin P, pantothenate, B6, B12, biotin) and polyphenols. Wine is excellent in prevention and treatment of anaemia, lowering lipids and total cholesterol level in blood, reducing stickiness of blood cells, hypertension, and given the antibacterial characteristics of red wine it is excellent in Escherichia-coli prevention, periodontal disease and gingivitis.

Most of the respondents (90%) are acquainted with potential health benefits of wine. This led to conclusion that wine consumers in Serbia are well informed about advantages and disadvantages of wine, meaning that there is good communication between producers/distributors of wine, public health institutions and consumers.

Improvement in wine consumption – Gained answers may serve to producers/importers of wine and retail chains to improve sale models (attract consumers). In large number of answers the most often are: general decrease of prices with levelling the prices between domestic and foreign wines of same quality, intensify education about wine consummation culture within population, better wine quality and more standardized products in offer, inventing new and amplifying present promotional activities, etc.

Conclusion

Indubitably Serbia has good soil and climate conditions for viticulture, and relatively significant role as wine producer within the Balkan Peninsula. Beside presence of tradition and customs related to wine, it could not impose for years with total consumption, over consummation of other alcoholic beverages, on the first place fruit brandies and beer.

20 For example, consumers in Ireland prefer the most French, Italian and German wines and their choice is influenced mostly by recommendation of friends and relatives.

In recent years domestic consumers are more aware of wine advantages and also the fact that Serbia offers wine assortment that could satisfy different tastes. Insufficient in volume, but yet present, education of consumers, restaurateurs and producers influenced to renewal of areas under vine and opening of small family wineries (which parallel offer world recognizable wine selections and autochthonous wines characteristic for the region) and gradually rise of wine consumption culture within consumers.

According to results of conducted survey about preferences, motives and attitudes of consumers when purchasing wine on domestic market next could be concluded:

a) Intensity of consuming wine in Serbia could be described as relatively low. Non-negligible number of respondents consume wine very rarely (29%), while once to few times a week wine is consumed by, approximately, 44% of respondents. Only 2% of respondents drink wine on daily basis. Compared to 2006 survey, frequency of wine consuming is lightly decreased;

b) Relatively low purchasing frequency (almost 90% of examined persons buy wine once in a month or rarely);

c) Basic motive for consumers, when purchasing wine is its' quality (69%);

d) Dominant number of respondents (more than ¾) prefer 0,75l bottle;

e) Brand name to consumer usually sends message of privilege. Survey results showed that 80% of respondents emphasize the importance of the brand, considering it as guarantee of good quality. But, most of the respondents are ready to buy product of other winery, or other type of wine in case they do not find in retail store the wine they usually consume, showing that there is no any significant loyalty of consumers on this part of national market;

f) Consumers are aware of promotional activities for wine (most of them, 49%, remember TV commercial, and over 25% noted some of promotional activities within retail store/restaurant). At the same time, 73% of respondents consider that promotional activities related to wine and wine consumption culture spreading are not on satisfactory level, therefore it have to be intensified and improved;

g) As in neighbouring countries, most of respondents buy wine in retail stores (64%), while only 10% of them purchase wine in specialized stores, or directly at producer;

h) Wine, in Serbia, is most often consumed at home. It is interesting that over 30% of respondents drink wine in restaurants, most often during social gatherings, and this group is marked by young people and people with higher personal income;

i) Summarizing the answers, it could be concluded that average consumer in Serbia most often choose standard 0,75 l bottle of quality, dry domestic wine. Simultaneously, respondents with higher income more often choose imported wines (or premium domestic wines). Usual consumer's choice are domestic red wines (65%), where as favourites are imposed Cabernet (32%) and Vranac (28%), while among domestic white wines absolutely dominates Chardonnay (30%).

j) Something less than a half of respondents consider that market supply with wine assortment is on satisfactory level. Although one of wine characteristic is that its quality and price are not necessarily in correlation, most of respondents quote that retail prices are too high, and that price is main decisive factor during the wine purchase.

Most of noted correspond to similar survey performed in 2006. Comparing the statements and preferences it is concluded that in many cases there is no relevant differences, so that economic crises did not have greater impact on consumers' preferences.

Literature

1. Centar za informatiku i elektronsko poslovanje Privredne komore Republike Srbije (2011), Interna dokumentacija (podaci o proizvodnji vina u Srbiji), januar 2011, Beograd, Srbija.
2. Deđanski, S., Puzić, G. (2010): *Menadžment razvoja vinskog turizma u Srbiji kao osnova razvoja lokalnih zajednica,* Ekonomika poljoprivrede, god. 57, br. 3 (353-513), p. 463-473, Beograd.
3. FAO (2011): *FAO Statistical Yearbook 2010*, (http://www.fao.org/economic/ess/ess-publications/ess-yearbook/ess-yearbook2010/en/), sajtu pristupano avgusta 2011.
4. Gulan, B. (2010). *U Srbiji sve manje površina pod vinogradima*, sajtu pristupano jula 2011. (http://www.agropress.org.rs/tekstovi/12196.html),
5. IEP Beograd (2011)**,** Interna dokumentacija (Anketni upitnici), avgust 2011, Beograd, Srbija.
6. Johnson, H. (1989): *Vintage,* Simon and Schuster, New York.
7. Kostić, M.**:** *Behavioral economics - Ekonomija ponašanja 9,* **(**http://www.poslovnaznanja.com/objavljeni-autorski-tekstovi/profit/38-kako-kreirati-nezaboravno-iskustvo-vasim-kupcima.htm), sajtu pristupano jula 2011.
8. *MAP – Macroeconomic analysis and prognosis* (2011) vol. 2, no. 1/2011, Institute of Economic Sciences and Belgrade Banking Academy, Belgrade, Serbia.
9. McGovern, P. E. (2003): *Ancient Wine,* Princeton University Press, Princeton.
10. Ministarstvo finansija Republike Srbije, Uprava carina (2011), Interna dokumentacija (Spoljnotrgovinski bilans vina za 2010), januar 2011, Beograd, Srbija.
11. Pantić, D.: *Psihologija reklame: Kako da ti kažem da me kupiš?,* (http://www.scribd.com/doc/56244081/Show-Download), sajtu pristupano jula 2011.
12. Phillips, R. (2000). *A Short History of Wine,* Harper Collins, New York.

13. Radman, M., Kovačić, D., Gašparec-Skočić, Lj. (2004): *Percepcija i potrošnja vina među mladima u Hrvatskoj,* Proceedings, XXVIII, World Congress of Vine and Wine, 84th General Assembly of the OIV, Vienna.

14. Sladić, N.: *Stvarnost vinskih legendi,* sajtu pristupano avgusta 2011. (http://www.bahus.rs/old/story_full.php?id=323&lang=srp&prefix=t_)

15. Vlahović, B., Puškarić, A., Radojević, V. (2007): *Istraživanje tržišta prehrambenih proizvoda*, Monografija, Poljoprivredni fakultet, Novi Sad.

16. Vlahović. B. (2010): *Tržište agroindustrijskih proizvoda*, Poljoprivredni fakultet, Univerzitet u Novom Sadu, Srbija.

17. Vlahović, B., Puškarić, A., Jeločnik, M. (2011): *Consumer attitudes on organic food consumption in Serbia*, Bulletin - Economic sciences series, Vol. LXIII, No. 1/2011, Petroleum Gas University, Ploiesti, Romania, p. 45-52, (http://www.upg-bulletin-se.ro/archive/2011-1/6.%20Vlahovic_Puskaric_Jelocnik.pdf).

18. Vlahović, B., Tomić, D., Puškarić, A. (2011): *Promene na tržištu vina u zemljama cefta grupacije*, Ekonomika poljoprivrede, god. 58, br. 4 (529-804), Beograd.

19. *Zakon o vinu*, Službeni glasnik Republike Srbije, broj 41/2009.

20. http://www.putvinasrbije.rs/manifestacije-u-cast-grozdja-i-vina/, sajtu pristupano jula 2011.

21. http://www.vino.rs/svet-vina/vrste.html, sajtu pristupano avgusta 2011.

PREFERENCIJE KONZUMENATA VINA NA TRŽIŠTU SRBIJE

Branislav Vlahović[21], *Velibor Potrebić*[22], *Marko Jeločnik*[23]

Rezime

Vino se kao planetarno prepoznatljiv napitak duboko utisnulo u tradiciju mnogih naroda, a način njegovog konzumiranja često oslikava kulturu, običaje i životne stilove lokalnih zajednica. Pored zdravstvenih benefita, vino često nosi i znak prestiža, pogotovo kod platežno sposobnih konzumenata, a na njegovu potrošnju najviše uticaja imaju tradicija, konfesija i navike, te visina životnog standard potrošača.

Opšta prepoznatljivost vina inicirala je sprovođenje anketnog istraživanja tokom 2011 godine sa osnovnim ciljem da se sagledaju činioci koji determinišu tražnju i potrošnju vina u Republici Srbiji. Drugim rečima, pokušalo se doći do saznanja o preferencijama, motivima i stavovima potrošača tokom kupovine vina na nacionalnom tržištu. Dobijeni rezultati mogu predstavljati korisnu bazu podataka vinarijama i uvoznicima vina, na osnovu koje mogu proceniti trenutne tržišne potencijale i mesto svojih proizvoda na nacionalnom tržištu.

Ključne reči: *vino, Srbija, nacionalno tržište, preferencije potrošača.*

21 Branislav Vlahović, redovni profesor, Poljoprivredni fakultet Novi Sad, Trg Dositeja Obradovica 8, 21000 Novi Sad, Srbija, E-mail: vlahovic@polj.uns.ac.rs

22 Velibor Potrebić, M.A., istraživač saradnik, Institut za ekonomiku poljoprivrede Beograd, Volgina 15, 11060 Beograd, Srbija, E-mail: cipomarket@yahoo.com

23 Marko Jeločnik, M.A., istraživač saradnik, Institut za ekonomiku poljoprivrede Beograd, Volgina 15, 11060 Beograd, Srbija, E-mail: marko_j@iep.bg.ac.rs

UDC 338.43:63 **ISSN 0352-3462**

ECONOMICS OF AGRICULTURE

CONTENT