

MOTIVATIONS, ATTITUDES, CONSUMER HABITS ON THE PRODUCTION AND CONSUMPTION OF WINE IN SOLTVADKERT

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ABSTRACT

Soltvadkert is a little city between the Danube and Tisza rivers. In 1700s years was the first initiative to plant grape and now, Soltvadkert is can be proud of the award “The City of the Grape and Wine”. In our research, we used making of structured interview from primer methods. Five wine-makers were asked to know their opinion about the actual situation. We made a quantitative survey also, 100 inhabitants and 100 tourists have filled our questionnaire. The consumption habits linked to the wine, the knowledge about the winemakers of Soltvadkert, the wine-purchasing habit. The result of this survey is the SWOT analysis, which we made and show in this article. The main weaknesses of the sector are: the wine forgery scandal, and the not too good level of the vine-consumption.

Keywords: winemakers, wine forgery scandal, qualitative survey, quantitative survey

1. INTRODUCTION

Soltvadkert is a little city between the Danube and Tisza rivers. Lőrinc Orczy baron was the first one, who ordered the grape-installation in the middle of the 1700s years [3]. In 1880s years the phylloxera epidemic has an effect on these grape, because the most of the mountain grapes was destroyed, so the role of the grape vines was revalued. In the end of the 1880s, Fülöp Krämer, the famous cellar master of Buda, travelled to Soltvadkert. He liked the sandy area - near the railway station, so he bought a big agricultural land to produce wine. He made a lot of innovation, for example, he was the first man who used the secateurs – instead of knife. After a few years he as a local habitant started there the vine- and wine-production [5].

During the 2nd World War the most part of the vine was ruined, and after the war in the 1950s the compulsory delivery system was the main enemy of the wine production [3].

In 1949 were established three, in 1950 was established other cooperative farms. They were nonviable, because the leaders wanted to produce arable plants; however it was impossible in the sandy land. The area and the workers of the 4 cooperatives farms was not enough to the economical producing, so they were merged. In 1960s they started to develop the wine-production [7]. The most effective company was the “Jóreménység”. Before the regime change the crisis reached these farms, and the constriction of the Soviet market exacerbated the situation [6].

After the change of the political system, the small farmers have strengthened, because of the farm-structured changed [7]. Wine-grower association was established in 1995, Soltvadkert. This association helped farmers to manage the official relation and the attending in fellowships [3]. Last year’s Soltvadkert wine grower association became the biggest one in Hungary. 3150 ha grape are cultivated near Soltvadert as it published by [4].

In 2002 the Danube Wine Region was established by Csongrád, Hajós-Baja, and Kunság (including Soltvadkert) wine growers, what possess the biggest vine-grower area in Hungary. Plantations located on the Danube Wine Region gave the 40-50 percentages of the Hungarian grapes production in [1].

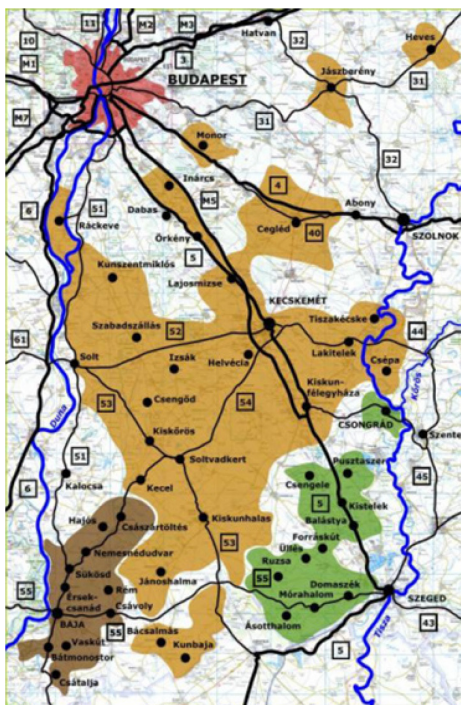


Figure 1. The map of Danube Wine Region [9]

In 2001 the Krämer Fülöp Brotherhood of the Knights was founded, commemorating a famous domestic wine-grower [3]. János Frittmann, one of the famous Hungarian wine growers by the Hungarian Academy of Wine received the award “Wine Growers of the Year” in 2007 [2]. In 2008 Soltvadkert got the award, “The City of Grape and Wine” as the 42th members of the Hungarian Grape and Wine Cities Association [8].

2. MEANS AND METHODS

A structured interview was made at first as a basic element of the primer research process. During the research we could meet major representatives, experts of this wine region what was very useful to understand the traditions and the importance of the grape growing. Interviews were made with the managers of Frittmann Brothers Ltd., Erdős Vinery Ltd., Galántai Family Vine Cellar, Solt-Vin Ltd. and Lantos Vinery.

The second method was the questioner survey. 100 inhabitants and 100 tourists were asked by the survey. The special events and festivals were excellent possibilities for collecting data.

The questionnaire consists of 4 parts. The first part contains question for the general consuming of alcoholic beverages while the second one only for consumption of vine. In the third part we wanted to collect data about the knowing of wines of Soltvadkert region and the last part contained the demographic data. Data were analysed by Statistica for Windows 11 software.

3. RESULTS AND DISCUSSION

3.1. Main findings form the winemakers’ interviews

Many winemakers use Hungarian grape varieties taking advantage that wines made from this grapes are “Hunaricum”. The results of Hungarian wines at International Wine Competitions prove the truth of this decision.

Many problems rose up during the last 25 years independently the development:

- Serious market anomalies what are caused by the cheap Italian wine import
- Erratic weathers,
- Huge administrative burden

- Dramatically decrease of wine-consumption, due to wine adulteration in 1990's in Hungary.
- This case wasn't treated well by media focused mainly in Soltvadkert wine region.

Experts considers the quality improvement of wines very important and the publishing the results of wine contests in newspapers also very effective tool. Winemakers place greater emphasis on the wine tourism and they draw attention the importance of the festivals, wine competitions and wine tastings.

3.2. Results of the quantitative survey

The demographic data of 200 asked persons is demonstrated in Tab. 1.

Table 1. Demographic data of the asked people (n=200)

| (Parameters) | Capita | | Percentage (%) | |
|---------------------------|---------|-------|----------------|-------|
| | Tourist | Local | Tourist | Local |
| Gender | | | | |
| <i>(man)</i> | 54 | 44 | 54 | 44 |
| <i>(woman)</i> | 46 | 56 | 46 | 56 |
| Residence | | | | |
| <i>Bács-Kiskun count</i> | 22 | 100 | 22 | 100 |
| <i>Budapest</i> | 52 | - | 52 | - |
| <i>Transdanubium</i> | 12 | - | 12 | - |
| <i>Trans Tisza region</i> | 14 | - | 14 | - |

The following results can be outstanding. All participants consume alcoholic beverages mainly responses were: regularly or occasionally. Remarkable part of respondents prefers wines among the alcoholic beverages. Most of them drink mainly dry, white wines (Fig. 2).

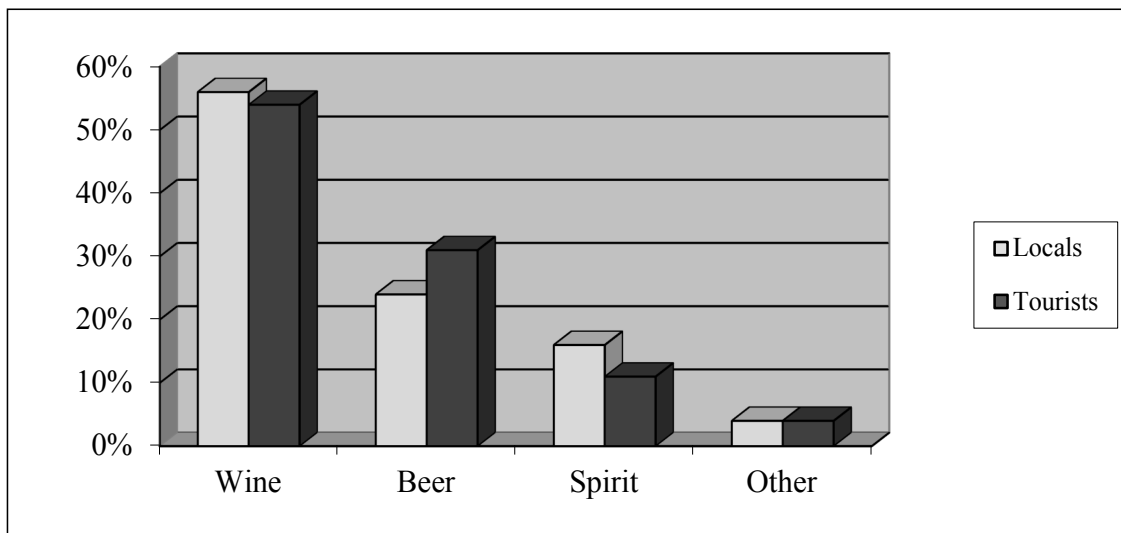


Figure 2. The distribution of the answered by the most consumed alcohol (n=100-100)

The popularity of white and red wine was similar but the local people rather drink red wine and the tourists drink white wine as their favourite ones. Extremely high ratio of respondents stat that they drink Hungarian wines, actually 96% of inhabitants, and 90% of tourists.

Strong parochialism was explored during the questionnaire because the inhabitants drink wines from Hungarian Great Plain remarkably higher ratio than tourists (Fig. 3). The success of the local wine-makers

is well known among local residents, but only the 65% of the tourists have heard about it. The best known wine-makers are Frittman brothers.

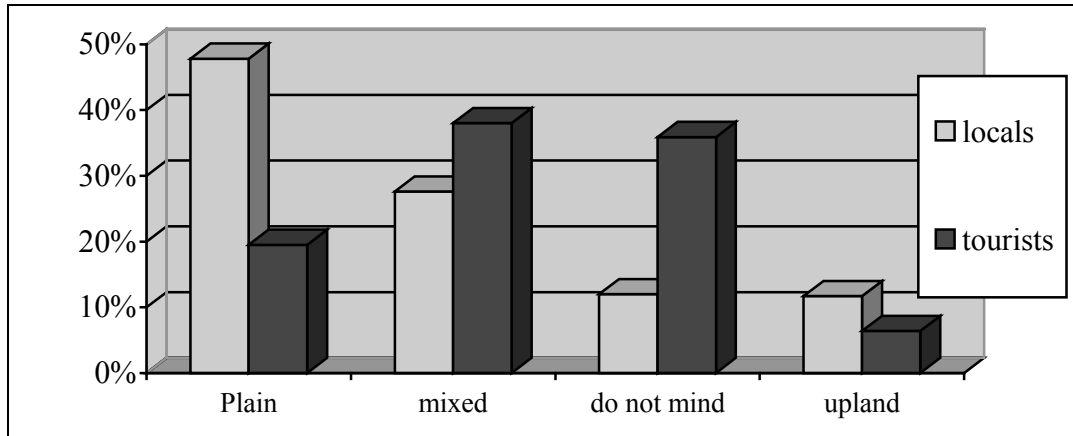


Figure 3. The distribution of the answered by consumed wine basic on the region, n=100, n=100)

We examined the difference between men and women, so let’s see some interesting gap. Men drink alcohol more times than women. However men and women all like the dry wine, but women wrote on the 2nd place the sweet wine, man wrote the semi-sweet. There is a difference in the consumption of the Soltvadkert wine also, because women tourists had never drunk it yet, but the 37 % of the men tourists often had drunk it. Vey interesting this fact: local men know about the success of wine from their friends (in the pub), women know it from the news on the TV or Internet.

4. CONCLUSIONS

Based on our research, we made a SWOT analysis (Tab. 2).

Table 2. The SWOT-analysis of the wine and vine-production in Soltvadkert

| Strengths | Weaknesses |
|--|---|
| The tradition of the wine and vine-producing Good quality of the vine Famous and respected winemaker in the city Big wine-area near to the city The most biggest “mountain village” in the country Using of typical plan-wine | Wine forgery scandal To be out of interest of media – in case of successful Not too good level of the vine-consumption The low level of the marketing activity |
| Opportunities | Threats |
| Open to the export market Increasing of the Hungarian vine-consumption Development of the vine-tourism Using of the application Formation the social class of the quality vine-consumption | Increasing of the import Anomalies of the market Bad economy situation The fluctuation of the quality – because of the weather Increasing of the administrative burdens |

Our proposals are:

- Winery must find their target market. Based on our research, the Frittman Brothers would be for the local inhabitants, Galántai Winery for the women tourists, and the Erdős Winery for men tourists.
- Tourist visit Soltvadkert primarily because of the Vadkert Lake, so it would be useful to organize more festival near the lake – in summer.

- The winemakers should upload some scientific article into their homepage, to convince consumers of the healthy nature of the wine.
- The wine tasting will be very useful, not only has to know the difference among the different type of wines, but also to present to the laymen some special technology steps.
- The food exhibition and the export markets would be good opportunity to become famous product in other countries also.

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