



**Hungarian University of Agriculture and Life Sciences**

**Gyöngyös Campus**

**Tourism Management**

**Master's Degree**

**Online Wine Marketing**

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## SUMMARY

The research paper analyzes online wine marketing trends in Hungary.

The world is rapidly changing, impacting consumer behavior and marketing strategies. Digital marketing has become increasingly important, especially in the wine industry. Since Hungary is a significant wine producer with a rich history and online wine sales are growing, driven by internet penetration and tech-savvy consumers, wineries in Hungary are adopting digital marketing for various reasons, including brand awareness, customer engagement, and sales growth.

The study analyzed online presence of wineries from 22 regions in Hungary.

Three hypotheses were proposed:

1. Digital marketing can't fully replace offline marketing in Hungary (False)
2. Online marketing is more beneficial for wineries than offline marketing (True)
3. The most wineries use both offline and online marketing tools (True)

Research questions explored the extent of online marketing adoption by Hungarian wineries.

### Key Findings:

- Not all wineries fully embrace online marketing due to factors like traditional focus, limited resources, or niche markets.
- Most wineries likely use a hybrid approach, combining online and offline strategies.
- While full-fledged online platforms are less common, most wineries have a basic online presence through websites and social media.
- Facebook is the dominant social media platform for wine marketing in Hungary due to its high user base, targeted advertising, and engagement features.
- Wine regions like Balatonfüred-Csopak, Etyek-Budai, Badacsony, Kunsági, and Balaton-felvidéki are leading the adoption of online marketing trends.

Overall, online marketing is playing an increasingly important role in the Hungarian wine industry. Wineries are adapting their strategies to reach a wider audience and cater to evolving customer preferences in the digital age.