

Title: PROMOTION STRATEGIES OF ROMANIAN WINES

SUMMARY

The PhD thesis investigated effective strategies for the promotion of Romanian wines, both on the domestic and international markets. The research included a detailed analysis of the global wine market, the impact of the wine sector on the Romanian economy and consumer preferences. The study identified current marketing practices and analyzed the influence of cultural and economic factors on the consumption of Romanian wines.

Important findings of the thesis include the need to adapt marketing strategies to the particularities of different target markets. The use of social networks, influencers and digital marketing can be useful to increase the visibility of Romanian wines. Also, emphasizing the local origin and characteristics of Romanian terroir positively influence consumers' purchase decisions.

The thesis validated the hypotheses that promotion strategies should include diversified promotional mixes and be supported by pilot campaigns to assess consumer feedback. In addition, the export of Romanian wines can be expanded by identifying markets with high potential, such as Germany, the United Kingdom, Poland, and markets outside Europe, such as the United States and China.

An original element of the thesis is the proposal of an approach to simulate the evolution of marketing performance indicators, such as Net Promoter Score (NPS) and Customer Satisfaction Score (CSAT).

Other original contributions of the thesis include the development of a strategic framework for the promotion of Romanian wines, capitalizing on modern technologies and marketing innovations. The study emphasized the importance of wine tourism and collaborations between wine producers and government authorities to strengthen the presence on international markets. The research findings provide Romanian wine producers with the tools to perform competitively in the global wine market.

Keywords: marketing strategies; Romanian wines; world wine market; social networks; wine tourism

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