



**Thesis title: "RETSINA - ANALYSING THE MARKET POSSIBILITIES OF AN OLD BRAND IN GREECE"**

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**Confidential:**  Yes  No

**Abstract:**

**Topic position & objectives:**

The present thesis focuses on Retsina, a traditional wine produced in Greece with a specific procedure (addition of resin). The aim of the paper is to investigate the Retsina sector in Greece, to identify the profile and the socio-demographic characteristics of Retsina consumers and their preference towards different Retsina brands.

Moreover, the present paper aims to identify, with the use of a questionnaire, if the respondents still have reminiscence of an old brand called Koniordos Wines. The survey includes the presentation of retsina as a product, its placement in the market, areas of production et cetera. Additionally, there is included an attempt of a market research by analyzing a questionnaire concerning the possibilities for the revival of an old brand.

**Methods:**

In order to collect information concerning the profile and the socio-demographic characteristics of Retsina consumers there was conducted an online survey with the use of questionnaire, delivered to respondents through social medias, email and the word of mouth.

Data were coded and analyzed descriptively and inferentially with the program SPSS V.16.

**Results:**

Results obtained from the analysis of the questionnaire are outlining: socio-demographic characteristics, profile, behavior towards Retsina, preference towards Retsina products, of Retsina consumers. Also results concerning the reminiscence of the sample(n=417) towards the old brand Koniordos Wines ,and Retsina Koniordos are presented showing that a 15.7% of the responders still have a reminiscence of the brand Retsina Koniordos.

**Main conclusions:**

Based on the results obtained from the present paper it is clear that the preference of the sample (n=417) towards Retsina wine is low. The main reason for that is quality. Concerning sample's reminiscence to the old brand it is clear that it still exists (15.7% of the sample) in their memories. The feasibility of a potential brand revival is totally correlated to the branding strategies which will be followed.

**Keywords (5):** Retsina, Greek wine sector, survey, Revival of an old brand, Koniordos Wines

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