SZENT ISTVÁN UNIVERSITY
MANAGEMENT AND ORGANIZATION DOCTORAL SCHOOL

THE CONSUMPTION OF BRANDED MEAT PRODUCTS IN HUNGARY

DOCTORAL (PH.D.) THESIS

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1. INTRODUCTION

1.1 The actuality and the background of the chosen topic and justification for the choice of the topic

In my dissertation I am willing to analyze the influencing factors of the consumption of branded meat products and the preferences that define purchasing decisions.

In the introduction of my thesis, I find it important to clarify some concepts that were formulated in the title, thus I can define the test areas of my thesis.

Beside the name of meat products used in the national professional literature, we can also find expressions such as branded meat products. In my dissertation I am looking for the answer to the question what brand value (used in marketing communication vocabulary) means to the Hungarian consumers.

The brand and its strategic issues both theoretically separable area, it is a decisive part in the behaviour of the consumer and in marketing communication, which reveals an interesting relationship.
Using my previous researches I am looking for those bases which can be the starting „building" point and with the help of it the marketing added value of branding can be estimated. Starting with a major impact on the supply side, consumption was investigated. Firstly I analyzed the supply side which strongly influences the consumption.

Over the past two and a half decades of socio-economic changes made a strong affect in meat production, processing and consumption, as a result the stock-raising, meat production, processing, trade, that is meat "verticum" management positions have changed considerably.

The maintenance and increase of the competitiveness of the domestic meat verticum has a strategic importance in preserving its role in the national and food economy, since we have all the capability in our home environment such as proper farming, grazing, animal rearing and processing.

In recent years the EU accession made the adoption of several general guidelines, regulations, laws compulsory and often induced processes conflicting our traditions (goose filling, pig and rabbit keeping rules). Those films showing the cruelty to animals are a source of resentment toward the Hungarian products.

The world economic crisis as today's global problem that appear in this area too had an impact: the lack of interest of producers, farmers, the strengthening unemployment, layoffs, loss of income, as a result of these a mass scale shift to cheaper products.

I examined in the context of these factors, conditions and changes the situation of the domestic meat culture, consumer habits and also the components of these factors and l endeavoured to sketch the optimal solutions.

he following steps were the attempts to outline the sources, the process in which the meat (raw) or processed form can get through all the way to the domestic consumer's table.

Proper general information, consumer-education must be used in order to help consumers choosing the right meat whether raw or processed or ready to eat, knowing which is the most appropriate, documented, tested and best quality.

With appropriate standards, information, supervision, plus procurement from a reliable source, the user or consumer get high quality, domestic product (in rural areas typically do this, either they consume their own or they buy the product in the market from a well-known seller.)

Foreign or unknown origin products: here is the greatest risk because in many hypermarkets, or large shopping centre happens a lot „abuse”, re-labelling, moreover not proper information is provided.

Values has changed in the last decade and often led to contradictory, discordant nutritional trends, which have affected the value categories playing a decisive role in consumer behaviour**. Health** (security, controlled), **ethical considerations** (livestock, slaughter), time(speed, comfort) and **pleasure** are among the most important values.

These main trends usually appear in a delayed and altered but recognizable form, influencing consumers in their decision-making mechanism. The communication of the values listed above can play a role in the consumer decisions.

1.1 Actuality

The actuality of my topic can be supported by the following findings:

Changes that appear on the supply side:

During the period from 1991 until present days the privatization of food industry has given a very varied result. Beside foreign capital investment, employee buyouts, privatization lease application, mental arithmetic, stock sales, bank property acquisition took place as well. Rather interesting that large corporations are beginning to merger (e.g., Pick Co. acquired the Herz salami factor and the Ringa Meat Company Co., the Hajdúsági Co. became the poultry market strongest company, the Group of Bábolna and the Conavis Co.) These changes have led to an acceleration of innovation in marketing, the traditional domestic brands are refreshed, the internationals are widespread and appeared the commercial brand names. Generally (as we know), the more we have, the less its value worth. A wide variety of brands and brand owners' presence and communication enhance the market noise, which can confuse consumers. Meanwhile a lot of people are seeking for the security and something to grab on to.

Recognizable changes on the consumers' sides:

These processes have resulted a significant realignment in the demand side of the food market. In my point of view, all these required a necessary step to be made: a novel approach of the food consumer segmentation.

In order to reveal the characteristic differences of food consumer's behaviour, beside traditional demographic, social and economic criteria, it is appropriate to use such segmentation criteria as well, with which the individual market groups can be characterized more precisely. In the study of consumer behaviour - according to the foreign literature - with the start of the eighties, the value and value-based market segmentation have got a bigger role. The domestic agricultural marketing researches have concluded that customer differences in food consumption can be explained by the differences in value systems.

1.2 Main objectives of the research

The social changes, the accelerated pace of life, the revaluation of quality of life increased the value of leisure. According to my fundamental hypothesis the adjudication of the values and the time in it can be applied as a segmentation criteria, therefore it offers the chance to characterize new consumer target groups in the market of food consumption and „work meal” market as well.

According to the fundamental hypothesis I developed four research objectives (C1,C2,C3,C4) of which the first two are connected to the literature review and the rest is to my empirical research. These funded my later research hypothesis (see: Materials and methods section) and new scientific findings (see: New Scientific Results section). My objectives of my research are summarized below:

Objectives related to the literature review:

- C1: Value concept, the general consumer behaviour - characterization of the dimensions.
- C2: The interpretation of brand conscious behaviour.
- C3: Conduction of quantitative research to confirm the segmentation of meat product.
- C4: Model Creation (in connection with the influential factors of communication).

I present the trend of the evolution of consumer, consumer behaviour and meat consumption with a high priority forefront to the brand (C2, C2).

My second target is related to the synthesizing national and international literature. Accordingly, I try measure brand awareness in consumer decisions (C2).

The third objective of my thesis is to construct a heuristic model in the light of my primary research's results, of which elements can be a starting point for further researches (C3, C4). I would like to develop a model that can ground the communication of the purchase stage of branded meat consumption. Characterize the relationship between the factors affecting the message content and the selected format (C4).

In order to achieve these objectives, the first step was studying marketing theoretical models using the experiences of some studies of meat consumption volumes and its structures.

It can't be my goal to generalize and to create a comprehensive model, because all the qualifying factor's examination will surely exceed the framework of the research. But I think that establishing the consumer model (in a practical aspect as well) will give useful information to professionals who are thinking about the development and communication of their product supply.

In my research I intend to prove that the values, the brand awareness, the adjudication of food consumption utility factors is very distinct in different consumer section.

There are links between the target groups which were evolved according to the demographic, and the behavioural segmentation criteria. Between the target groups as aggregations there are always some overlaps, but it is important to define the differences correctly.

The results of my thesis research can characterize the meat consumer segments and the size of target groups that can provide practical information. The results help for some marketing decisions to be able to be planned such as those that are essential to reach the described consumer segments.

In the domestic marketing practise there is a real need for these achievements because nowadays only food can achieve long-term success which carry some nutritional benefits and also have distinct marketing characteristics on both domestic and international markets (Szente 2006).

2. MATERIALS AND METHODS

2.1 Grounding secondary research

In my thesis I would like to analyse the influential factors of branded meat products' consumption and the decisive preferences of costumers' decisions. Towards, I did a previous secondary research, and it made possible to determine those questions and "grey stains" which are need to be examine in a deeper way during the qualitative quest. With the help of the secondary examinations my aim were only the study of the "environment", the delineation of the most important influential factors of market and sector, which play a role as an influential factors.

2.2 Quantitative national primary research

In the frame of the qualitative, primary research I intended to reveal some questions more precisely, and in a more detailed form with the issue of branding the products and their factors in which way and how can they influence the decisions of the customers.

I chose the survey as a quantitative research method, including e-survey (or electronic consultation), for me it was the most effective way. It was an advantage to carry it out because it was easier as the presence of the questioner did not influence the answers so that I believe that the responder would be more honest, more open and have more time to fill it out.

The development of the primary research methodology was preceded by careful planning deep analysis of the secondary research data. The elements of the qualitative research methodology are the following:

Survey: via online questionnaire survey (method: CAWI) based on the group of aged 18-65.The questionnaire was filled out by 550 people. After filtering out the defective questionnaires and those who has exclusive professions (see questionnaire: media, market research, marketing) the sample finally has 390 elements. During the survey I used the conducted sampling by weighting criteria, to not to get very high weight numbers. (The reason of that: firstly, the demographics parameters of the internet users still do not fit the whole Hungarian population, secondly, each user groups are more active in filling the questionnaire.)

The data recording and processing happened during the spring of 2011.

Weighting and representativeness: The sample (390 people) became edge weighted according to sex/age/educational level and region between the 18-65 years old people living in Hungary. See more: weighting information. It provides the representativeness.

Summary: The results are available partly in a tabular form. In the total column are the simple distributions. There are some cross boards with the main demographical characteristics.

Representation of the results: Diagrams were made about the basic results and some cross-correlation.

Evaluation criteria: Before all test, weights must be used because of correct adjustment. Another aspect is that a) ranking of each brands is not relevant because the examination of the brands is not holistic, furthermore, the opinions themselves are too subjective. Only a small pieces of the brands were tested. After the results were overviewed it became determined that what further specific contexts need to be explored regarding the study subject.

The proposed test directions were

- Some meat (pork, chicken, etc.) nutritional value (in terms of nutritional needs) price and consumption habits. Do people make rational decisions?
- Role of the brands and the importance of the assigned values.
- The difficulties of the branded products.

3. RESULTS, RESEARCH

3.1 Grounding research, results of the secondary research

Starting with the examination of supply side which strongly influence the consumption. Over the past two and a half decades of socio-economic changes on the field of meat production, processing and consumption have made a great impact, as a result stock-raising, meat production, processing, trade, namely the management positions of meat „verticum” have changed significantly.

In the context of these factors, conditions and changes I examined the situation of the domestic meat farming, the consumer habits of the population and their most typical retail forums. I used the information in an integrated manner such as the meat consumption volume and structure, because a more detailed analysis would go beyond the framework of this study.

3.1.1. The role of food industry in our national economy

The food industry is one of the defining part of the Hungarian economy. It has 5% share of the GDP, 8-9% of the gross domestic production and 22-23% of industrial production. The decreasing trend of the Hungarian agricultural export within the total export is in line with the processes experienced in the EU and worldwide, due to the increase of high intellectual goods. In addition, the Hungarian food industry is the only sector which can produce long-term positive trade balance (Szitáné 2005).

food industry plays a vital role in the national economy, because (Biacs 1997):

- firstly, the major part of domestic food consumption (demand) is satisfied by the domestic food production;
- secondly, the domestic agricultural products' major market is the domestic food industry;
- thirdly, one of the main pillars of the food industry is the national economy’s export, the balance of its foreign trade is positive.

Food industry was already a key element of the Hungarian export during the so-called socialist development period, with a focus on the COMECON countries. As a result of this the dominant export products had relatively modest quality, limited competitiveness and large scale mass products.

Nowadays it is a positive phenomenon that those products' share grow which take aim at more determined buyers who require higher design. In the example of meat can also be noted that there is a strong competition between some meat industry firms at home and abroad as well. The agriculture and the food industry have a downward trend within the total foreign trade. Almost in all specialized sectors dozens of processing plants, factories were established or continued its traditional operation such as the now world famous Pick and Herz Salami, the Dreher beer, Globus, Zwack Unicum or the Stollwerck sweets etc.

From the turn of the decade (1990) both internal and external conditions of the food industry have changed.

Internal conditions:

- the state's role diminished, privatization;
- reduction of the subsidies of production and export, liberalization;
- the abolition of the central subsidy of consumer prices, making free the agricultural and food industry's farm and consumer prices;
- the decline in food consumption, stricture of the domestic solvent demand;
- differentiation.

External conditions:

- the Comecon (KGST) , the East-European cooperation system's collapse;
- transport to the industrialized countries;
- agreement about the abolishment of trade policy restrictions.

The changes of both internal and external conditions of the management, the market structure changes, the maintenance of competitiveness made it necessary to transform food industry, the change of ownership, the search for genuine owners in order to emerge efficiency. In the period from 1991 to the present, privatization of food industry have had very different result.

Foreign capital investment, buy-outs and large corporate mergers have taken place (see page 8.).A new and important aspect that the multinational companies corroborated tough trading conditions against food industry. (e.g. Metro, Tengelman-Plus, Kaiser's, Spar).

Trade have become stronger than it was before. The domestic food processors had to accept that the previously unusual, but adopted market and marketing methods in the developed countries (such as slotting allowances, listing fees, advertising contributions) were crucial to the domestic market.

The food industry had to put a bigger emphasis to product innovation, quality, marketing activities, corporate identity design etc. than before. Just a few can manage to form their own shop network (eg, Pick, Dreher). There are great opportunities for small and medium-sized enterprises due to commercial shopping centres and the catering industry.

3.1.2. Hungarian retail chains

A supplier's position against the retail chain is very difficult, not only it has to be in a dominant position in a given chain and category but also it must represent an adequate weight in the supplier's sales in order to be successful.

It is also important for the manufacturer or supplier to find a partner, who is able to grow both geographically and economically.

I will represent the structure of the domestic retail market using the date from a researcher called Nielsen, a study issued in 2008.

Both consumer trust and FMCG retail trade have grown on the European market in the second half of last year and the year as a whole. The fall of food retail trade stopped in Hungary, although consumers still holding back their spending. In Hungary, the consumer confident index is still below the level which was before the financial crisis, though it still fluctuating, but shows growth in longer-terms.

While at the beginning of the millennium, the purchase of households (value basis) only 9 percent were home brands, while this proportion increased to 26 percent by 2008, although the growth rate have declined because of the credit crisis. Today is about 28 %. Above a certain magnitude the growth stop, because it is unprofitable for the trader to increase his own brand's proportion in the selection, as the trader can lose those -tend to have more purchasing power- customers, for whom the range of branded products is important aspect.

Last year, the Nielsen census registered 19.569 general food stores, which is 430 shops fewer than a year earlier. The small footprint stores are losing their importance numerically and also in terms of turnover. Still hypermarkets take one-third of FMCG sales in terms of value, while another 30 per cent belongs to the 401-2500 square-foot stores including supermarkets (Trendmagazin 2011)

It is undeniable that Tesco is the leader among the retail chain companies, however there are some surprises. The order is: CBA and Coop, Real which can be explained by the number of shops, as the sales of a CBA compared to an Auchan is not significant but there are much more of them in the country.

There are124 hypermarkets across the country such as Tesco, Interspar, Auchan, Cora; and there are 1671 supermarkets among which we can find CBA, Coop, Real, Spar, Kaisers, Match shops. There are more than 9.000 grocery stores in our country and nearly 500 smaller discount shops called Penny, Lidl, Plus, Aldi or Profi.

The attached table shows a more accurate data regarding the numbers of the shops and the annual turnover of the chains.

3.2 National quantitative primary research, the creation of the theoretical model

In the next chapter I intend to examine the main determining factors using the empirical test. Nowadays it is impossible to have a deeper understanding to food and meat consumption without examining the expression of branded meat products. In my thesis I am looking for the answer primarily what the commonly known in marketing communication, brand value means to the Hungarian consumers.

The maintenance of domestic meat verticum competitiveness and its enhancement in food economy, and maintaining its role in the national economy and because of these the issue has a strategic importance, since in our home environment there are all the capability for the proper quality agricultural products, or rather raw material for the meat production and processing.

In recent years the EU accession made the adoption of several general guidelines, regulations, laws compulsory and often induced processes conflicting our traditions (goose filling, pig and rabbit keeping rules). Those films showing the cruelty to animals are a source of resentment toward the Hungarian products.

In today's worldwide problem is the financial crisis, which can appear in this field as well: lack of interest by producers, farmers; the strengthening of unemployment, layoffs, loss of income, and as a consequence: mass-scale shift to cheaper products.

Appropriate instructions, information, if there is supervision from a reliable source, the user and consumer get good quality, domestic product (in rural areas typically do this, or they consume their own, or they buy it in the market from a well-known seller).

Foreign or unknown origin products:

Here is the greatest risk, in many hypermarkets, or large shopping centre happening a lot abuse, because of re-labelling, moreover not proper information. In the questionnaire we also asked about these experiences, sometimes with a very surprising result.

Values has changed in the last decade led often contradictory, discordant nutritional trends, which have affected the value categories playing a decisive role in consumer behaviour. The key values are the following: health (security, controlled), ethical considerations (livestock, slaughter), time(speed, comfort) and pleasure.

These main trends in an altered and delayed form but recognizably appear on the domestic food market, influencing consumers in their decision-making mechanism.

Changes on the supply side:

In the period from 1991 to the present, privatization of food industry have brought some very varied results. Foreign capital investments, employee buy-outs, stock sales, privatization lease application, bank property acquisition took place.

We can find large corporate mergers (e.g. Pick Co. acquired Herz Salami and Ringa Meat Co., Hajdusagi Inc., Babolna Group and Conavis Inc. have become the strongest player in the poultry market).

These changes have led to an acceleration of innovation in marketing, the traditional domestic brands have refreshed, the international brands have appeared and spread. In general we can say, which is a lot, the value is reduced. The wide range of brands and brand communication strengthens the market presence and noise which confuse consumers. While many people are only trying to trust and find security in a brand.

Recognizable changes on the consumers' sides:

These processes have resulted a significant realignment in the demand side of the food market. In my point of view, all these required a necessary step to be made: a novel approach of the food consumer segmentation.

In order to reveal the characteristic differences of food consumer's behaviour, beside traditional demographic, social and economic criteria, it is also appropriate to use such segmentation criteria with which the individual market groups can be characterized more precisely. In the study of consumer behaviour - according to the foreign literature - with the start of the eighties, the value and value-based market segmentation have got a bigger role.

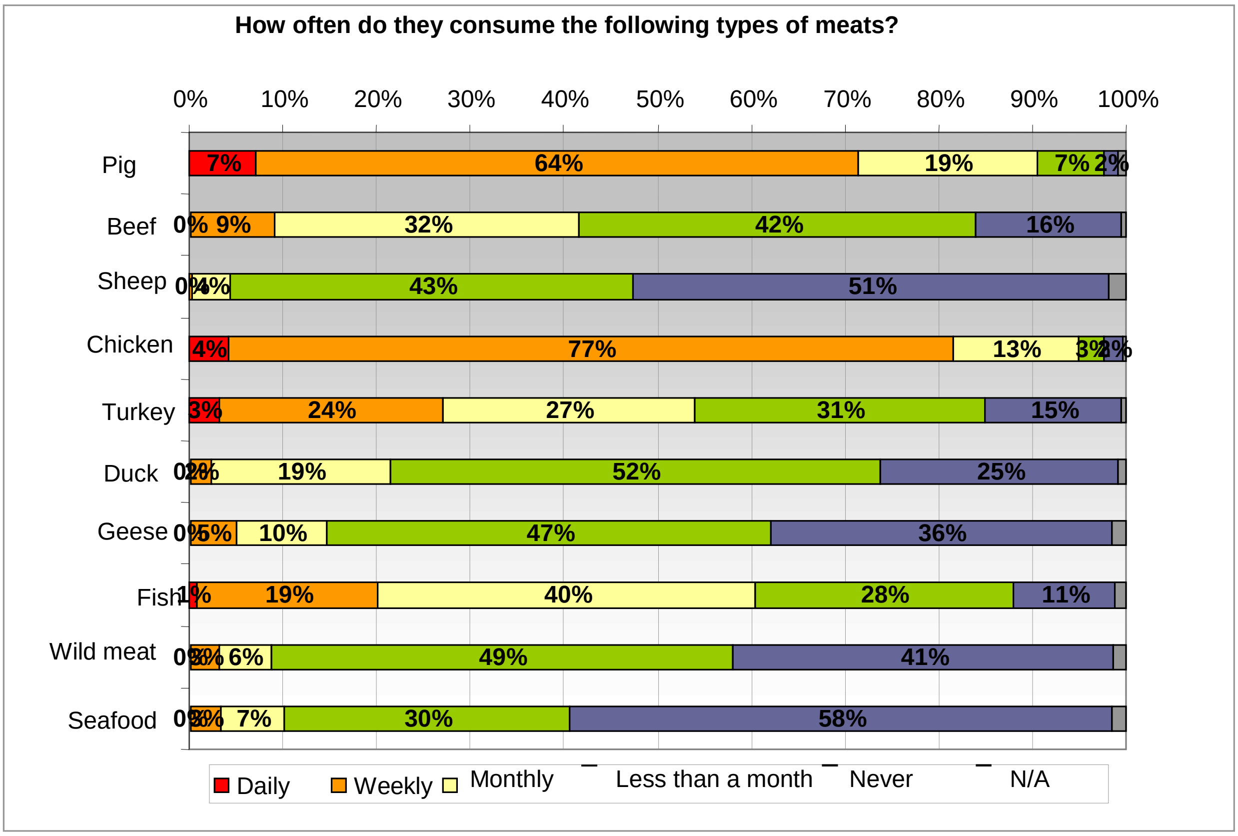
Domestic agricultural marketing researches also concluded that consumer differences in food consumption can be explained by the differences in value systems.

Starting from this idea and a theoretical model I prepared questionnaires and group discussions in Budapest and in other larger rural cities, smaller towns. I will present these results in the following.

In the next part I analyzed habits during this stage I sought answer to how habits are formed during meat purchase and how habits can influence consumption and purchase. Customers can often become addicted to their habits in a positive and negative way, but on the other hand it can also make consumer reactions predictable to the brand distributor.

The results are presented in the following table:

Figure 1.: Meat consumption habits - in the aspect of regularity



Source: own work, using data from the qualitative research

It can be determined from the test results that the customers **in a great proportion buy pork**, presumably **because of** its low price and certain **cultural anthropological tradition**, and the other extreme: the special meat originated from the sea and it is consumed the least, which reasons can be its relative obscurity or rather in a respective way its price.

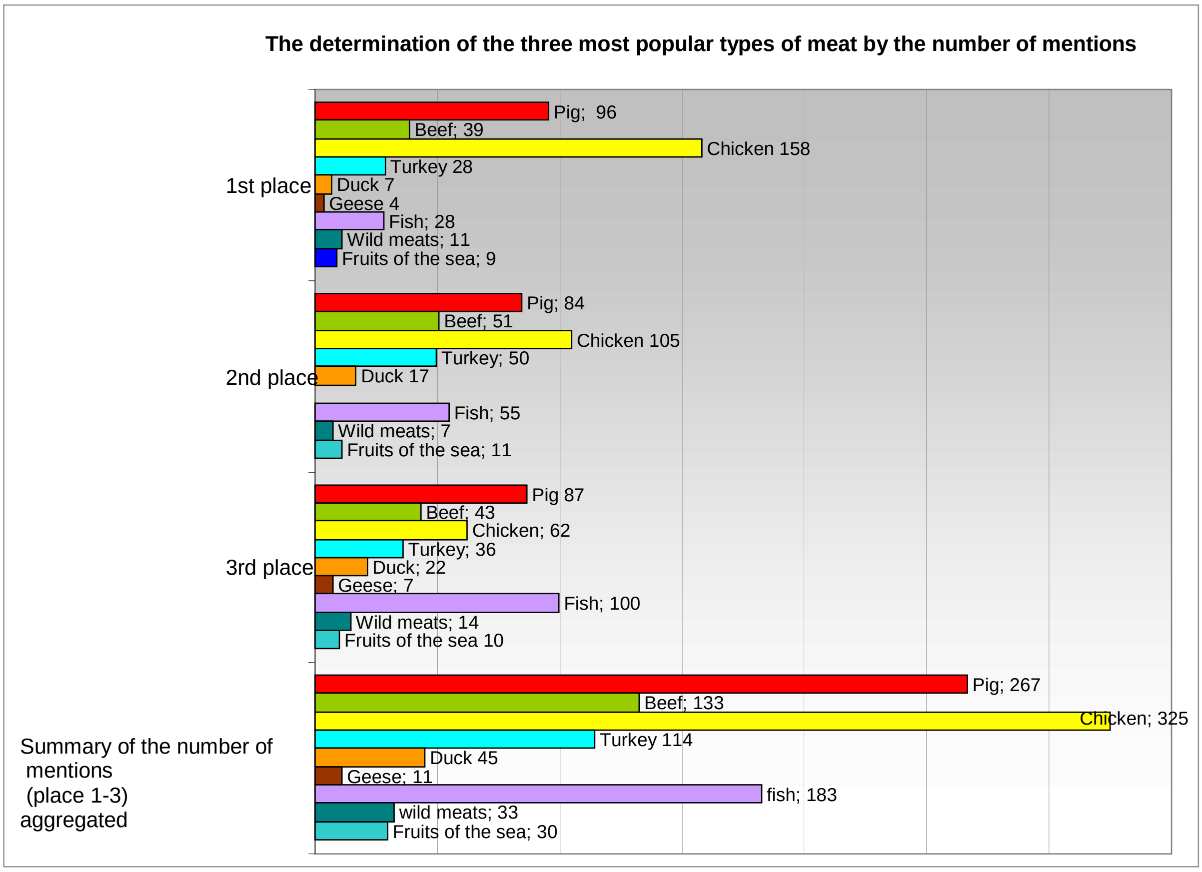
It can be observed, however, that the **balance seems to tip towards the goods of the white meat, and within for the chicken,** what the per capita consumption and the consumption frequency values support. Although some people don't consider pork as "red meat", its consumption amount and frequency still exposes the crucial second half of the consumption. The amount and frequency of consumption of beef is accordingly to the international trends has decreased significantly in Hungary, but on a monthly basis it is still substantial despite the fact that the frequency of consumption of “non-marine” fish precedes it. Its monthly consumption is typically less frequent and regular.

The interesting thing is that the consumption of the lower amounted wild meat get a relatively higher value in the aspect of regularity, than lamb. Their consumption unambiguously indicate the rare category.

In the regularity of the consumption of poultry meat - except chicken meat - turkey meat is represented the most; consumed weekly.

In the following table I examined that each types of meat what kind of gradation get in the purchase palette of the customers, based on how often the customers mentioned in their answers. Results are displayed in the figure below:

Figure 2.: Meat consumption habits - in the aspect of precedence



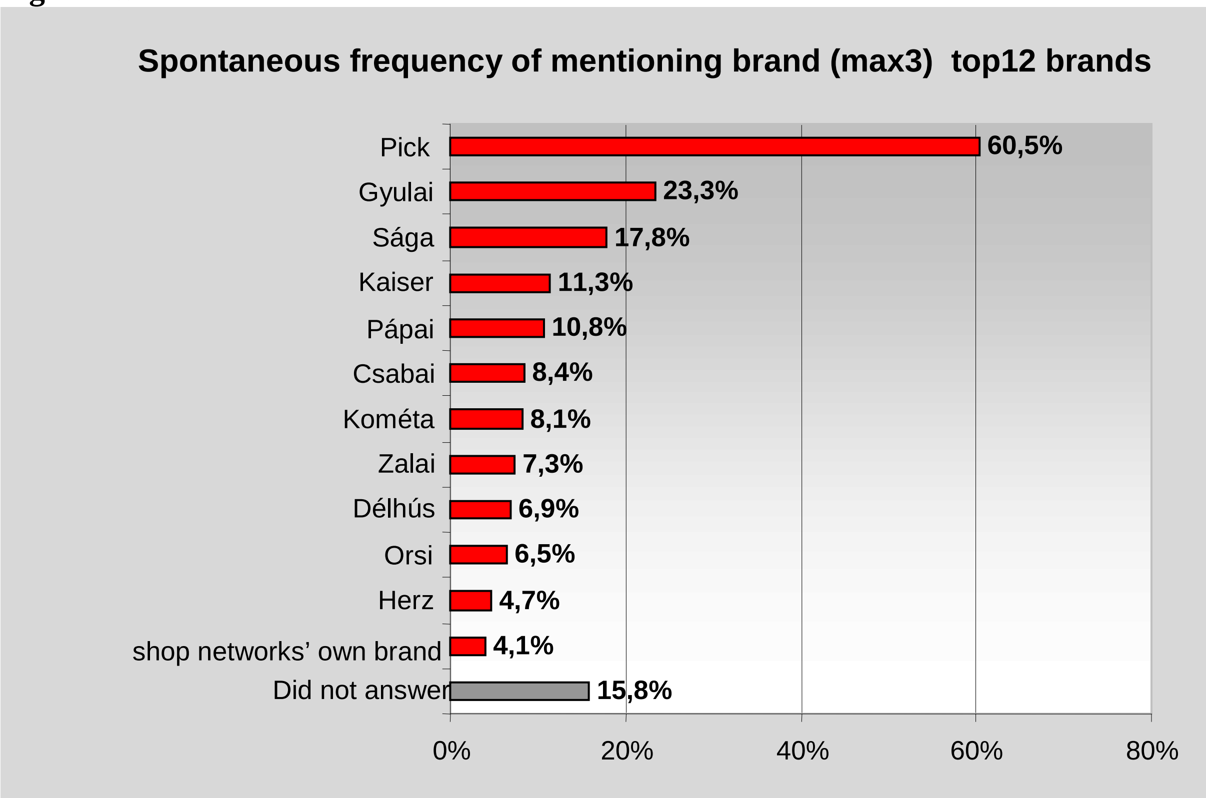
Source: own work, using data from the qualitative research

From the analysis of the results **clearly shows that we can make the chicken meat the most beloved types of meat,** because in connection with the mentions, it was the most common in the first and in the second place as well. The chicken among the concept of people, mostly it is known about **its simplicity, its relatively low price, and its least negative health affects** (in some sense its positive affects). Not surprisingly, nowadays chicken is the most popular types of meat among costumers.

Of course, in the overall ranking and in the mentions, in the second place is for the pork, however somewhat it is surprising, that the in the third place is not for the beef, but for the fish.

Fish was mentioned the most on the third place. Beef and turkey were mentioned nearly same times, which also shows a shift. It is also worth noting that poultry (geese, ducks, turkeys) altogether were mentioned more than red meat which shows negative preference.

Figure 3.: Brand Awareness



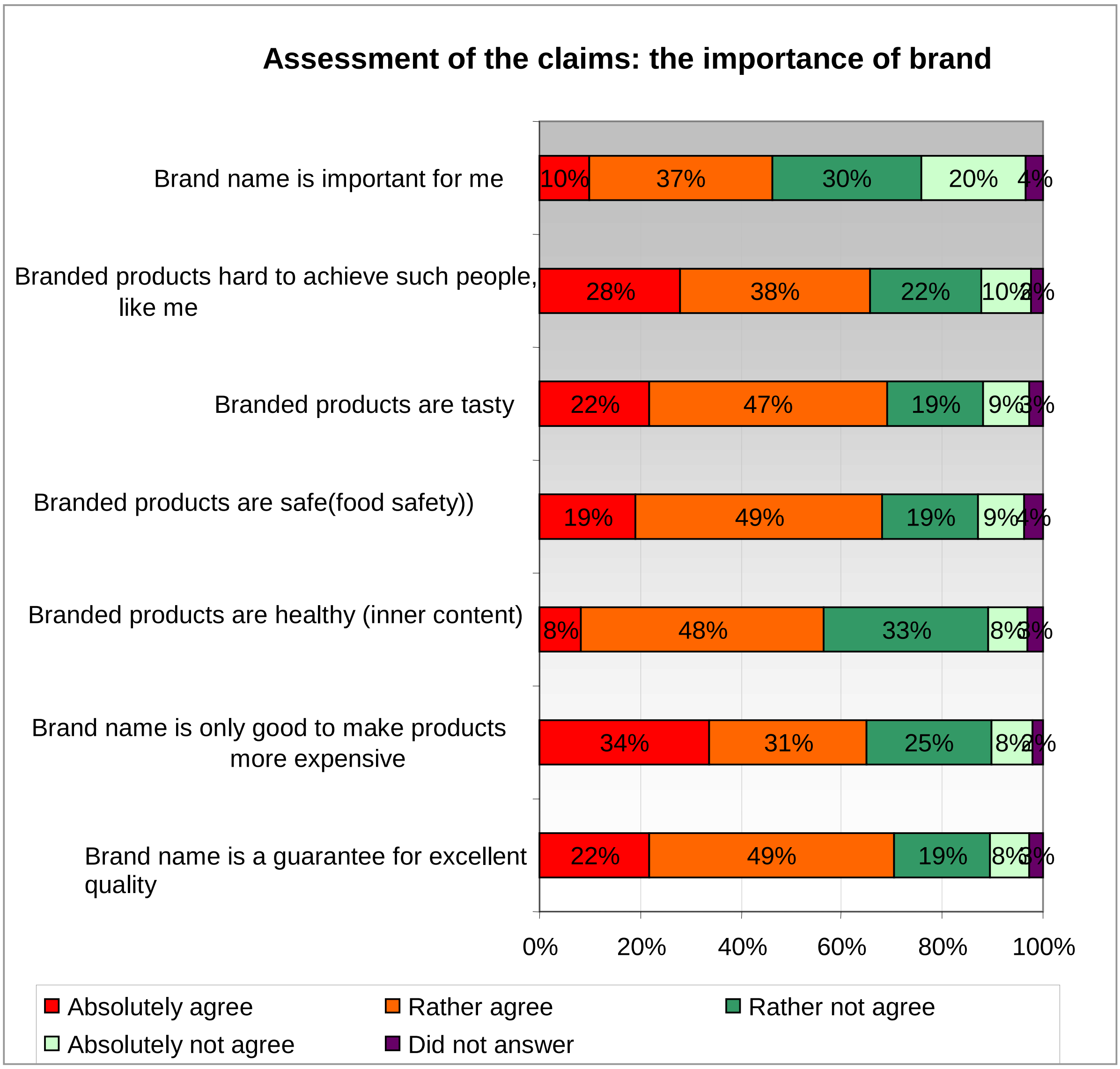
Source: own work, using data from the qualitative research

In the questionnaire the first three brands had to be mentioned, and accordingly, I depicted in the figure in the order of they were mentioned. The test results were not unexpected and the most popular brands got the first places. The brands took place in the first place, represent domestic products at the same time.

The brand values column shows that the value columns are forming a hyperbola so Pick, Gyulai and Saga was mentioned more than other brands.

In the following test the relationship between the brand value and purchase decision was examined.

Figure 4.: **Brand Value**, **Decision of Purchase**



Source: own work, using data from the qualitative research

At this stage of the research I have concluded that buyers mostly loyal to the brand, they do not or hardly change their habits. The consumers consider brand first a positive measure, rather than a "price raiser" factor. These facts are showed via the questions about tastiness, safety and quality.

Although we got a mixed result in the aspect of the importance of brand names, however the consumer would rather accept the brand than not. **Detectable the sceptical beliefs** as well,

because for the question about: the brand is only good for that to make more expensive the product, we got 65% of agreement. The following contradict with that: 69% of respondent think that branded products are more tasty, 66% believe them safer, 71% guarantee of good quality and 56% argued for a better and healthier inner content. We also have to note that **the most of the disagreements were about inner content.**
Based on these, the appropriate use of brands, the creation of perceived and real values give for the companies an exceptional opportunity, even if the 66 % of the consumers (fully 28%) believe that the branded products is difficult to reach for him/her.

My assumptions about the examination of data:

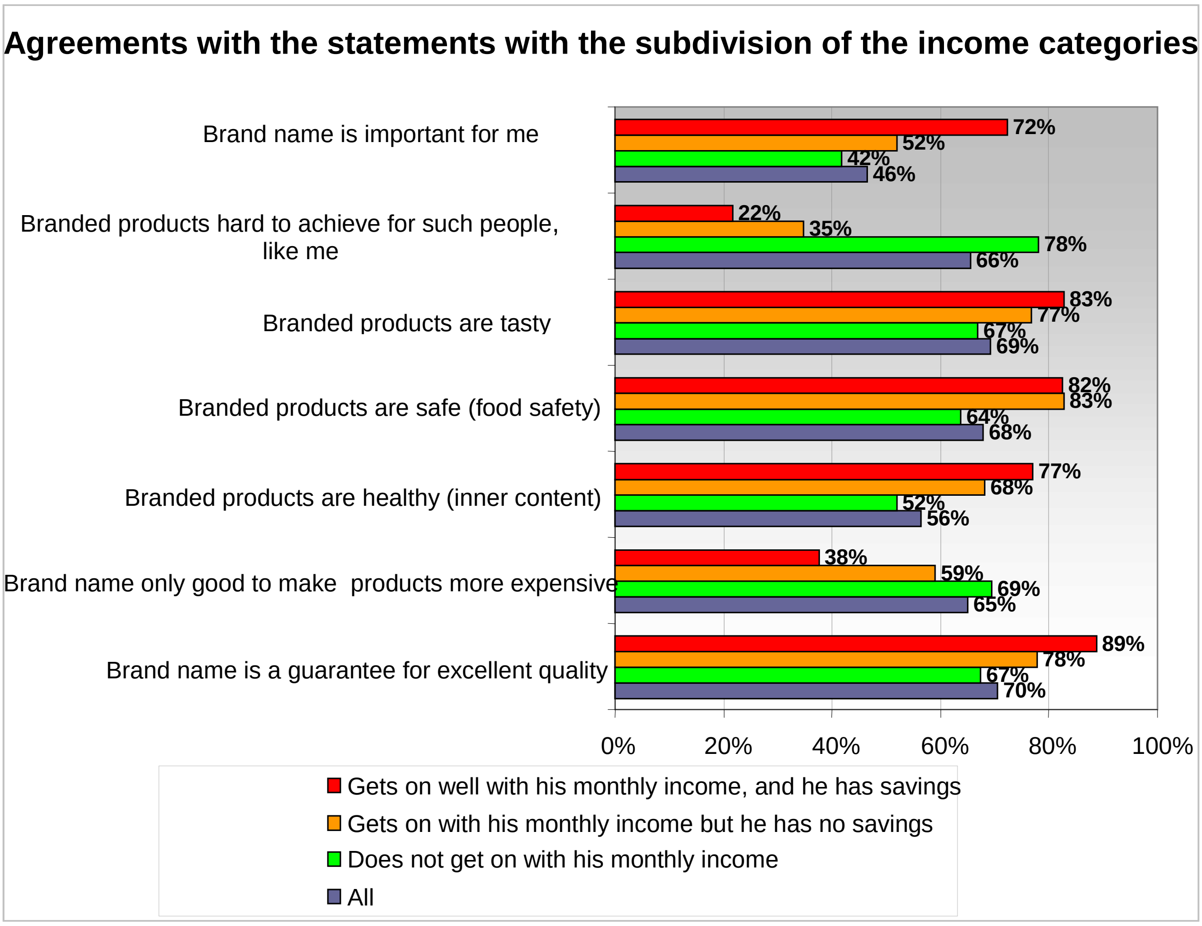
- **the income level influences the attitude for brands**, the loyalty;
- **the level of education and social status** contributes to that the message of the brand can be easily transferred by (brand offering) companies;

Apropos of the next issue, I examine such questions, which can be relevant to the establishment of a segmentation model. Market segmentation has a major importance in connection with the marketing of the product, and that can be examined in relation to various features. In the following tables I outline those aspects which I believed to be relevant and they could be capable for selecting.

Henceforward, only those combinations are indicated where I experienced relevant contact and relations. Firstly, I examined the differences between gender.

From the detailed research of the data also clearly turned out, that the income situation can definitely affect the development of brand awareness, or its formability. I summarized the most important statements about the income situation.

5.Figure: Summarized statement in order to income status I.



Source: own work, using data from the qualitative research

The data that can be seen in the figure indicating that high-income respondents, except that a portion of their saving can be handled as their saving, the branded products are also preferred by them.

Only 22 % of the customers registered in a good income category said that it is difficult for them to achieve branded products, which can be claimed remarkably too high in another aspect. No wonder that those respondent who registered in the lower income category is almost 80 %, which is probably too high comparing to the international standards. Furthermore, it is numerous, that more than third of respondents in the middle category said the same.

The highest consensus among respondents of income categories evolved in the aspect of branded products are safe. In the categories of upper and middle income respondents' 80 % answered in this way, while the consumers majority of the lowest income category agree as well (64%).

Similarly high acceptance characterized the following questions as well, although these extent decrease with the decline of the income as well, this extent is about 70 %.

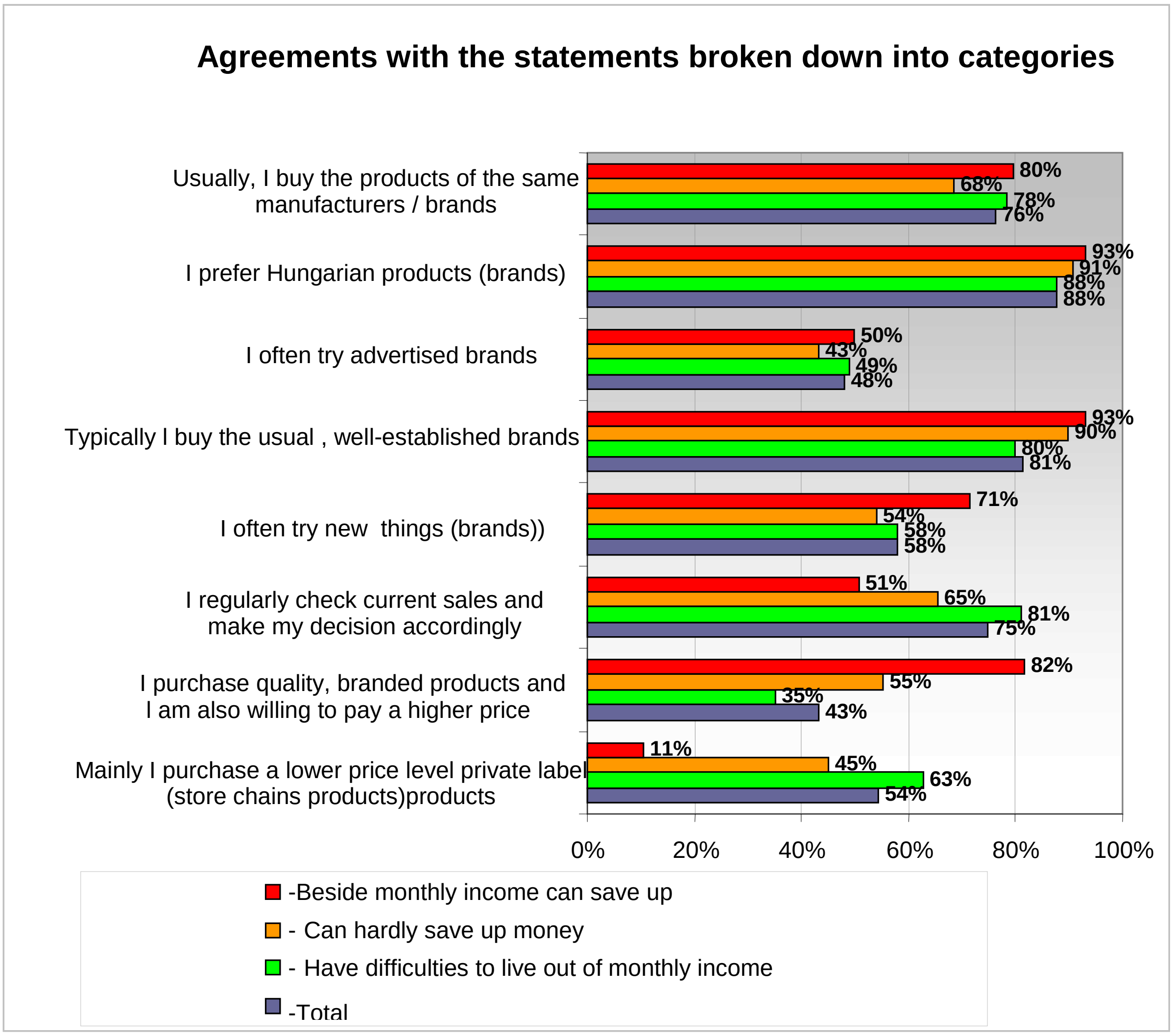
- The branded products are tasty.
- The branded products are healthy (good inner content).
- The name of the brand is a guarantee for good quality.

The last statement got the maximum value for acceptance among people in the higher income category, which almost reached 90 %.

The sceptical beliefs to the brands can be discoverable if the contraindicated question relative high agreed response's value is observed, that " the brand is only good to make the product more expensive". The respondents in the high income category also agreed in a quiet high proportion: 38%, while in the bad income category 69%.

In the following table I summarized those statements, from which we can evolve the factors which influence the loyalty. From the analysis of the data I have concluded that these are influenced mostly by the income circumstances.

Figure 6.: Summary of statements according to income II.



Source: own work, using data from the qualitative research

After the comprehensive evaluation of the table results we can establish that customers are usually said to be loyal, but behind this statement usually there are no strong convictions (except the home product category). As a result of that it could be said that much depends on communication and quality.

The 80% of customers usually buy the same brand from both low and high income status category. (Probably in the top category of branded products, while the lower income category rather so called private label products.)

There is a strong consumer opinion emerged in respect to that the customers especially buy the most common brands (80-93%), but it is also typical mainly in the higher income category, to try out new things too (71%).

The high degree of price sensitivity is supported by the following two questions:

- I purchase high quality branded products, and therefore I am willing to pay higher price too. On this question, my statement is based on the big difference. In the category with higher income, the positive answers were 82% of respondents, while 55% of middle class and low-income category, only 35%.

- I continuously monitor current promotions and choose based on those. In the high-income category, the value is 51% and 81% in the low income category

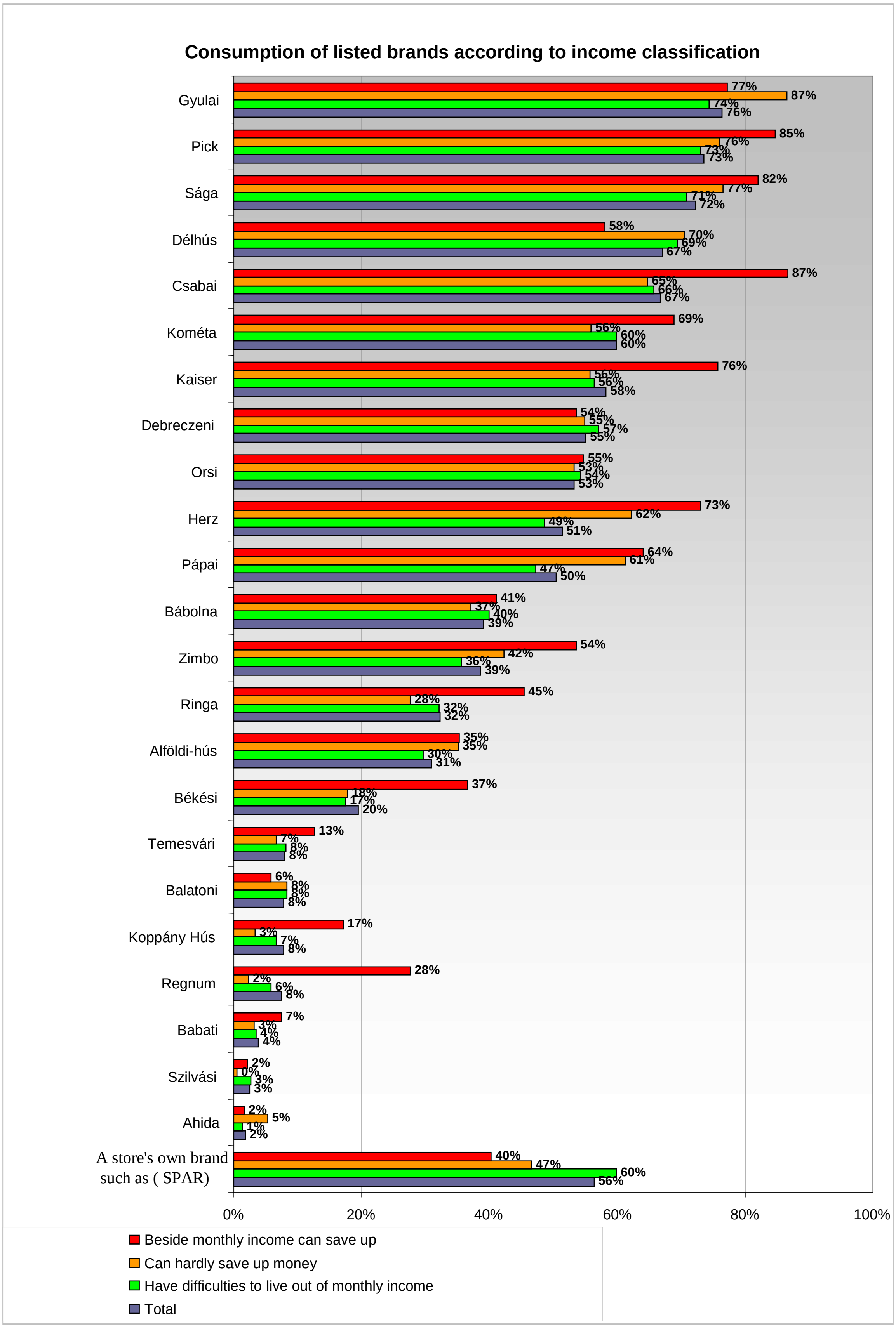
The final evaluation of the research collected data about specific brands, during their analysis the most common differences were also emerged from income status

Beside the best-known brands of the domestic market, less known brands were also studied. It is a parallel analysis of brand relevance and income level of the respondents. The results show no clear differences between the different brands, however, shows that in the category of the consumption of higher price level brands, the higher-income respondents were also represented higher. I found outliers in the higher income categories in the following brands:

- Csabai
- Kaiser
- Herz
- Zimbo
- Ringa
- Békési
- Regnum

It is remarkable also that the vast majority of lower-income respondents, choose the own brands of the supermarket chains.

Figure 7.: The relationship between the consumption of specific brands and income position



Source: own work, using data from the qualitative research

4. NEW SCIENTIFIC RESULTS

4.1 New scientific results

During my research I have examined the domestic food and consumer behaviour focusing on the consumption of meat and red meat consumption and psychographic factors affecting the core market and the main trends of its evolution. In my study consumer behaviour is fundamental, the key was the factors tied to the value trends, with focus on determining role if the brand.

Here are the results of my study:

- I have collected and processed the literature background of food consumer behaviour and brand awareness. Through a systematic process I shed new light on the key dimensions of consumer behaviour as key factors. I described the development of food consumption connected to the value.
- I carried out a broad literature research regarding brand and brand awareness in which I combined different research results so that brand awareness behaviour can be used better when defining food consumer segments. In addition, I highlighted the role of branding in consumer decisions.
- Quantitative, primary research was carried out to explore, support the opportunities of the characteristics of meat consumption and segmentation, which proved that the differences among the meat consumer segments are caused by factors such as the ones mapped during the general food consumer segmentation.
- I outlined a communication model based on my research that integrates the meat consumption characteristics, its base is the construction and widening of brand-conscious behaviour and takes into account the different consumer characteristics.
- In my research I proved that values, brand awareness and utility assessment of food consumption factors in various consumer segments are significantly different.

During my research it was outlined that there are several links among the target groups segmented by demographical and behavioural criteria, yet I believe that the examined groups can be easily and quickly separated for practitioners – as a result of that it can be used and easily interpreted.

The segments outlined by the research can be effectively characterized and certain meat consumer segments and target groups can be estimated by certain producers. As a result of my research results marketing and communication have become possible to plan how to reach the described consumer segments.

There is an unexpected result of my research such as it can be seen more clearly the role of nutritional benefits and the distinction of branding based on the behaviour of the domestic meat consumers (meat consumer segments), particularly with regard to the different-income segments.

4.2 Conclusions and recommendations

The following statements were made during the examination of brand awareness of the consumption of meat consumers.

According to the fundamental hypothesis, the social change, the accelerated pace of life, revaluation of the quality of life increased the value of leisure. As a result, the values and judgment of the time became a new segmentation criterion, it offers an opportunity to characterize new consumer target groups both on the food retail market.

- The domestic meat consumption segments of the literature are not well defined, there is a lot of uncertainty. The marketing activities in practice, often more like fashion than justified. Some activities used were sometimes exaggerated, sometimes dropped.
- The Hungarian meat consumer behaviour reflects the general food consumer behaviour.
- The brand awareness has increasing role in customer decisions, which is proved in the research.
- Most customers of meat products in the domestic market, (significantly) is committed to a brand, but it is rather a habit than conscious brand loyalty. Easy to influence.
- The price sensitivity is still high, that is a key factor in the consumption of meat, regardless of income category. Of course, the price sensitivity is the largest in the lowest income category.
- The long-term financially rational consumption behaviour among women is more determining.
- The high brand values by themselves do not have significant effect, if it does not include real or deemed (recognized by customers) to be realistic nutritional

benefits. This is partly due to the undeveloped of brand awareness , on the other hand, the strong price sensitivity

- The brand is considered by consumers to be more a positive measure of value than steepening factors.
- Based on the results the appropriate use of brands, the creation of perceived and real value for companies can mean an exceptional opportunity.

- The income level significantly influences the attitude to brands, loyalty, education and social status contributes to that the brand message can be easily transferred by the (brand offering) companies.
- Consumers strongly differentiate branded products, moderately willing to pay more for it if it has real benefits for them, but there also a presence of sceptical beliefs.
- It cannot be decisively said that consumers accept the health impact of the brand value.
- Health awareness is present among the Hungarian consumers (especially the revealed intentions), but due to uncertainty in the knowledge there are no strong loyalties. Many consumers enforces more traditional aspects regarding health awareness (For example: "You cannot eat healthy with little money", "advertised healthy food is not really healthy," ... etc.).
- The older generation much more accept the values of the brand.
- Women are more likely to think in long term, strive to save more in order to maintain their families, less predisposed to experiment more, they go shopping more regularly and they are more rational, less impulse buyers but more receptive to the supermarkets own branded products.
- In small towns and village communities people reject branding.
- The higher the educational level, the less common for a lower price-quality "private label" products to be consumed.
- The commitment to Hungarian products is extremely strong, although consumers may not have accurate knowledge of the origin of the product.
- The taste-experience is significantly over-represented among the domestic consumers.
- Almost half of consumers deny that they would try the advertised brands.
- The perceived behaviour of consumers and the brand's high-priced products in the

value of their reactions to disappointment.

- Meat consumption shifts not only in quantity but also the frequency of white meat towards chicken.

After summarizing the test results we can say that it is expedient to developed a brand communication strategy which differentiate the message by gender, age and region.

The following figure I will try create an information base schema (model), which based on the research results, integrates the Hungarian consumer behavioural characteristics related to meat consumption, brand building and the widening possibilities of conscious behaviour, and the presented characteristics of the different consumer segments. The basic model includes segregation, which can be extended on request, be detailed.

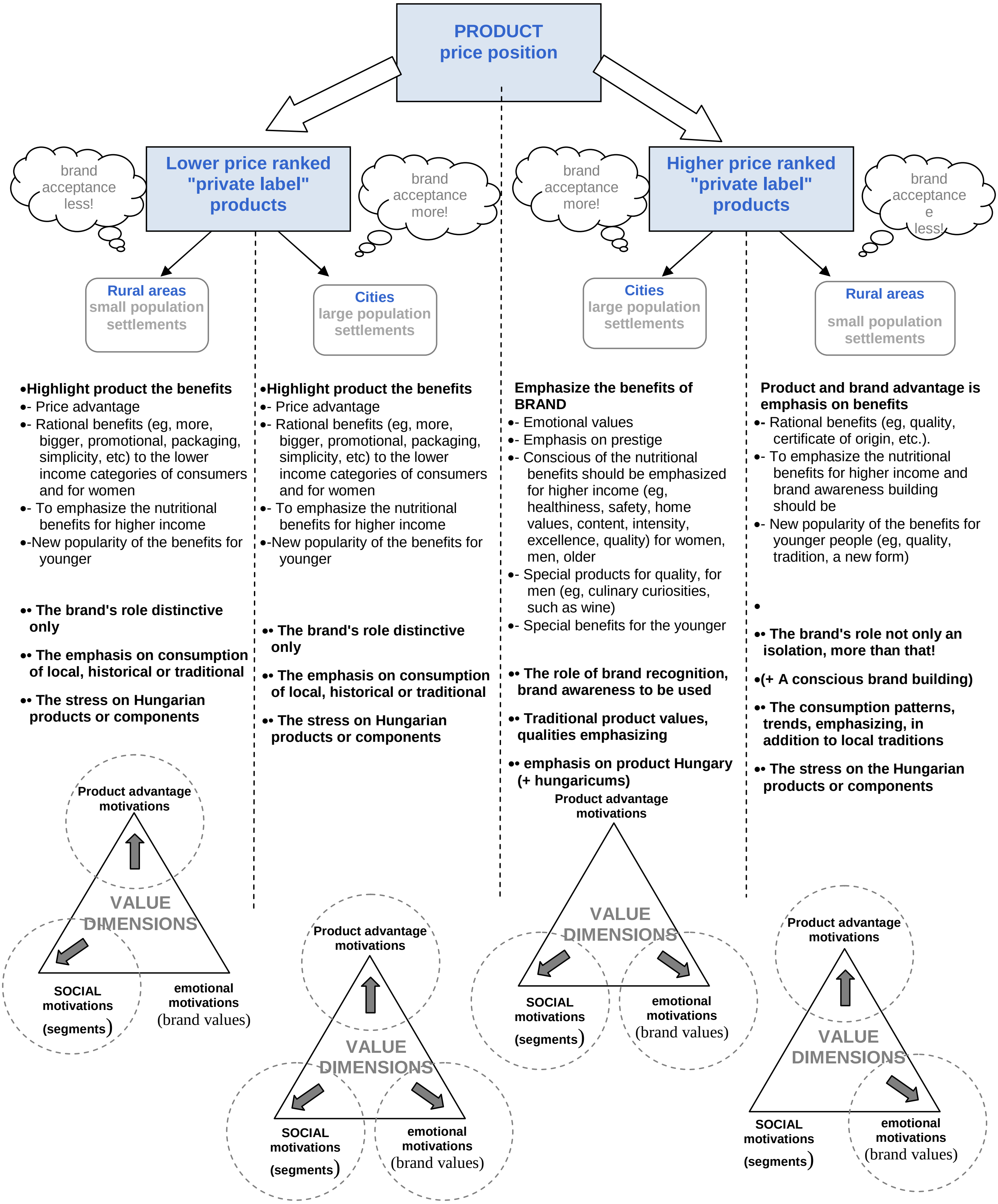
The essence of the model that beside the combination of different segments, the main values of products are also different thus it is also important to have an appropriate communication that suits.

The model's structure is followed by a concept such as price - segments - brand-forms a coherent factor system. The relationship is represented by a triangle with the motivational factors situated in the peaks and these factors are associated with the system. For example, the motives related to product benefits, we find the peak of the price factor, or other value dimensions originating from product benefits. Those value dimensions related to brand value and the brand awareness are placed on the peak of emotional motivation. On the peak of social motivations can be found the characteristics of the identified customer segments and the resulting psychic value dimensions.

We can display the shift of communication focus with the triangle representing the value dimensions.

The base of the differentiated communication model is given by the segmentation features represented with a two-headed column in the model. My priority was to keep the model simple enough to be stay useful.

Figure 8.: Segmented model of communication.



4.3 Possibilities for exploitation of results

Throughout my work I managed to get results from the research that can be used in practice in the area of the selection of marketing tools, choice of communication channels and the definition of communication contents.

The segments outlined in the research can be used independently and in combination as well to help manufacturers and distributors of branded products to continue to specifying and differentiating mainly their marketing activities and messages to each target direction

The created model of communication, of course, is not complete, just a basic skeleton of specific models used in practice, but can easily be used as a pattern.

5. Scientific activity of the author and related publications

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