THE HUNGARIAN FOOD THE SIGNIFICANCE OF THE SHOPPING OF PRODUCTS IN THE RURAL DEVELOPMENT

HRANA MAGHIARA – SEMNIFICATIA CUMPARATURILOR DE PRODUSE IN DEZVOLTAREA RURALA

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Abstract: *Sustainability is closely linked to the concept of food sovereignty which in the last decade became a central concept of international social movements related to agriculture. The movement's philosophy is that farmers have the right to produce local food and consumers to decide what they want to consume; products produced by whom and how. This research focuses on the relationship of consumers' patriotism and traditional local food. Hungarian food are at a disadvantage against imported products. If we can demonstrate the positive consumers' attitude towards domestic products, the marketing strategy of Hungarian products can be completed with a new aspect. The Hungarian traditional regional products offer wider assortment for the consumer market via their unique features and top-quality images. In the primary research consumers were asked by standard questionnaire which was analyzed by mathematical and statistical methods.*

Keywords: *marketing analysis, traditional food, rural development*

1. INTRODUCTION

Nowadays globalisation of commerce created an ever increasing competition on both local and international markets. Consumers may find goods in their local shops basically from any country. One of the oldest problems for actors on the international market is how customers perceive the fact that a product is of 'foreign' origin. Researches showed that there is an existing partiality towards a country's locally produced products. Stereotypes about foreigners may have impact on the actual judgement of a product or in other words on the consumer ethnocentrism. Ethnocentric consumers opt not to buy foreign products due to their possible social and economic implications.

We might say that cultural differences may never fully disappear as the presence of local preferences can never be ruled out in the international commerce. Perception of local and foreign products greatly depends on the customers' feelings towards their own country. Part of this emotional experience is how one loves his or her home country or if he or she feels the country superior to others. Therefore, it is important to assess customer habits not only on local but on international markets too (Shimp et al., 1987).

When launching a new product manufacturers develop a marketing strategy aiming to ensure the long term success of the goods.
According to Vágási (2007) this strategy includes the following marketing functions:

- analysing customer behaviour and market
- determining the range of products and services to be produced and marketed
- informing potential buyers about the products and services
- organising sales
- influencing customers to buy the goods
- promoting customer relations

Each factor plays important part in the success of products. Probably the most important factor, however, is analysing customer behaviour and market. Profound knowledge on customer behaviour is essential to create good long term relations with them (Balabanis, 2004)

2. MATERIAL AND METHOD

We made primary examinations in 2010. The sample is almost representative, 862 questionnaires in total. The questionnaires reached all parts of Hungary, and made sure the distribution age, qualification, occupation and residence.

The questionnaire is the most important device of the primary market research methods. During our quantitative research we used standardised questionnaires, which suited to give numerical data. The standard characteristic of the questionnaire makes it possible that the answers of different consumers are comparable.

We have used SPSS 14.0 program for analysing the data obtained with questionnaire. From the various calculation options of the program we used the followings: descriptive and diagnostic data analysis, cross table analysis, cluster analysis, factor analysis.

3. RESULTS AND DISCUSSION

3.1. THE ANALYSIS OF PRODUCT LINES

Other factors" received, however, the most answers. This made us think that more researches shall be made in order to learn which other factors are important for customers. Unfortunately, the structure of our questionnaire did not allow respondents to express their opinion in a more detailed manner (Figure 1).

According to Roth (2006) country image is the entirety of an individual's presumable descriptive and informative knowledge about a given country. It not only refers to the country's industrial, technological and political perception but also to emotions towards the country and pride.

Malota (2004) summarised this as follows: "Country image is all the descriptive, concluded and informational belief that we create about a country. It is the entirety of different beliefs, ideas, impressions that people hold about a given country."

3.2. CLUSTER ANALYSIS FOR PROTECTED GEOGRAPHICAL INDICATION

By using cluster analysis we may sort Hungarian foods with protected geographical indication in 5 groups. First group includes hajdúsági horseradish, gönci apricot brandy a apricot, the second békési plum brandy, szatmári plum brandy and szabolcsi apple brandy, the third: makó onion, szegedi winter salami, szegedi and kalocsai ground paprika, csabai and gyulai sausages. Budapesti winter salami and kecskeméti apricot brandy both form a group on their own (Figure 2).

Country of origin image shall be taken into consideration when examining country image (Hofmeister, 2007). The two concepts are in close connection, there is no distinct boundary between them. According to Malota (2004) country of origin image is part of the overall image of a product and it is formed based on the country of origin. Accordingly,

country of origin image arises from stereotypes associated with the product merely because it was made in a given country.

Country of origin image already comprises the images about products originated from that country. Let's think about our purchasing habits when we make decisions based on land of origin of the product. Germans are known for the exceptional meticulousness, their products are reliable, therefore, we happily buy German products.

Locally produced agricultural products and foodstuffs are especially sensitive to country of origin image, as product quality is influenced by several factors such as habitat, natural and human factors. Hungarian agricultural goods, particularly some products (e.g. Szegedi ground paprika, Makó onion, Egri Bikavér (red wine), Gyulai sausage) obtained fame and good reputation. This enables Hungarians living abroad to buy products made in their home country.

4. CONCLUSIONS

Price of traditional Hungarian products could be decreased if vendors were left out of market chain since if we were able to buy directly from the producer we did not need to pay the traders' profit. Therefore, I think Shop of Hungarian Products network is an excellent initiation, here excellent quality products are available directly from the producer.

Traditional Hungarian products need effective communication network. Improvement of information flow would be the most important objective. The research showed that 22% of respondents searched Hungarian spices on the shop shelves. If communication of traditional Hungarian products was more effective demand for e.g. szegedi ground paprika would be bigger.

Communication of labels protecting Hungarian foodstuffs should be more efficient as the aforementioned trademarks are not widely known. Media publicity could be more appropriate as customers use media outlets such as newspapers, radio and television on daily basis. Not only the reputation of locally acknowledged trademarks should be improved but also those used in the European Union, as reputation of protected geographical indication was very low.

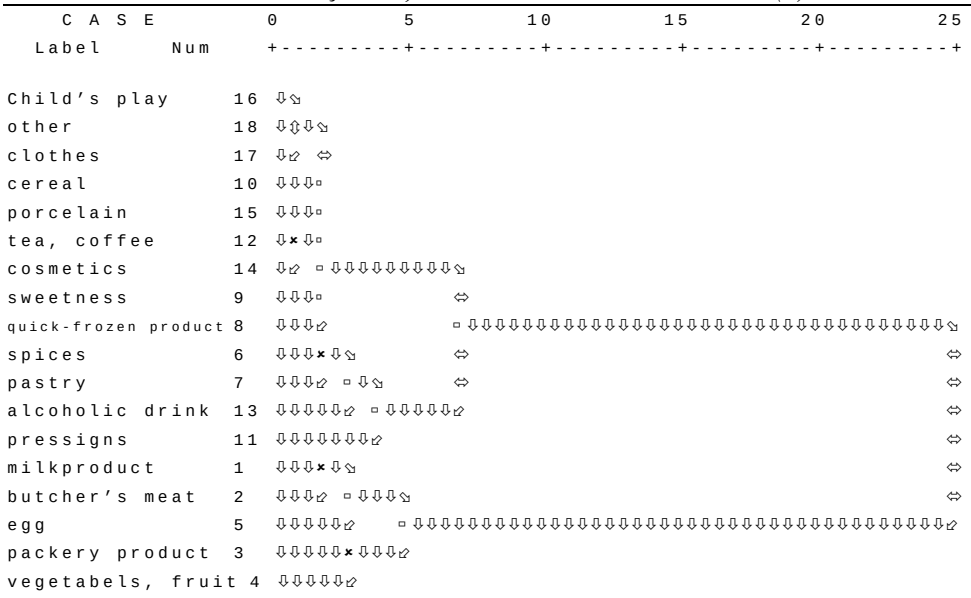


Figure 1: Cluster analysis onto the Hungarian product lines

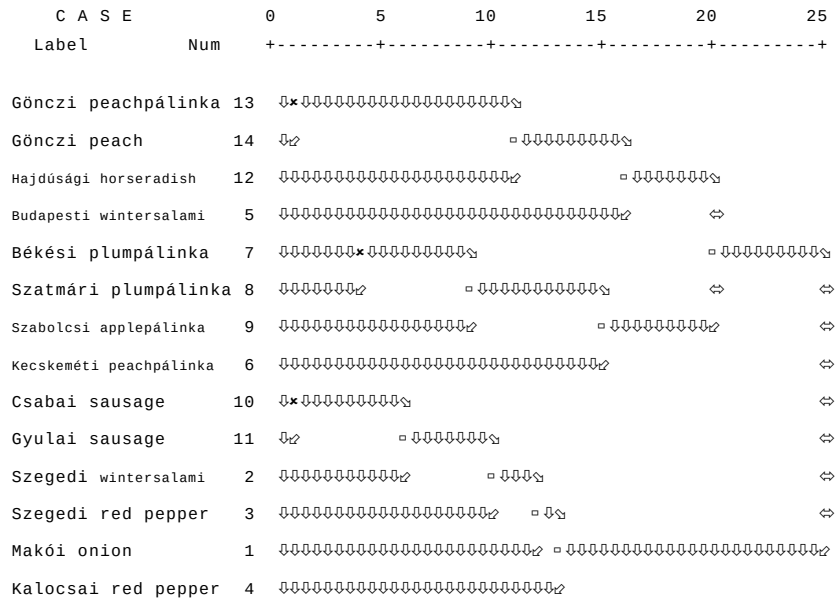


Figure 2: The cluster analysis of a geographical mark being at a standstill under a shelter

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