



ECONOMIC AND MARKETING ANALYSIS OF HUNGARIAN HONEY ESPECIALLY FOR THE TRADITIONAL PRODUCTS

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ABSTRACT:

Honey and similar products are produced and sold by small farms. Accordingly, out of keeping with individual marketing, it is community marketing, which has a prime importance. Hungarian farmers have modest means for market research, but utilising the possibilities in Hungarian demand even a bit more would give a tremendous jump in the turnover. In our study we have used a questionnaire made in 300 copies with questions regarding the traditions of using honey in Hungary, and to what extent people know honey, asclepias, which is a special Hungarian product. The information having been collected this way can be used for designing promotion activities and can be a basis for organising retail trade. It can be stated, that asclepias-honey considered and sold as a special Hungarian product is still not known well enough on the Hungarian market. According to our research by using the proper means of marketing the sale of the special Hungarian brand of honey could be increased remarkably.

Keywords:

Keywords: Hungarian honey, marketing analysis

1. INTRODUCTION

Farm structure of Hungarian bee-farming could be characterized as fundamentally private owned (small) businesses, and thus, the collapse of large-scale farming had not really affected the sector (Juhász-Berde, 2006). Changes commenced primarily on the foreign markets, because of the appearance of Chinese acacia honey on the traditional export markets, the lower prices and increasing quality of the products of neighbouring countries – such as Slovakia and Romania – on the most important German market. These factors resulted in slowly but continuously decreasing export prices. Our honey market also has to face with the occasionally 40-50 % fluctuation in output mainly due to environmental, natural reasons, and the price-lowering policy of the big supermarket-chains on domestic markets (Gályász, 2006). To ensure and achieve higher prices and reliable markets, special, outstanding quality regional products must be preferred such as milkweed honey.

This is a traditional product, so called „Hungaricum”, manufactured from the collected nectar of the flowers of milkweed, produced in the Southern Great Plain Region, a sort honey with very spicy, intensive scent and taste (Lévai-Fehérné, 2000).

2. MATERIALS AND METHODS

Primary task of our research was to survey the honey consumption of households and their motivations and attitudes concerning purchase. We also investigated other consumption and purchase habits, like behaviour, frequency of consumption, knowledge of honey sorts and decisive factors in honey purchase. We chose as target group the members

of Hungarian households. They were asked randomly, but we also struggled to achieve that at least 2/3 of the questioned persons should be the leader of a household to actively participate in the shopping of daily consumer goods. Conduction of the survey occurred with the use of standard questionnaires with an average filling time of 8 minutes.

3. RESULTS

3.1. Demographical data

The demographical dates can be seen in the Fig. 1.

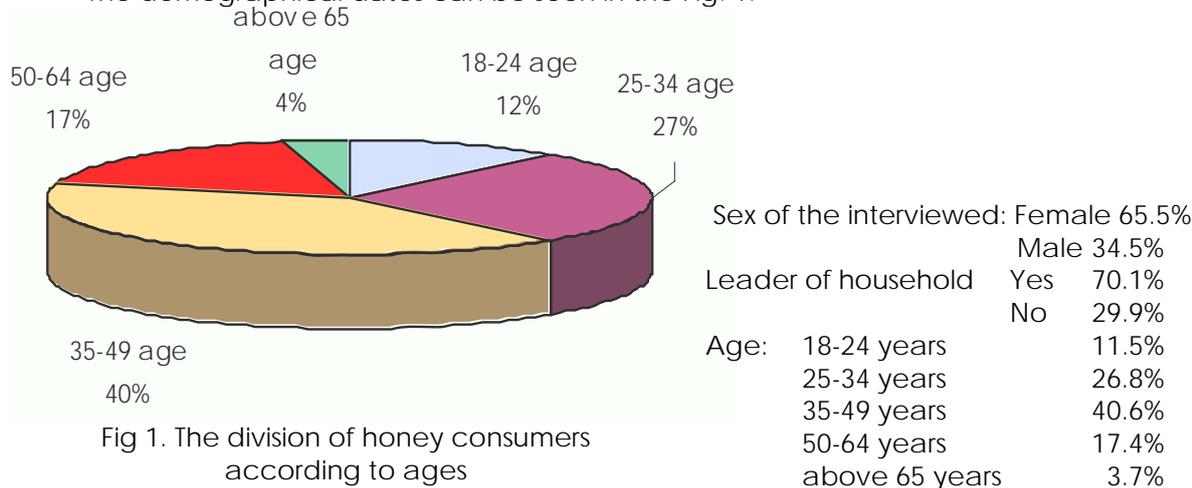


Fig 1. The division of honey consumers according to ages

3.2. Consumption habits

90.4% of the interviewed persons consume honey. Frequency of consumption was measured as listed below (Fig. 2.).

Daily or in every 2 days	23.6%
Once per week	35.6%
Fortnightly	21.7%
Monthly	8.4%
More rarely	10.7%

Interviewed persons know the following sorts of honey apart from acacia and mixed flower honey. Percentage of the answers well displays which are the available honey sorts in trade Milkweed honey – although being a Hungaricum – is not appropriately known even on the Hungarian market.

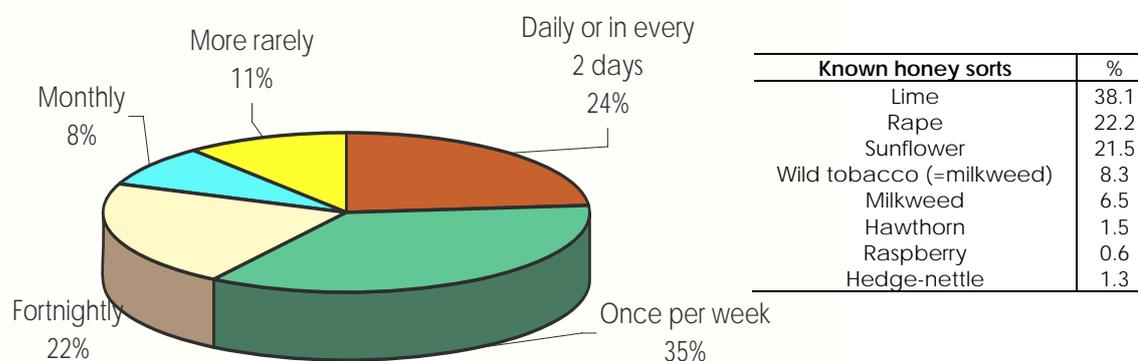


Fig. 2. Regularity of consumption of the honey

A marketing task of the future is to make this product known to potential customers and to support the market access of this outstanding quality product. On the packaging, the

region, origin and specialty must be clearly indicated. It would be also very favourable if the product was more widely known in its home region (Fig 3-4.)

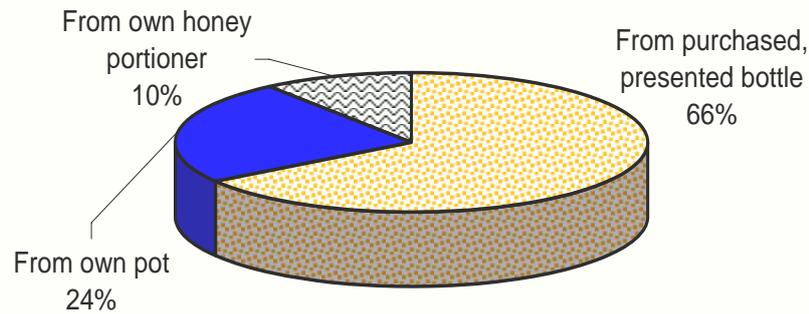


Fig. 3. Honey consumption in the household

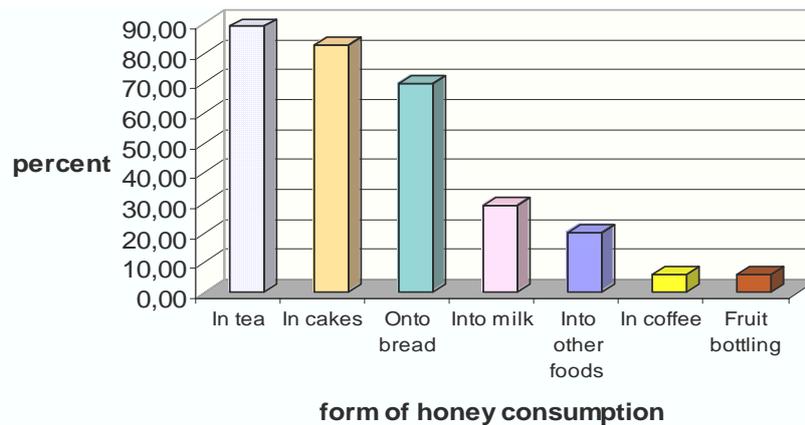


Fig. 4. Form of honey consumption

3.3. Marketing strategy

The product. Main contradiction of the honey marketing is that we have an outstanding quality product but we can only utilize the possibilities in a limited manner.

Reasons. Importers buy Hungarian acacia honey as batch product, the domestic quality does not comply in every respect to the requirements for outstanding quality products, domestic honey processing struggles with lack of capital and undeveloped technology, lack of packaging equipment capable to stress the outstanding quality.

The market. Markets of Hungarian honey are determined, we export our products to 27 countries. Among these, 76,5 % of the honey is transported to 4 countries and Germany is the most important market. A tool for achieving higher prices could be the selling of packaged honey, this way we could increase the volume sold in the above-listed markets. Domestic markets could be augmented with marketing activity and prices could be increased with the rate of inflation.

Marketing. We should make the fact evident – especially on foreign markets – that due to its special characteristics Hungarian honey has a better quality compared to its Chinese or other Central- and East-European competitors.

In Hungary, the role of honey played in healthy nutrition should be emphasized primarily among young and children but possibly to every customer. The Hungarian bee-farming sector will be united when a decisive proportion of exported honey would be manufactured by businesses which use modern machinery, have economic farm size, and which are able to limit the increase of specific costs.

3.4. Examination of the elements of marketing mix

	I'd buy more honey if....	%
Product	More sorts of honey would be available	6.4
	its origin would be more reliable	15.6
	it were accompanied with much detailed information	17.2
	I'd be able to buy it in smaller amounts	7.9
	I weren't be afraid of imitations	4.3
	I'd buy more honey if....	%
Price	it were cheaper	44.1
Channel	it were originated from the producer	18.6
	it were originated from my home region or its vicinity	27.4
	I'd be able to access it more easily	6.2
	it would be available constantly in the shops	5.8
Promotion	I knew more about its possibilities of utilization	10.5
	its packaging were more esthetical or practical	8.6
	its marketing activity would be more intense	4.9
	I could try new sorts	11.1
	it wouldn't fatten me	1.9
	it would even come into my head	1.7

4. CONCLUSIONS

Serious marketing activity is needed in foreign and domestic advertisement of honey, a significant „Hungaricum” product. Thus, instead of independent marketing activity community marketing has significance

Hungarian producers and distributors can afford only limited amounts to market improvement, although the utilization of possibilities in the domestic consumption could also mean significant position gains (Józsa-Deli, 2003).

The examined products can be characterized with the attributes „special”, „tasty” and „traditional”. In case of expensive – not daily consumed – foods, price, and information displayed on the product and advertising tools affect mostly the customers (Pakurar-Gályász-Nagy, 2005).

Role of trade-marks and regional attributes is tremendous since the consumer may have the feeling that when the manufacturer dares to display the geographical origin of the product, the quality of it must be guaranteed

In this case we can expect, that, in the moment of decision-making – when quick decision is necessary – customers would choose the „Hungaricum” product (Hoffmeister-Totth, 2003).

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