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*Harmider L.D., Honchar L.A., Zaretsky V.O.****RESEARCH OF CONSUMER BENEFITS IN THE CHOCOLATE MARKET****Ukrainian State University of Chemical Technology Dnipro, Ukraine***** Belarus State Economic University, Minsk, Belarus**

The article, states that chocolate is in demand among Ukrainians, because due to its chemical composition, it is a valuable food product, herewith the market is characterized by an increase in production volumes and is sufficiently saturated, but there are both qualitative and informational frauds. This is what contributed to the choice of topic, goal setting and objectives of this study. The purpose of the article is to investigate consumer behavior in the chocolate market and to determine consumer preferences for trademarks. Based on this goal, the following tasks were formulated and solved: to identify the main Ukrainian manufacturers of confectionery products, to conduct a survey of respondents and to find out what the respondents pay attention to when choosing a chocolate and its brand. In order to identify consumer preferences, a survey of residents of the city of Dnipro was conducted in January-February 2020 in a way of questionnaire. The questionnaire contained 15 questions with options, with a sample size of 100. The article revealed that the majority – 43% of the surveyed respondents buy confectionery several times a week, the most recognizable are «Milka» – 99%, «Roshen» – 98%, «Millenium» – 94%, «Korona» – 92% and «AVK» – 90%. According to the results of the survey, it can be stated that advertising does not influence the choice of chocolate (70%), almost all respondents, and 93% are familiar with the «AVK» trademark. Studies of the consumer properties of «AVK» products have shown that quality is an important factor, but taste does not always guarantee the quality. The results of the study can be used by leaders of confectionery manufacturing and trading companies to increase the demand for chocolate and chocolate products and to improve their quality.

Keywords: chocolate market, brand, consumer preferences, consumer commitment.

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Problem statement

Chocolate is a popular confectionery product among Ukrainians, because it has high consumption and taste properties, due to its chemical composition, is affordable, and the range offered today satisfies any gourmet, and therefore is in stable demand.

The chocolate market in Ukraine in 2019 is characterized by an increase in production compared to 2018 by 0.4 thousand tons, which reduces the residues of finished products. At the same time, the chocolate market is quite saturated and represented by more than 15 manufacturers, which offer a wide range of chocolate. Unfortunately, it should be noted that chocolate, both Ukrainian producers and foreign ones, can be counterfeit, where there is a violation

of the recipe, the introduction of dyes, preservatives, flavors, that is a qualitative falsification. Informational falsification of foreign chocolate also takes place, where there is a bar code mismatch or counterfeit accompanying documents. Therefore, the study of consumer benefits in the chocolate market is a really pressing issue, given the saturation of the market and a significant number of domestic producers.

The study used an expert survey method that is affordable and reveals consumers' preferences for choosing a chocolate brand.

Analysis and research of publications

The research of the market of chocolate products, and chocolate in particular, has been given considerable attention by Ukrainian scientists,

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namely: Syrokhman, I.M. Zadorozhny, P.H. Ponomaryova, V.T. Lebedenets, I.F. Lobacheva, Yu.E. Bezhenar, A. Sergienko and others [1-2].

The purpose of the article

Is to investigate consumer behavior in the chocolate market and to determine consumer preferences for trademarks.

Statement of the main material

Chocolate is in demand and has high nutritional properties, because it is easily absorbed by the human body, stimulates its efficiency and creative activity, promotes the uprise of good mood, improves concentration due to the content of caffeine, theobromine, antioxidants, potassium, phosphorus, magnesium, phosphorus, magnesium iron, as well as vitamins PP, E, groups B1 and B2.

The market of chocolate and chocolate products in Ukraine is represented today by a considerable number of domestic producers, namely: PJSC «Mondelis Ukraine», SE «KK» Roshen», PJSC «AVK Confectionery Factory», PJSC «Kharkivka Confectionery Factory», LLC «Malby Foods», PJSC «Poltavkonditer», LLC «Kherson confectionery factory», LLC «Trade house «Zhytomyr sweets», PJSC «Zaporozhye confectionery factory», PE «Lukas», PJSC «Chernihiv confectionery factory», PJSC «Strila», PJSC Lviv Confectionery Factory «Svitoch», LLC «Agroproduct», PJSC «Rivnens'ka Confectionery Factory», LLC «Druzhkivska Confectionery Factory», LLC «TB Konti», PJSC «Odesakonditer» and foreign ones.

Despite the sufficiently saturated market of confectionery products, where 28% is occupied by chocolate, high consumer demand and its wide assortment, there is no modern classification of

chocolate, and the classical one provides the distribution of the assortment according to such characteristics: depending on the content of cocoa products: chocolate is bitter (over 60%) and dessert (about 50%); depending on the recipe and method of processing: ordinary; dessert, porous, stuffed, and depending on the form: tiled, bars, chocolate figures, coins.

In order to identify consumer preferences, a survey of residents of the city of Dnipro was conducted in January-February 2020 in a way of questionnaire. The questionnaire contained 15 questions with options, with a sample size of 100.

Among the interviewed respondents, female – 45%, male – 55%; age 18-28 years – 51%, 29-45 years – 29%, over 45 years – 20%; residents of the city of Dnipro – 70%, Dnipro region – 26%, and 4% – from other places.

After determining the gender, age and place of residence of the respondents, the regularity of buying confectionery was defined (Fig. 1).

The fig. 1 shows that 43% of respondents buy confectionery several times a week, 25% – several times a month, 20% – every day and 12% - rarely do that.

The next question of the questionnaire was to determine the respondents' knowledge of confectionery trade marks on the market of the Dnipro city and Dnipro region (Fig. 2).

In accordance with Fig. 2 it can be stated that practically all the interviewed respondents are familiar with trademark of chocolate, both domestic and foreign, but the most recognizable are «Milka» – 99%, «Roshen» – 98%, «Millenium» – 94%, «Corona» – 92% and «AVK» – 90%, and the least

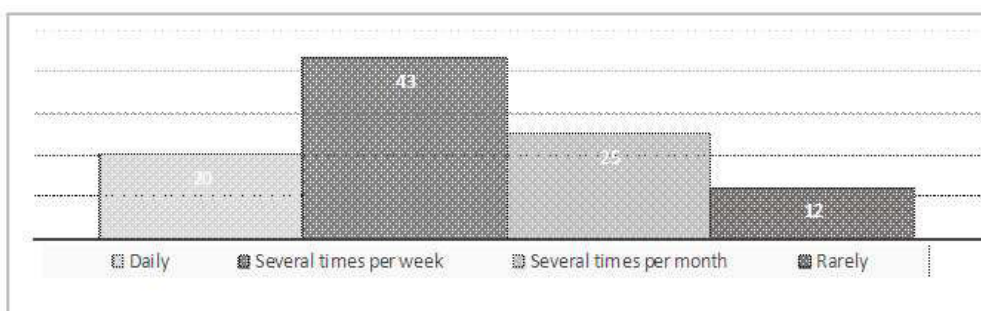


Fig. 1. The regularity of buying confectionery

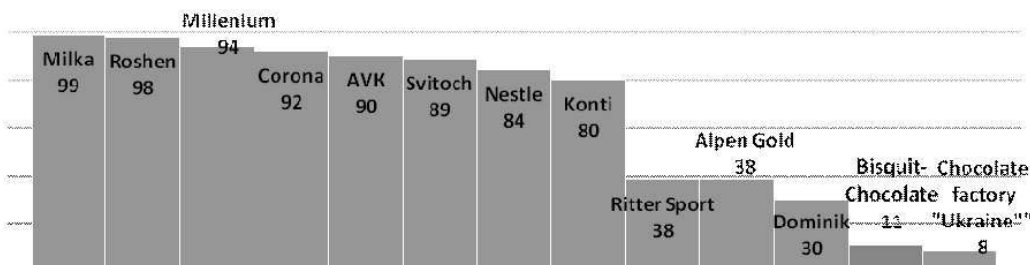


Fig. 2. Trademarks familiar to the respondents

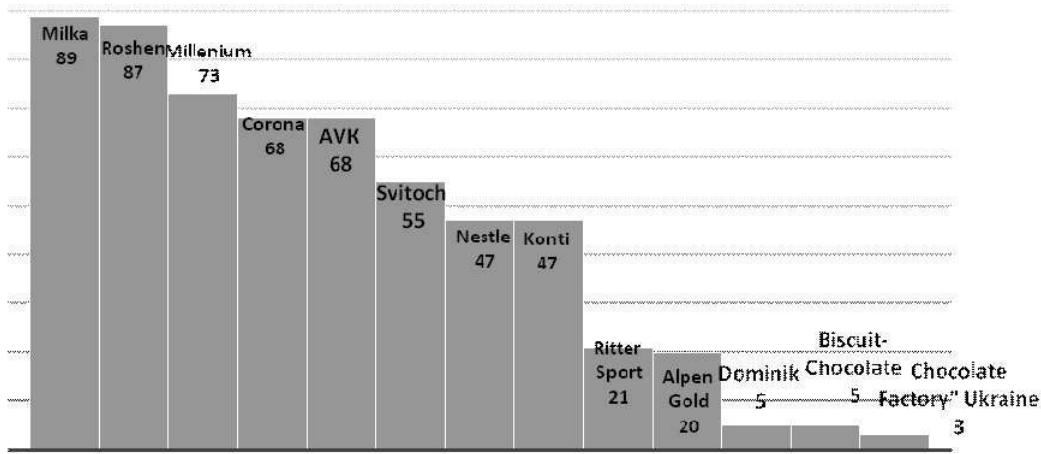


Fig. 3. The most consumed products

recognized are «Biscuit-Chocolate» – 11% and «Chocolate Factory» Ukraine» – 8%. Next, the most consumed products were defined (Fig. 3).

The fig. 3 shows that the most consumed or those in demand are «Milka» chocolate – 89%, «Roshen» – 87%, «Millenium» – 73%, 68% – «Corona» and «AVK» chocolate, and practically without demand is Chocolate of «Biscuit-Chocolate» and «Dominik» – 5% for each and Chocolate «Chocolate Factory» «Ukraine» – 3%.

It was very important to determine the impact of advertising on the choice of chocolate (Fig. 4).

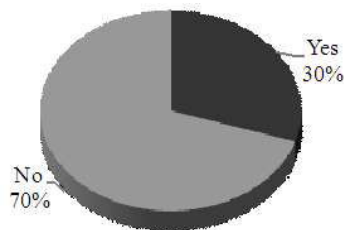


Fig. 4. The impact of advertising on the choice of chocolate

The fig. 4 shows that the choice of chocolate is not significantly influenced by advertising at – 70%, but for 30% it still does, so the advertising does not always play a significant role in shaping consumer preferences.

Considering that the Dnipro Confectionery Factory «AVK» has been operating in Dnipro market since 2016, it was determined whether all respondents were aware of its functioning and opening of a network of branded stores (Fig. 5).

Thus, it can be said that almost all respondents, 93% are familiar with the «AVK» trademark, and only 7% – are not.

Talking about the awareness of respondents about «AVK» trademark products, the largest share – 47% got acquainted directly in the store, 35% – learned about products through advertising, 10% – were long-time consumers, 5% – responded to the

feedback and recommendations of their acquaintances, and 4% – others (Fig. 6).

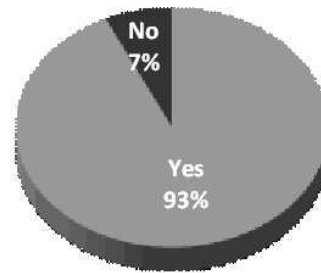


Fig. 5. The popularity of the Dnipro Confectionery Factory «AVK» and its trademark

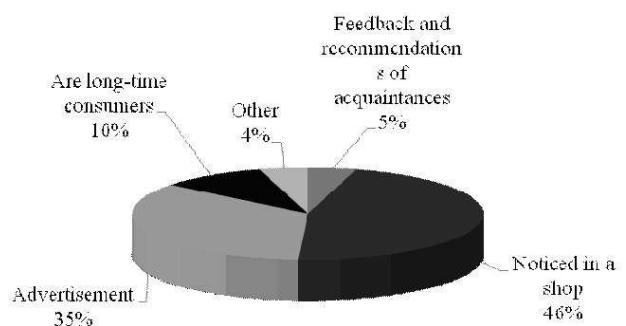


Fig. 6. Introducing respondents to «AVK» trademark
Interesting is the fact that 90% of the

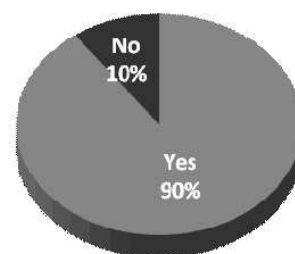


Fig. 7. Characterization of respondents as buyers of «AVK» products



Fig. 8. Proportion of consumers who prefer products of «AVK» trademark

respondents bought the products of TM «AVK», and only 10% – did not buy (Fig. 7).

In the course of the study it was found that 38% of the respondents buy «AVK» trademark products less than once a month, 32% – several times a month, 17% – several times a week, 7% – several times a month, 5 % – do not buy at all, and only 1% – buys every day (Fig. 8).

Unfortunately, most consumers buy «AVK» products less than several times a month, but given that confectionery is not a daily demand product and its shelf life is not quite limited, it can be considered that the purchasing power of «AVK» products is considerable.

The survey showed that «AVK» products are mainly purchased for people themselves and also for their relatives – 72%, as a gift they buy 17%, and 11% – do not buy «AVK» products at all (Fig. 9).

This testifies to the presence of chocolate in the diet of almost every third Ukrainian on average.

The fig. 9 shows that a significant share is made by respondents who buy «AVK» products for themselves, and 13% as a gift. This situation shows a positive attitude towards the trademark, as the products are purchased for personal consumption and as a gift, which increases the consumption properties of the product as a local product.

A very important indicator is the evaluation of «AVK» products by the eyes of consumers, since

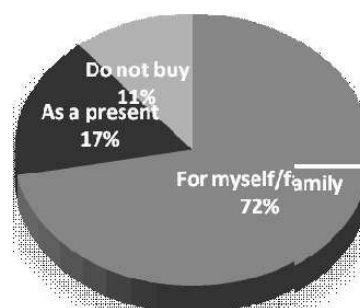


Fig. 9. Who to buy the products for «AVK» respondents

today the consumer is the main player in the market of goods and services. The evaluation was performed according to the main criteria (quality, price, taste, appearance), where each was evaluated on a 5-point scale (Fig. 10).

The fig. 10 shows that the taste properties and exterior design were evaluated at 5 points for each criteria respectively, but the quality and price – at 4 points, so taste is not a reflection of quality, and the price is too high. Indeed, quality today characterizes the consumption properties of any product, and it can be stated that confectionery in Ukraine is not dangerous. Therefore, the overall rating of «AVK» products was 4,5 points.

The attitude to «AVK» was performed on a 5 point scale (Fig.11).

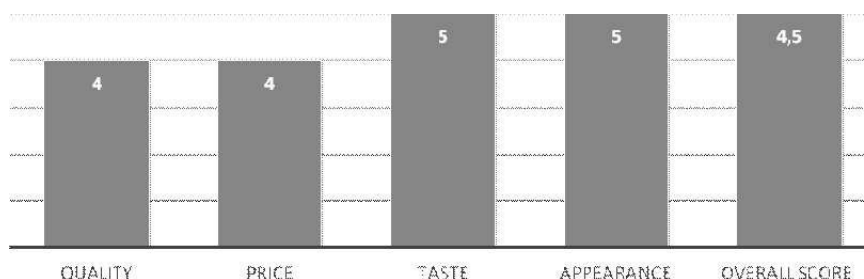


Fig. 10. Evaluation of «AVK» products by the main criteria

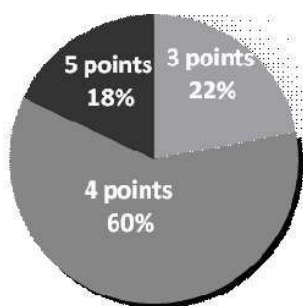


Fig. 11. Evaluation of the respondents' attitude to «AVK» trademark

The fig. 11 shows that 60% of the respondents have a good attitude towards «AVK», 18% – are excellent and 22% – are satisfactory, which indicates a positive attitude, since no one rated the products of «AVK» by 1 or 2 points.

The final question was to determine the possibility of naming «AVK» as a brand (Fig. 12).

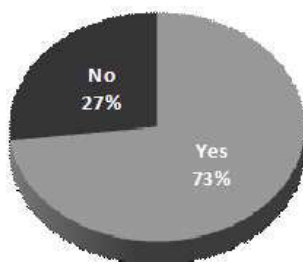


Fig. 12. The possibility of naming «AVK» as a brand

Surveys showed that the largest number of respondents consider «AVK» trademark as a brand namely, 73% and only 27% cannot be named it a brand.

Summarizing the results of the study, it was found that the majority of 43% of respondents surveyed buy confectionery several times a week, 25% – several times a month, 20% – every day and 12% – rarely buy, which indicates the popularity of confectionery in the diet of Ukrainians. The Chocolate Trademark Awareness Survey showed that the highest awareness of trademarks have «Milka» – 99%, «Roshen» – 98%, «Millenium» – 94%, «Corona» – 92% and «AVK» – 90%, and the least well-known are «Biscuit-Chocolate» – 11% and «Chocolate Factory «Ukraine» – 8%, where the most in demand is chocolate of «Milka» – 89%, «Roshen» – 87%, «Millenium» – 73% and 68% – chocolate of «Corona» and «AVK», and practically not in demand is Chocolate of trademark «Biscuit-Chocolate» and «Dominik» – by 5% and chocolate of «Chocolate Factory «Ukraine» – 3%. It should be noted that the choice of chocolate is not significantly influenced by advertising – 70%, but

30% still have an impact, that is, advertising does not always play a significant role in shaping consumer preferences.

Almost all respondents, 93% are familiar with the «AVK» trademark, and only 7% – are not, where the largest proportion – 47% saw it in the store directly, 35% – know about products through advertising, 10% – are long-time consumers, 5% – responded to reviews and recommendations of their acquaintances and 4% – from other sources. It is found that 38% of respondents buy «AVK» products less than once a month, where they mainly buy them for themselves and their relatives – 72%. Considering that confectionery products are not in a daily demand and their shelf life is not limited, it can be considered that the purchasing power of «AVK» products is considerable. The estimation of consumption properties of «AVK» products by the eyes of the respondents is 4,5 points, in their opinion the taste is not a reflection of quality, but the price is too high. At the same time, 60% of the respondents are good towards «AVK» trademark and 73% consider «AVK» as a brand. Namely, 73% – do, and only 27% – cannot be named a brand.

Conclusions

Given the above, it can be argued that the confectionery products are in demand among Ukrainians and chocolate in particular, where the interviewed respondents prefer the Ukrainian manufacturer and their choice practically does not affect, but the quality of the product and its value are key factors. It was pleasant to know about the good attitude towards local «AVK» trademark (60%) and recognition of it as a brand (73%), since this Confectionery Factory has been in the city of Dnipro since 2014 and is the leader in the confectionery industry.

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ДОСЛІДЖЕННЯ СПОЖИВЧИХ ПЕРЕВАГ НА РИНКУ ШОКОЛАДУ

Гармідер Л.Д., Гончар Л.А., Зарецький В.О.

У статті заявлено, що шоколад користується попитом у українців, оскільки за хімічним складом є достатньо цінним продуктом харчування, при цьому ринок характеризується збільшенням обсягів виробництва та є достатньо насиченим, але спостерігається як якісна, так і інформаційна фальсифікація. Саме це сприяло вибору теми, постановці мети і завдань цього дослідження. Метою статті є дослідження поведінки споживачів на ринку шоколаду та визначення прихильності споживачів до торговельних марок. Виходячи з поставленої мети, сформульовано і вирішено такі завдання: визначити основних українських виробників кондитерських виробів, провести анкетування респондентів та з'ясувати, на що звертає увагу респондент при виборі шоколаду та його торговельної марки. Для виявлення споживчих переваг було проведено опитування мешканців міста Дніпро, що проводилося у січні-лютому 2020 р. у форматі анкетування. Анкета містила 15 питань з варіантами відповідей, де визначений об'єм вибірки склав 100 осіб. У статті виявлено, що більшість – 43% опитаних респондентів купують кондитерські вироби кілька разів на тиждень, найбільш впізнаними є ТМ «Milka» – 99%, ТМ «Roshen» – 98%, ТМ «Millenium» – 94%, ТМ «Корона» – 92% та ТМ «АВК» – 90%, а користується попитом шоколад ТМ «Milka» – 89%, ТМ «Roshen» – 87%, ТМ «Millenium» – 73% та по 68% – шоколад ТМ «Корона» і «АВК». За результатами опитування можна констатувати, що реклама не впливає на вибір шоколаду (70%), майже всі опитані, а це 93% знайомі з торговельною маркою «АВК». Дослідження споживчих властивостей продукції ТМ «АВК» показали, що якість є важливим фактором, але смак не завжди гарантує якість. Отримані результати дослідження можуть бути використані керівниками виробничих підприємств кондитерської галузі і торговельних підприємств для підвищення попиту на шоколад і шоколадну продукцію та з метою покращення їх якості.

Ключові слова: ринок шоколаду, торговельна марка, споживчі переваги, прихильність споживачів.

ИССЛЕДОВАНИЕ ПОТРЕБИТЕЛЬСКИХ ПРЕИМУЩЕСТВ НА РЫНКЕ ШОКОЛАДА

Гармідер Л.Д., Гончар Л.А., Зарецький В.О.

В статье заявлено, что шоколад пользуется спросом у украинцев, так как по химическому составу является достаточно ценным продуктом питания, при этом рынок характеризуется увеличением объемов производства и является достаточно насыщенным, однако наблюдается как качественная, так и информационная фальсификация. Именно это способствовало выбору темы, постановке цели и заданий этого исследования. Целью написания статьи является исследование поведения потребителей на рынке шоколада и определение предпочтений потребителей по отношению к торговым маркам. Исходя из поставленной цели, сформулированы и решены следующие задания: определить основных украинских производителей кондитерских изделий, провести анкетирование респондентов и выяснить, на что обращает внимание респондент при выборе шоколада и его торговой марки. Для выявления потребительских преимуществ был проведен опрос жителей города Днепр, который проводился в январе-февреле 2020 г. в формате анкетирования. Анкета имела 15 вопросов с вариантами ответов, где определенный объем выборки составил 100 человек. В статье выявлено, что большинство – 43% опрошенных респондентов покупают кондитерские изделия несколько раз в неделю, наиболее узнаваемыми являются ТМ Milka – 99%, ТМ «Roshen» – 98%, ТМ «Millenium» – 94%, ТМ «Корона» – 92% та ТМ «АВК» – 90%, а пользуется спросом шоколад ТМ «Milka» – 89%, ТМ «Roshen» – 87%, ТМ «Millenium»

– 73% и по 68% – шоколад ТМ «Корона» і «АВК». По результатам опроса можно констатировать, что реклама не влияет на выбор шоколада (70%), практически все опрошенные, а это 93% знакомы с ТМ «АВК». Исследования потребительских свойств продукции ТМ «АВК» показали, что качество является важным фактором, однако вкус не всегда гарантирует качество. Полученные результаты исследования могут быть использованы руководителями производственных предприятий кондитерской отрасли и торговых предприятий для повышения спроса на шоколад и шоколадную продукцию, и с целью повышения их качества.

Ключевые слова: рынок шоколада, торговая марка, потребительские предпочтения, приверженность потребителей.

RESEARCH OF CONSUMER BENEFITS IN THE CHOCOLATE MARKET

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The article, states that chocolate is in demand among Ukrainians, because due to its chemical composition, it is a valuable food product, herewith the market is characterized by an increase in production volumes and is sufficiently saturated, but there are both qualitative and informational frauds. This is what contributed to the choice of topic, goal setting and objectives of this study. The purpose of the article is to investigate consumer behavior in the chocolate market and to determine consumer preferences for trademarks. Based on this goal, the following tasks were formulated and solved: to identify the main Ukrainian manufacturers of confectionery products, to conduct a survey of respondents and to find out what the respondents pay attention to when choosing a chocolate and its brand. In order to identify consumer preferences, a survey of residents of the city of Dnipro was conducted in January-February 2020 in a way of questionnaire. The questionnaire contained 15 questions with options, with a sample size of 100. The article revealed that the majority – 43% of the surveyed respondents buy confectionery several times a week, the most recognizable are «Milka» – 99%, «Roshen» – 98%, «Millenium» – 94%, «Korona» – 92% and «AVK» – 90%. According to the results of the survey, it can be stated that advertising does not influence the choice of chocolate (70%), almost all respondents, and 93% are familiar with the «AVK» trademark. Studies of the consumer properties of «AVK» products have shown that quality is an important factor, but taste does not always guarantee the quality. The results of the study can be used by leaders of confectionery manufacturing and trading companies to increase the demand for chocolate and chocolate products and to improve their quality.

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