MONITORING OF THE FOOD PRODUCTS MARKET TROUGH MARKET RESEARCH

MONITORIZAREA PIEŢEI PRODUSELOR AGROALIMENTARE PRIN STUDII DE PIAŢĂ

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Abstract: *The market study is a way by which the knowledge, needs, desires, preoccupations and the community plans can be estimated and represents the starting point in taking decisions within all the organizations. The constituent elements of the market, which makes the subject of the market research, may be the consumers, the channels of distribution, competition. The market studying is one of the major components of the marketing research. A selection of the market studies of the other marketing researches is surprised in two aspects: 1. one of quantitative order, which summarizes the rest of the marketing researches at the carried out investigations in the upstream market, in the sphere of needs and consumption, and the downstream market, in the sphere of products behavior at consumer or in the post-consumption; 2.one of qualitative order, which includes in the marketing researches, other then the market studies, the investigations of great complexity comprising the entire field of the consumer, before and after the administration of the market study.*
Key words: market study, food products, consum*er*

Rezumat: *Studiul de piaţă este o cale prin care cunoştinţele, nevoile, dorinţele, preocupările şi planurile comunităţii pot fi estimate si reprezintă punctul de plecare în adoptarea deciziilor în interiorul tuturor organizaţiilor. Elementele constitutive ale pieţei, care fac obiectul studiului de piaţă pot fi consumatorii, canalele de distribuţie, concurenţa. Studierea pieţei face parte dintre componentele principale ale cercetărilor de marketing. O departajare a studiilor de piaţă de alte cercetări de marketing este surprinsă în două aspecte: 1. unul de ordin cantiatativ, care rezumă restul cercetărilor de marketing la investigaţiile desfăşurate în amonte de piaţă, în sfera nevoilor şi a consumului, şi respectiv, în aval de piaţă, în sfera comportării produselor la consumator sau în cea a post-consumului; 2. unul de ordin calitativ, ce include în cercetările de marketing, altele decât studiile de piaţă, investigaţiile de mare complexitate, ce cuprind întregul câmp comportamental al consumatorului, înainte şi după înfăptuirea studiului de piaţă.*
Cuvinte cheie: studiu de piaţă, produse agroalimentare, consumator

INTRODUCTION

Without SMEs it wouldn't exist a enterprise market, and implicit without enterprise market, there wouldn't exist market researches. The constituent elements of the market which makes the object of the market study can be the consumers, the

distribution channels, competition. Studying the market is one of the main components of the marketing research.

MATERIAL AND METHOD

The main techniques of market study are: the qualitative studies, documentary studies; surveys and panels.The qualitative market studies allow understanding the act of purchase, shaping the company image, innovation. To uncover the hidden motivations of the consumers is resorting to the indirect methods of obtaining the information (free discussions, semi direct discussions, group meeting etc.).

RESULTS AND DISCUSSIONS

The market study is a way by which the knowledge, needs, desires, concerns and the community plans can be estimated. It represents the point of starting in taking decisions in all the organizations. The constitutive elements of the market, which makes the object of the market study, can be the consumers, the distribution channels, competition. Studying the market is one of the main components of the marketing research. The most important companies are from the market researches domains are:

Table 1

Top ten firms specialized in market research

Company	Country	Number of countries in which it has branches
1. AC Nielsen Corp.	USA	80
2. IMS Health Inc.	USA	74
3. The Kantar Group	Great Britain	59
4. Taylor Nelson Sofres plc.	Great Britain	41
5. Information Resources Inc.	USA	17
6. VNU Inc.	USA	21
7. NFO World Group Inc.	USA	38
8. GFK Group	Germany	34
9. Ipsos Group S.A.	France	24
10. Westat Inc.	USA	1

A selection the market studies by other marketing researches is captured in two aspects:

a)   one of quantitative order, which summarizes the rest of the marketing researches at the carried out investigations in the upstream market, in the sphere of needs and consumption, and the downstream market, in the sphere of products behavior at consumer or in the post-consumption;

b)   one of qualitative order, which includes in the marketing researches, other then the market studies, the investigations of great complexity comprising the entire field of the consumer, before and after the administration of the market study.Worldwide the Organization for Agriculture and Alimentation (FAO) divides the alimentary products, in term of nutritive value, in three main groups agro-nutritional, according to the table nr. 3.

c)

Table 3

Agro-nutritional groups

Agro-industrial groups	Proteins %	Lipids %	Carbohydrate %
Rich products in carbohydrates			
Cereals	10	4	86
Tuber	5	2	93
Sugar and honey	-	-	100
Fruits and vegetables	12	6	82
Rich products in proteins			
Legumes	25	6	69
Meat and eggs	23	75	2
Fish and sea fruits	59	32	9
Milk and milk products	24	50	26
Rich products in lipids			
Nuts and oilseeds	20	61	19
Fat material	-	100	-
Vegetable products	8	12	80
Animal products	22	70	8

The milk and milk products, nuts and oilseeds may be considered as being products with balanced nutritional function. They provide carbohydrates and proteins in approximately equal amounts (20-25%), the rest being represented by lipids.The third category, comprising about one type of basic nutritive substances (carbohydrates, lipids, proteins), is represented by the fat material (100% lipids), sugar and honey (100% carbohydrates), as well as and tuber (93% carbohydrates). This division of the alimentary products according to their nutritional value helps in determining the daily menus and targeting the food consumption in various situations.

Monitored categories

The monitored category by the M.E.M.R.B. Romania is divided into three major classes: bi-monthly long, by-monthly short and monthly. In the monthly (the short visit), which is the most important category, the ideal timing of the visits is at an interval of thirty calendar days, and if from objective reasons can't be respected this term, the scheduling can still frame between twenty-five and thirty-five days.In the short by-monthly and the long one, the ideal programming of the visits is at sixty calendar days, but it may fall between fifty-five and sixty-five days. Not respecting the visit dates, both in short visit and in the long one, leads to the apparition of another factos which contributes at the errors increase.For all monitored categories by M.E.M.R.B. Romania are recorded:

NAME/ VARIANT/ TYPE/ NET WEIGHT/ PACKAGING/ PRODUCER

At *name* is specified the recorded brand, and if it doesn't have is passing the manufacturer of that product. *Variants* are having only certain products. Usually the variant is immediately written after the product name. At the *product type* is specified certain subdivisions which could frame the respective product. The *net weight* is the product weight included on the packaging. If on the packaging are more measure

units, are recorded all in the description.The *packaging* can take several forms, after the description and M.E.M.R.B standards, namely: plastic bag (Plbag); bag of aluminum (Albag); paper bag (Pabag); glass packaging (Glass), which may be non-returnable (Gnrb), or returnable (Grb); plastic bottle (Pet or Plbottle); plastic bottle with metal lid (Qpack); barrel, which is found only in Hoerca type stores; carton box (TP or papbox); metal box (Can); Plastic box (Plbox);The *producer* may be local or international and is specified in the product description. To understand better these issues of description, we give and example, such as describing the still juices.Recorded name: Cappy, PrigatType: still drink, which contains fruit pulp by 24%; nectar, with fruit pulp more than 25%; juice, which contains fruit pulp 100%The flavor, meaning the fruit from which the product is made.Weight is specified on the packaging.Packaging: still juices may exist in canister (Can), plastic bottle (PET), carton box (TP), returnable bottle (Grb), at not returnable bottle (Gnrb), at plastic cup (Plcup). For these types of packaging is noted that corresponds to the monitored product, found in the respective shop. Producer: is noted the producer from the package and is mentioned that is local or international. In the view of the comparative analysis are taken into account the market studies carried out at two stores, completely different, both in terms of the store type and from sales point of view. The purpose of this analysis is to see the sales reports of the two stores, of different surface. It will be taken into account the acquisitions in a month in the range of Danone products, products which are part of the group I proposed by the Gontea professor, and the acquisitions in a month at the sour soft drinks from the Coca-Cola range, drinks which are found in the last group of classification of the alimentary products, after the Gontea professor. The proposed stores for this analysis are "Givis Prod", which has a sales are of 16 square meters and is a small grocery, and "Comir International", with a sales surface of 100 square meters, which is a superette. Both stores are in Bucharest. The presented purchases in the table, are acquisitions made by the two stores between 29.03.2008 – 29.04.2008.The comparative analysis of the two stores in terms of purchasing several products from Danone range is presented in the following table:

Table 5

The acquisitions of the two stores at few products from Danone range

Danone Products	Givis Prod	Comir International
Activia Musli 125 g	-	12
Actimel Multifruit 4x 100g	-	10
Danone Cremosso 125g	8	60
Danone Cremosso 400g	-	15
Delicious cherries/ fruit woods 4x125g	3	6
Delicious strawberry/ apricot 4x125g	3	18
Frutissima strawberry 4x125g	-	3
Danonino vanilla/raspberries4x50g	-	6
Natural yougurt 4,4% 4x150g	6	80
Natural yougurt 4,4% 400g	6	84

It can be seen clearly from this table that the acquisition of Danone products in a period of one month varies greatly from one store to another. From the table 5 is observed that the store "Givis Prod" doesn't purchase all the Danone products, that "Comir" is purchasing, which it urges the consumers to purchase products that open a much wider range, the stores were they can choose. A big difference, of several dozens of pieces is and the natural yogurt of 400 g, both and at the natural small yogurt of 4x150 g, products purchased by the two stores always in a month. In conclusion, referring to these values we can say that the "Comir" store sells Danone products several times more than the "Givis" shop. Similar with the acquisition analysis of Danone products, it will be made a comparison and in what concerns the acquisition of some products from Coca-Cola range, comparison presented in the Table 6.If at the milk products from Danone range the acquisition difference in a month was very big, in the case of soft drinks from Coca-Cola range isn't noted a very big difference on the acquisitions level, and implicitly on the level of sales, which can be observed in the figure number 1, which graphically illustrates the data from the table.

Table 6

The acquisition of the two stores from the Coca-Cola range

Coca-Cola products	Givis Prod	Comir International
Cola 0,5 L	36	36
Cola 1 L	18	18
Cola 2 L	120	120
Cola light 0,5 L	-	12
Cola light 1 L	-	9
Cola light 2 l	-	36
Fanta orange 0,5 L	12	24
Fanta orange 1 L	9	27
Fanta orange 2 L	36	48
Sprite 0,5 L	12	24
Sprite 1 L	-	18
Sprite 2 L	12	24

And from the table both from the graphic number 1 it can be seen clearly what differences are between the two stores at the Coca-Cola products acquisition. A notable difference is the fact that the "Givis" store didn't acquired in the period 29.03.2008 – 29.04.2008 products from the Coca-cola Light range, of any kind. There are some differences in the number of pieces purchased by the two stores, but there aren't considerable differences. We can conclude that most customers of milk products prefer to supply from stores that open a wide range of products, and in the case of refreshing drinks, the consumers buy from anywhere, because the soft drinks are the products with the highest prevalence in almost all types of stores. Having in view the values from the two tables, we can say that both the volume of purchase and the implicitly the volume of sales is much higher in the Comir store. In this case is remarked a direct proportionality between the volume of purchase and sales of the store.

CONCLUSIONS

1. Studying the phenomena and the economic processes within the market is a vital necessity for the modern enterprise. The market study covers a very broad thematic area, caused by many phenomena and market particularities, as well as and the objectives that the enterprise can fix them.

2. The comparative analysis is a main part in the management company trough which is taken decisions concerning the quality strategy, in relation to the market fluctuations.

3. After the market study made at the two stores, it can be observed that the purchase level in the period 29.03.2008 – 29.04.2008 and implicitly the sales level, in the case of milk products from Danone range is much larger that at "Givis" store.

4. In the case of Coca-Cola refreshments the differences of acquisitions and at sales aren't so bug, because these products, which enters in the category of the alimentary products, are having a percent of opening much higher, in almost all the types of monitored stores by the M.E.M.R.B, because these products are mostly consumed.

5. At the milk products from Danone range is remarked, both from the table nr. 6 and from the afferent chart of the table, a direct proportionality between the surface of the store and sales level.

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