

NUTRITIVE MARKETING AND ANALYSIS OF CONSUMPTION BEHAVIOUR FOR HONEY

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Abstract

In the last couple of decades, the trend of buying healthy food and production of the industry for healthy food have risen significantly. Governments as regulatory bodies should promote campaigns for living healthily and bring awareness to consumers and their health condition, and also support companies from the industry of healthy food with various comforts, such as subventions. In order to awake the awareness of consumers for taking action in terms of balancing health and wellbeing via healthy food, companies, as parts of the healthy lifestyle chain, should take measures to inform, convince, and remind the consumer by highlighting the nutritive qualities as a main message.

The subject of research of this paper is the theoretical development of a new methodology in the field of marketing, aimed toward the significance of the nutritive qualities of alimentary products, towards the consumers' behavior by using concepts for highlighting the nutritive qualities and components that affect people's health and wellbeing. This methodology causes a new concept of marketing, i.e. Nutritive marketing, which includes five principles (5N). This research is justified with implementing the principles of nutritive marketing of honey as a product with high nutritional value. One of the principles of nutritive marketing is the way of determining the degree of the influence of the nutritive determinant toward consumers' behavior.

The paper shows a partial implementation of the nutritive marketing of honey, and for that purpose, we surveyed citizens from Skopje as a target group of the study, because of the fact that Skopje is a metropole –

the biggest city in Macedonia and the greatest number of the population lives in Skopje. Taking into consideration that the number of respondents is closely connected to the importance of the given answers, the preliminary study refers to 300 respondents aged 25 and over, and with the aim of getting determinative results, the respondents were chosen randomly. The survey was anonymous and direct (not electronic) in a hard-copy format. The survey questionnaire contains a total of thirteen questions. It is divided into two parts. The first part (general part) and the second part of the questionnaire contains thematic questions that are related to the marketing research of the honey consumers. Then, a further data analysis has been made from the survey. The analysis has been supported by creating several statistical models, part of which is the model for correlational analysis and the model for patterns distribution.

The new concept called Nutritive marketing will allow for getting information about how much the consumer is informed about the nutritive qualities of the alimentary products, about the product's quality, and its meaning in the industry of healthy food. By using this concept the benefit could be triple: benefit for companies by implementing a successful marketing strategy and profit, benefit for citizens by consuming healthy and safe alimentary products, and, finally, benefit for the country.

Key words: *Nutritive marketing, Nutritionism, Nutritive qualities, 5N, Consumers' behavior, Honey.*

1. Introduction

Nowadays, great attention is dedicated to consumers' behavior as one of the European perspectives [1], which is researched through various marketing concepts, with the aim to help companies get information on how to please requests, wishes, and needs of the consumers and directly affect the success of the company from all aspects. This task is a complex one because there is no ready formula about human behavior while buying something, and often times the buyers themselves don't know what affects their buying. Despite its variability, the way people behave while buying can be represented as a complex system, set with the help of the dynamic modelling and creating models. As a result, we can research the nature of human behavior while buying, in all parts of its complexity as well as to analyze all dynamic behaviours in a range of presumptions and conditions.

In researching consumers' behavior and developing marketing strategies, it is necessary for scientific methodologies and concepts to be included by using modern technology, such as: database management system (DBMS); geographic information system (GIS), [2, 3, and 4], which allows for creating systematic models which can describe the current state and project the future, and further analysis of data bases by using methods of data mining, which will allow for getting good information for consumers' behavior [5, 6, and 7].

In the last couple of years, diseases prevention is an important part of social life and it is moving toward the direction of consuming healthy food more and more every day. Ours and other research show that the number of consumers of alimentary products who pay attention to their diet and think more about the nutritional qualities of alimentary products is getting higher and higher, [8, 9, and 10]. This information is significant for the bigger companies of the alimentary products industry, because understanding consumers' behavior, especially in the part of nutritive qualities of alimentary products, [11], identifies the different elements that stimulate shopping and can help in expanding the brand profile, its improvement and development.

The marketing campaign also needs to take into consideration the long-term consequences or the potential danger that comes from their consumers' demands. Although these suggestions are important for developing countries, they become even more critical in international marketing campaigns. It is also important for users to recognize their role in assessing health demands and the comparison of the product. While those who are advertising are aware of the necessity of authenticity in advertising, sometimes their wish to sell certain products shadows the process of revealing the true nutritive qualities. Companies which advertise should take into consideration that false or unclear

health claims can have the potential to cause economic hardships, diseases, or even death. Marketing communicational strategies which are used in developing countries should be subjected to highest standards of exposing the truth in advertising. Creating a so called Nutritive marketing is significant, because it will determine the degree of influencing the determinant - nutritive qualities (vitamins, minerals, and other significant elements for the human organism) while buying alimentary products [12], and it will allow creating a successful marketing strategy.

1.1 Nutritive marketing

Nutritionism as a science is rising, whereas a so called Nutritive marketing as a novelty in the area of marketing, is an innovation received on the basis of our research, which needs to be applied and included in the process of planning and in marketing conceptions, with the aim of: achieving improvement in the part of emphasizing the nutritive qualities of alimentary products, developing better alimentary products, better rank and place on the market, which will bring benefits for companies (and lower competition), consumers, and society. This marketing concept for consumers of nutritive food will mean greater knowledge, creative awareness, real availability, as well as all benefits given with consuming alimentary products.

Nutritive marketing represents a concept of creating bases that enable ways of emphasizing the nutritive qualities of products toward improvement of people's health. The main accent of nutritive marketing is in the part of influencing consumers and their knowledge, clarity, and availability of the product with its nutritive qualities and components in the part of perceiving benefit from it as well. Consumers can be oriented toward products with internal health benefits which are actually well-designed, wished-for, of good-quality, safe and tasty alimentary products where you can clearly read about the benefits.

One part of the nutritive marketing principles is a social process which will affect companies by creating concrete and clear values, by investing and usage in nutritive marketing as a process of innovation where individuals and groups of consumers get what they need and want, via clearly-defined aims by companies.

Although encouraging people to eat more healthy food is in rise, you can only promote better health through nutritive marketing, with more efforts by companies which will emphasize introducing this type of marketing, which offers more opportunities for promotion and taking a higher place on the market.

Nutritive marketing analyses consumers' behavior in the area of influencing the nutritive qualities of food, and analyses what can be done to improve their diet,

uses concept for emphasizing nutritive qualities and components that affect people's health and well-being. The real challenge in nutritive marketing is in spreading new tools for companies. If these were to be implemented, they could lead to positive and optimal solutions benefiting consumers and the company.

With marketing communication, companies aim to inform, convince, and remind the current and potential consumers, but that communicational message needs to be clear, whole, and at the highest level, by taking measures of leading the consumer to think and bring the right decisions while buying. In order to wake the consumer's responsibility about taking action for balancing health and well-being, companies-producers must invest in nutritive marketing as a crucial tool in the chain of consumers' healthy living style as a part of the personal determinant. The promoting strategy needs to be worked-out in detail and to see its importance through creating optimal decisions and directions while choosing products, and to mark off products that have emphasized nutritive qualities as an innovative way for companies.

The aspect of industry for healthy food is not only financial and commercial. The industry itself is aiming to improve consumers' health, which is at the same time a socially-responsible approach. The awareness of a bigger level of health among people needs to be encouraged and supported with government regulative, by various campaigns, laws, and regulative instruments of introducing nutritional marketing.

With introducing nutritive marketing, the intake of financial resources of companies is instigated, and it represents a working concept of an economical process regulated with the current functions and aims, which means their optimal realization with clearly-put aims and principles. One of the issues that companies face nowadays is not deficit of products and utilities, but deficit of consumers. And the incentive that could affect the interest of consumers toward a particular product is nutritive marketing.

Companies need to invest in nutritive marketing because the politics of companies itself would be a unique story and a good incentive for business support via sending real messages to the real audience. If the product or the service have excellent qualities, but no one knows about it, success won't be a feature. Additionally, companies need to communicate with the existing clients, with the aim to answer their needs, to support products/services or to find a way to keep the current consumers, by introducing this novelty. Everything adds up to the fact that a business must supply its story to potential clients in the right way, in order to inform them about its existing. But, the representation of the product itself needs to be complete and oriented toward nutritive marketing.

In comparison, modern marketing mix is based on a couple of principles, for instance 4P (1. Product, 2. Place, 3. Price, 4. Promotion, or 5P, 5. People etc.), [13], whereas our research on the influence of nutritive qualities over consumers' behavior has led to the realization that nutritive marketing needs to be based on three five principles, so called 5N:

- 1N - Nutritive qualities: analyses, selection, definition, postulation;
- 2N - Nutritive quality: emphasizing, informing, analysis, directions, and maintaining, and
- 3N - Nutritive benefits: information, creating awareness, convenience and enticement, value.
- 4N - Nutritive strategy: analysis of the competition and orientation toward new ways of emphasizing nutritive qualities, by analyzing world trends as well as highlighting the importance of nutritive qualities, and highlighting the importance of the relation between the marketing campaign of companies and the industry of healthy food
- 5N - Nutritive integration: it represents a ratio of the exchange of opinions and ideas on international level in terms of improving the quality of the products and presenting the novelties in the part of the healthy food industry

1N - Nutritive qualities

An analysis is including: the type of nutritive qualities contained in the product, what are the nutritive qualities that are emphasized in the product, selecting the main nutritive qualities, their concrete definition and postulation.

2N - Nutritive quality

Emphasizing the health facts and informing consumers about the health benefits. Directions lead to the part of maintaining the current quality and/or finding new ways to enhance the quality by finding out creative solutions and optimal directions toward improving the current product and its emphasis.

3N - Nutritive benefits

Informing the consumer in order to acknowledge the benefits, before buying the product, working in the part of consumers' conscience, developing an awareness in the part of buying that they buy exactly what they want to buy, by creating opinions of getting good long-term health benefits. A proper packing is very important, but declaration is even more important, where nutritive benefit will be clearly stated, with the help of which the consumers will be lead to buying the product, but also to develop awareness about how

much can this product offer. Also, creating opinions is important for a higher value of the product and the post-buying behavior which will make for buying the product once again, to say good things about it, to pay less attention to other brands and advertisements, and to buy other products by the same company.

4N - Nutritive strategy

This principle includes analysis of the competition and orientation towards newer ways of emphasizing the nutritive qualities, by analyzing world trends as well as highlighting the importance of nutritive qualities, and highlighting the importance of the relation between the marketing campaign of companies and the industry of healthy food. In order to wake the consumer's responsibility about taking action for balancing health and well-being, companies-producers, as a link to the chain of a healthy living style, need to take action to inform, convince, and remind the consumers about the benefits of healthy food, by highlighting the nutritive qualities as a main message. Among the healthy decisions of people, we can mention the decision of choosing to eat healthy food. Marketing communications for nutritive qualities are the ones who need to influence the decision making of the consumers. Marketing campaign, despite the need to inform, convince, and remind, also has the aim to differentiate between what the company offers and what its competition offers on the market. The main difference that will be of key importance is in the part of the totality of the product that will be offered.

5N - Nutritive integration

The principle of nutritive integrity represents a ratio of the exchange of opinions and ideas on international level in terms of improving the quality of the products and presenting the novelties in the part of the healthy food industry. It also means creating an optimal nutritive marketing concept which leads to success. Evaluating the current state of the business and directions which will lead toward future effective and current marketing processes. First, the process leads to identification of the whole market and comprehending the current state of the company, and then, towards introducing training, seminars and workshops divided in branches and the possibility for availability of this type of marketing.

It is important for alimentary food industry and companies related to it to understand the gravity of this issue and to invest in the nutritive marketing area, which would lead to an optimal visual identity and uniqueness. This will make for affirmation of the consumers' care. They will get products in the example of the most modern ones. With that, the benefit of the nutritive

marketing will be triple: bigger profit and success of the companies, benefit for consumers for a healthier and safer diet, as well as economic and social benefit of the country.

2. Materials and Methods

The survey study was conducted in March 2017 in the city of Skopje. We surveyed citizens as a target group of the study, because of the fact that Skopje is a metropole - the biggest city in Macedonia and the greatest number of the population lives in Skopje. Taking into consideration that the number of respondents is closely connected to the importance of the given answers, the preliminary study refers to 300 respondents aged 25 and over, and with the aim of getting determinative results, the respondents were chosen randomly. The survey was anonymous and direct (not electronic) in a hard-copy format. The survey that was carried out gave relevant data that will help for a further usage in another analysis that would result with final conclusions in understanding this research.

The survey questionnaire contains a total of thirteen questions. It is divided into two parts. The first part (general part) of the questionnaire contains demographic socio-economical questions. With these questions, we will get information referring to: gender, age, education degree, and monthly income of the respondents, which will give a clear picture of the participants in the study. The second part of the questionnaire contains thematic questions that are related to the marketing research aiming to see: how much do respondents pay attention to eating healthy food, whether they are familiar with the benefits of honey in their diet, whether they are familiar with the nutritive qualities of honey and that honey has a high energetic level due to the carbohydrates in it, including simple sugars, different from complex sugars such as the crystal white sugar, whether they are familiar with the fact that honey contains numerous vitamins and minerals, whether the nutritive qualities stated on the declaration can influence them when choosing the type of honey, and whether the logotypes for organic production, quality, and safety of the honey can affect when choosing the type of honey. Here are four questions of the survey, showing parts of the results of this survey research:

Question 5. Do you pay attention to eating healthy food? (answers: yes, no, and partly).

Question 7. Are you familiar with the benefits of honey in people's diet? (answers: yes, no, and partly).

Question 8. Are you familiar with the nutritive qualities of honey? (answers: yes, no, and partly).

Question 9. Evaluating the most important factor while choosing honey with grades from 1 to 5 (factors:

packing, colour of honey, price, nutritive qualities of honey (degree: lowest 1 highest 5)).

The first analysis refers to the correlation between the answers of the survey. A complex correlation among three variables (R), among questions 5 (y), 7(x1), and 8 (x2) of the answers yes and partly has been analysed via the created model for correlation.

$$R_{y,x1x2} = \sqrt{\frac{r_{x1y}^2 + r_{x2y}^2 - 2r_{x1y}r_{x2y}r_{x1x2}}{1 - r_{x1x2}^2}}$$

3. Results and Discussion

Figure 1 shows the received amounts for the coefficient of correlation analytically and graphically. This survey claims that there is moderate relation between consumers' knowledge about the benefits of honey and its nutritive qualities, and paying attention to eating healthy food.

The second analysis refers to the factors that influence the consumers' behaviour while buying honey (Figure 2). It can be seen that the highest-percent factor while choosing honey (25.6) is its taste, but other factors are also important.

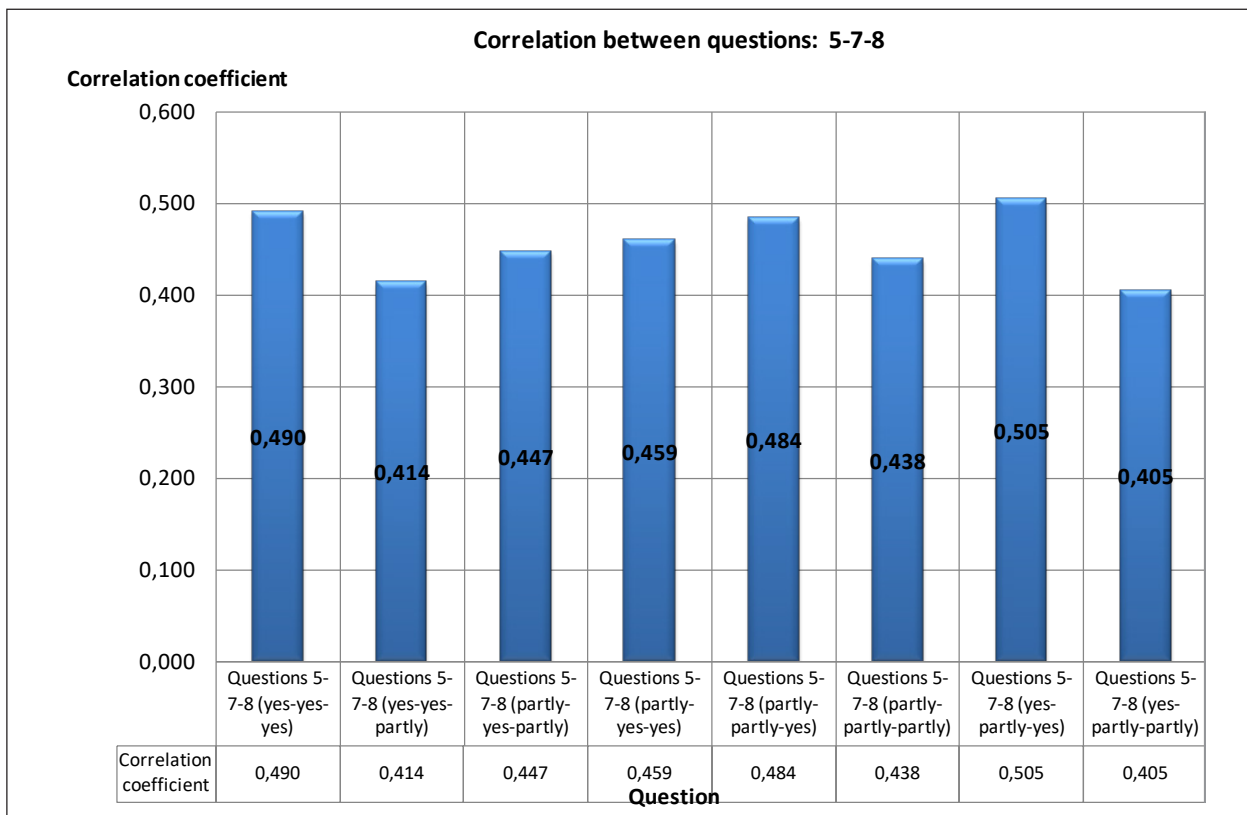


Figure 1. Correlation among questions 5-7-8

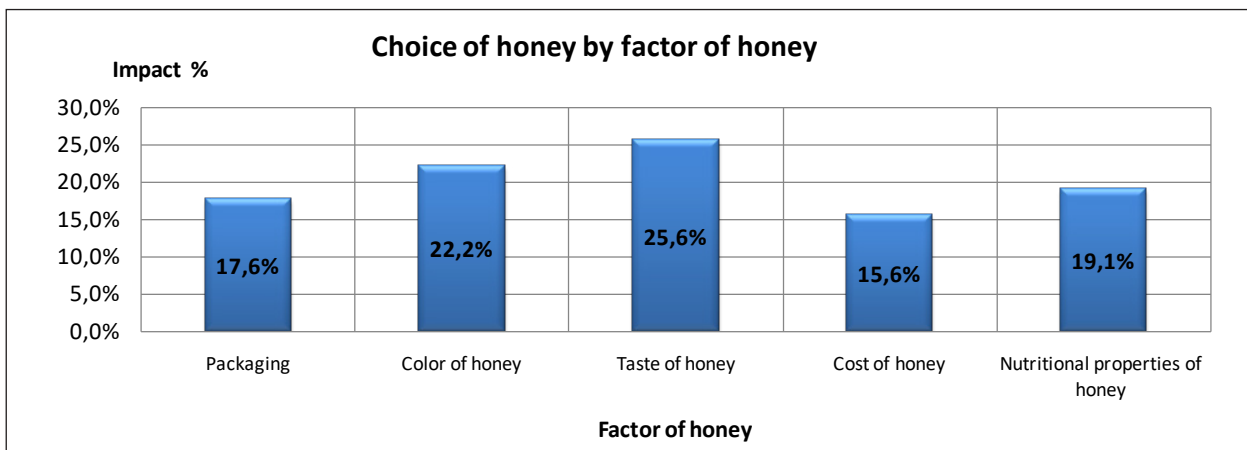


Figure 2. Influencing factors while buying honey

Stating the nutritive qualities for certain food means information about the presence of energetic value and certain nutritive substances in the product. The obligatory supply of nutritional information on the package would help in the diet activities as a part of the public health policies, which could include scientific recommendations about nutritive education meant for the public to support choosing food based on knowledge. Certain nutritive elements are important for the public health. Therefore, when stating the nutritive qualities, the quantity of nutritive substances in the product needs to be added. The aim of declaration of nutritional values is to supply a basis for the last consumer to make decision based on knowledge and to easily understand the information given in the declaration.

Honey is a product or food that has a great nutritive value. In the following text, honey is represented through nutritive marketing.

3.1 Principle 1N: Analysis of nutritive qualities in honey

Bee honey contains over 70 different substances that are needed for the development and functioning of the human body. The basic and most important components of honey are carbohydrates. They represent 95 - 98% of the dry substances. Carbohydrates in honey can be presented by 2 monosaccharides, 11 disaccharides and 12 oligosaccharides. A good part of these sugars cannot be found in plants or animals, but are synthesized only by the action of the enzyme invertase on nectar and secretion. Out of all sugars found in honey, the greatest part (over 68% in nectar honey and over 62% in secretion honey) go into monosaccharides – glucose and fructose, conjoined in the term invert sugar. Invert sugars give honey a greater biological and prophylactic value, because they go unchanged through blood, without significantly changing blood sugar levels.

Bee honey from various plants contains up to 5%, and some types (acacial, lavender, dew honey) or even up to 8 - 10% sucrose (cane-sugar). If bees are exclusively fed with floral pasture, the transformation of sucrose into invert sugar, is, almost always done fully, and therefore, that type of honey contains an insignificant amount of sucrose (less than 1%). If bees are purposely given sucrose, then they don't have time to invert it, so that type of honey has a greater amount of sucrose and a weaker quality. This occurrence can also be seen when the baskets are taken near a sugar factory or trading warehouses, because bees find huge amounts of sucrose in them.

Bee honey also contains organic acids in very little amount: formic acid, oxalic acid, lemon acid, wine acid, apple acid, pyroglutamic acid, glucose acid, valerian acid, benzoic acid, and some other upper oil acids. A

great part of these acids is contained in honey in terms of esters, which give honey a specific flavor.

Honey also contains salts (phosphates, chlorides, and sulfates the most) and micro as well as macro elements (tin, sodium, calcium, phosphorus, sulfur, chlorine, magnesium, iron, aluminum, mercury, manganese, chromium, zinc, silver, arsenic, cadmium, titanium, etc.).

The quantity of proteins found in honey is insignificant. They vary from 0 to 1.67%, with secretion honey containing more proteins compared to nectar honey.

Bee honey contains 18 types of amino acids: lysine, histidine, arginine, aspartic acid, threonine, serine, glutamic acid, proline, glycine, cystine, valine, methionine, isoleucine, leucine, tyrosine, phenylalanine, and tryptophan. Out of all, proline's quantity is the highest with 80% of the whole content of amino acids.

Honey also contains various enzymes - invertase, diastase (amylase), catalase, acid phosphatase, glucose-oxidase, polyphenol oxidase, peroxidase, esterase, and proteolytic enzymes. Honey contains the following vitamins as well: A, B, B2, B3, B5, B6, B7, B9, C, E, and K.

Bee honey contains insignificant amounts of lipids, which consist of triglycerides, sterols, phospholipids, free fatty acids (palmitic acid, oleic acid, lauric acid, stearic acid, etc.) and esters of the fatty acids.

After the analysis of the nutritive qualities, their selection needs to be done in terms of which will be explained to consumers and stated in the declaration of the product. For that purpose, our research continued with a survey study, starting with a thesis that the product is meant for consumers and as such, it needs to meet and reach their needs and requests, but an analysis about the influence of the nutritive qualities of honey over consumers' behavior also needs to be done. The main purpose of this survey study is to detect factors that influence consumers in their choice of honey, opinions about the determinant of nutritive qualities in honey, tagging (declaration) of honey as a product, and questions connected to the politics of honey as food.

3.2 Principle 2N: Nutritive quality of honey

Out of all life victuals that people use in their diet, honey, due to its harmonic relation between different ingredients and the complexity of the biological segregation among the most important ones. The nutritive and curing value of honey is well known since the dawn of times. The main ingredient of honey is sugar and sugars give it a high-caloric valuable food, especially because sugars in honey are monosaccharides (simple sugars), opposite of the complex sugars such as the crystal white sugar.

As a resource of mineral substances and a great number of vitamins which are necessary for every human body, honey has a great nutritive quality. Minerals and vitamins are necessary for a normal function of the human body. It contains mineral substances such as: calcium, magnesium, natrium, sulfur, chlorine, and iron, and also contains mineral substances that the human body needs in smaller amounts, such as: copper, iodine, manganese, cobalt, zinc, and molybdenum. From the vitamins, it contains A, B, B2, B3, B5, B6, B7, B9, C, E, K. All of these non-organic substances have an important role in the process of forming the quality of honey.

The emphasis of the nutritive quality is, of course, a key element which influences the decision-making process when people buy honey as a safe and good-quality food.

3.3 Principle 3N: Nutritive benefits of honey

Doctors and nutritionists have confirmed that the value of honey does not come only from sugars, but also from its mineral content, the vitamins, enzymes, and the antibacterial substances in honey, which give it a unique importance in the diet of people from different categories, especially children and older people. Many doctors recommend honey in the diet of children as a complementary product, to exclude the crystal white sugar as much as possible, and replace it with honey. Also, for older people it is recommended to consume honey because it strengthens and betters the function on almost all organs and that's why in many countries honey is called "milk for the old".

As a resource of mineral substances and vitamins, which are necessary for every organism, honey has a great nutritive quality. Mineral substances are necessary for a normal functioning of our body. Honey contains substances that our body needs in greater amount, such as calcium, magnesium, sulfur, chlorine, and iron. Also, it contains mineral substances that our body needs in smaller amounts, which are actually traces. Those include copper, iodine, manganese, cobalt, zinc, and molybdenum. All of these non-organic substances have an important role in building the skeleton, enter the structure of cells and act on the enzyme system. The mineral substances such as copper, iron, and manganese, are important for blood maintenance. Honey as food has a huge value in comparison to the crystal white sugar. The human organism is forced to dissolve these sugars into simple ingredients, whereas sucrose from the nectar is dissolved with the help of the ferment invertase by bees. With this, the human body is freed from the effort of dissolving, by which glucose goes directly from the digestive tract into the blood, and the same happens with fructose, but a bit

more slowly. Honey is very important for people with weak digestion or if their organism does not produce the enzyme invertase and amylase. Lately, there has been many proves that the excessive usage of the sucrose in the form of crystal white sugar and the various syrups can be very harmful for the human body. A lot of research can be noted that confirms the connection of heart diseases with the excessive usage of white crystal cane sugar and sugar-beet. These negative aspects are not found for honey usage. Honey is a great source for calories that influence the rising of the strength levels in organism among sportsmen and people who work with effort a longer or a shorter period. Life tempo of the modern man is exhausting, so consuming honey will positively influence on the productivity of work. Every-day usage of honey in the diet would also affect for improving the active lifestyle.

Honey is a product that can be used daily by people of all ages. Honey is recommended in the diet of children, sportsmen, or adults that work a difficult physical or mental job. Honey is used as food in a clean state or as a sweetener instead of sugar (in coffee, milk, tea, lemonades). It is also used in confectionery for making a great number of confectionery recipes, where honey gives not only a sweet taste and a characteristic flavor, but also a better taste, longer storage and structure in comparison to the sweets prepared with sugar.

3.4 Principle 4N - Nutritive strategy of honey

This principle includes analysis of the competition and orientation towards newer ways of emphasizing the nutritive qualities, by analyzing world trends as well as highlighting the importance of nutritive qualities, and highlighting the importance of the relation between the marketing campaign of companies and the industry of healthy food. Marketing communication for nutritive qualities are the ones who need to influence the decision making of the consumers. Marketing campaign, despite the need to inform, convince, and remind, also has the aim to differentiate between what the company offers and what its competition offers on the market for honey.

3.5 Principle 5N - Nutritive integration of honey

The principle of nutritive integration represents a ratio of the exchange of opinions and ideas on international level in terms of improving the quality of the products and presenting the novelties in the part of the healthy food industry. Evaluating the current state of the business and directions which will lead toward future effective and current marketing processes. First, the process leads to identification of the whole market and comprehending the current state of the company for producing honey. Even in the case of excellent

product characteristics for honey production, promotion shouldn't be neglected. Even if you have the best honey with an affordable price, it doesn't mean that it will be successful on the market if consumers are not aware of it. That's why the review and the main accent is emphasizing the content of honey by stating its qualities which are important for the consumer.

4. Conclusions

- A novelty in this paper is the so called Nutritive marketing, which includes five principles (5N). The principles are aiming towards: the consumers' behavior in terms of food; analysis of competition; orientation towards newer ways to emphasize nutritive qualities; analysis of world trends in highlighting the importance of nutritive qualities; highlighting the importance of the relation between marketing campaign of companies and the industry of healthy food; and nutritive integration. Nutritive marketing can be shown as a concept for creating bases that ensure directions for highlighting the nutritive qualities of products, aiming to a better choice of good-quality and healthier products, and with that, improving people's health. The main aim of the strategy of nutritive marketing is a better positioning of products on the market, which leads towards creating optimal marketing concept, which leads to success.

- Research about nutritive marketing of honey is one example of using this concept. The results that were obtained from the survey study and the progressive analysis that was carried out are important because they give a clear picture about how much does the consumer pay attention on eating healthy, how much are consumers familiar with the benefits of honey, about its nutritive qualities, about the fact that it contains a high energetic value due to the carbohydrates it contains, mostly simple sugars, and that honey contains a great number of vitamins and minerals. The fact that new regulations are brought about marking of the food in R. of Macedonia and because of the numerous regulative in the EU, it is obligatory for nutritive values to be put on the declaration, which means that companies and individuals who produce, fill, and pack honey, need to pay a lot of attention in terms of using nutritive marketing in creating a successful marketing strategy.

- In the dynamic market surrounding, Nutritive marketing as a concept in Macedonian companies for healthy food, needs to transfer from an optional to an "obligatory" means, with the aim to create a stable brand, which would stand out from the competition among the target consumers. An effective and efficiently realised marketing strategy by the principles of this type of marketing represents the basis for success of the

companies in the industry for healthy food. The conducted research in this paper will be significant for: big and small companies; companies who produce or load and pack; various associations (union of associations); organisations of consumers; and Agencies for food and veterinary. These will be able to find out and measure how much are consumers informed from alimentary food declarations, with the quality and nutritive characteristics, and how much does all of this affect the decision-making process while buying. These realizations will allow for implementing successful marketing strategies, such as Nutritive marketing.

- Introducing further principles will make for stronger influence of the integration of marketing processes as a strategic approach, where sophisticated mechanisms for coordination of the principles of Nutritive marketing will be applied. The main aim of Nutritive marketing is to position the company as superior in relation to the competition, with the final benefit of producing a rival superiority, which leads to a higher selling rate and profit. The capability of maintaining the client for a lifetime is a powerful rival advantage. Social responsibility and marketing communication are inseparably connected – by the help of marketing communication, social responsibility is created, and social responsibility makes for good basis for authentic marketing concept.

Further development of this research can continue with complementing the content of the same concept of Nutritive marketing as well as including new determinants or sub-determinants which could significantly affect consumers' behavior, and postulating new principles in Nutritive marketing.

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