

NUTRITION BUSINESS MODELS OF CONSUMER BEHAVIOUR WHEN PURCHASING SELF-EXPLANATORY FOOD PRODUCTS

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Abstract

Successful operation of large companies is very dependent on having information on consumer's decisions and shopping schemes for best buyers. Various methods are used to predict their behaviour when purchasing food products. These phenomena are complex, but despite their diversity, they have structural and functional characteristics which can efficiently be simulated with modelling, and later on the basis of the generated model, to create powerful and easy to use software. The research subject of this paper is modelling for creating business models of consumer behaviour when purchasing food products, including the nutrition determinant. The aim is to develop a nutrition business model of consumer behaviour in order to obtain information on the extent of the impact of labelling when buying food products and information related to significant new elements of nutritional determinant that should be included in foodstuffs.

This paper showcases a concept of modelling for building a business model of consumer behaviour when purchasing food products. The model is developed by using modern technologies such as GIS and data mining. The modelling is done in several stages in relational entity connection, with a self-explanatory model. In order for there to be a partial implementation of the nutrition behaviour pattern, as part of the research a survey was conducted among students enrolled in the first and second cycle at the Faculty of Technology and Technical sciences in Veles and the analysis included statistical methods One of them is a Statistical model for t-test.

In building the business models of consumer behaviour when purchasing food products, it is necessary to use advanced methods and technology. This will contribute to raising business models to a higher level. Specifically, patterns of consumer nutrition behaviour will enable obtaining information on the impact and role of nutrition determinant on consumer behaviour and the need for improvement and production of healthy food products.

Key words: *Nutrition Business Model for Consumer Behaviour, Nutrition Modelling, Data Mining, GIS.*