

DEVELOPMENT OF NUTRITION MODELS OF CONSUMER BEHAVIOR WHEN BUYING FOOD PRODUCTS

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Abstract

Most companies, whose business is the manufacturing of food, thoroughly investigate consumer-buyers' decisions in order to meet their needs, wants and desires. The focus of this research is how consumers respond to various marketing strategies of companies. Analysis of patterns of consumer behavior cannot answer these questions. It is important to use modern technology for building models of consumer behavior, when consumers are buying food products. One of these is the Geographic Information System (GIS). The subject of this research paper is to create nutrition models of consumer behavior when purchasing food products in which emphasis is given to the determinant nutritional properties of food products. The goal is to develop a model which could be used in the marketing of the companies whose business is manufacturing of food products, a model that will provide an understanding of consumer decisions regarding the nutritional properties of food products.

In this paper we applied an original concept of modeling for building a business model of consumer behavior, when purchasing food products. The model is built on the principle to provide greater clarity and full understanding of the process that is built into the model. An implementation of the model has been done with data from a survey conducted among students studying nutrition and food technology and biotechnology, enrolled in the first and second cycle at the Faculty of Technology and Technical sciences - Veles.

The result is comprised from survey responses from consumers. The results were based on a set of relationships between the determinants in the model and they relate to the choice criteria for the purchase of food products.

Building a good nutrition model of consumer behavior when purchasing food can help companies whose business is the manufacture of food products, in order to get answers to questions about their marketing strategy, and the need for improvement, reformulation and production of healthy food, and the role of nutritional characteristics of consumer behavior. The benefits could be threefold: companies benefit through higher profits, benefits for citizens through consumption of healthy and safe food and economic benefit for the state.

Key words: *Consumer behavior model, Modeling, GIS, Nutrition, Food.*