

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.*