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## **SALES PROBLEM OR CONSUMER RELATIONSHIP: DETERMINANTS OF FUNCTIONAL FOOD MARKET PROMOTION**

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*The marketing of functional foods is examined through the case study of muffins fortified with buckwheat fibre. The primary factors contributing to effective promotion have been identified. The utilisation of an integral indicator to evaluate the product's worth and formulate a pricing strategy is hereby proposed. The results obtained can be used in further research to adapt sales strategies.*

**Ключові слова:** *marketing, sales, consumer relations, functional foods.*

## **ПРОБЛЕМА ЗБУТУ ЧИ ВЗАЄМВІДНОСИНИ ЗІ СПОЖИВАЧЕМ: ДЕТЕРМІНАНТИ ПРОСУВАННЯ НА РИНОК ФУНКЦІОНАЛЬНИХ ХАРЧОВИХ ПРОДУКТІВ**

**Н.Л. Савицька, В.В. Євлаш, К.С. Олініченко**

*У статті висвітлено актуальну проблему збуту функціональних харчових продуктів на прикладі мафінів, збагачених гречаною клітковиною. Дослідження ґрунтується на аналізі споживчих очікувань та ринкових бар'єрів, що ускладнюють просування оздоровчих продуктів у межах національного продовольчого ринку. Установлено, що ключовими чинниками впливу на споживчу поведінку є переважання якості, натуральності та функціональної користі продукту над традиційними чинниками брендової*

лояльності. Виявлено низький рівень обізнаності цільової аудиторії щодо функціональних властивостей збагачених продуктів, що ускладнює їх позиціонування в комунікаційних стратегіях підприємств. Запропоновано використання інтегрального показника «ціна–якість–користь» як дієвого інструменту оцінювання споживчої цінності товару та розробки обґрунтованої цінової політики. Аналіз цінової ситуації щодо продукції різних виробників показав, що найдорожчою виявилась імпортна продукція, що закономірно, урахувавши витрати на логістику та бренд. У роботі обґрунтовано важливість застосування просвітницького маркетингу для формування довіри до функціональних харчових продуктів, а також сегментації ринку за мотиваційними характеристиками споживачів. Проведення рекламної кампанії з метою поінформованості щодо функціонального призначення продукту «Мафін з додаванням клітковини гречаної» сприятиме підвищенню показника цінності для споживача та, як наслідок, формуванню попиту на цей товар. Наголошено на доцільності активної комунікації в точках продажу, що сприяє підвищенню рівня сприйняття оздоровчої цінності продукції. Отримані результати мають практичну значущість для виробників функціональних кондитерських виробів і можуть бути використані для вдосконалення маркетингових та збутових стратегій з урахуванням специфіки функціонального харчового сегменту.

**Ключові слова:** маркетинг, продажі, зв'язки зі споживачами, функціональні продукти харчування.

**The following statement outlines the problem in general terms.**

The market for functional food confectionery in Ukraine is undergoing rapid development. Companies that focus on diversifying flavours and colourful packaging are gaining consumer attention and outperforming their competitors. Recent research [18] has indicated a growth in demand, attributable to enhanced recipes and the introduction of innovations that extend shelf life without compromising on taste. In this context, muffins have become a popular choice among Ukrainian consumers [12], a phenomenon that can be attributed to their affordability and wide availability. A key aspect of the promotion of functional food muffins to the market by manufacturers is the suitability of the product for enrichment with dietary fibre.

As consumers become increasingly cognisant of the positive impact of functional foods on their health, the food industry is showing a growing interest in developing and introducing such products to meet the demand for health products.

In order to maintain competitiveness in the market, confectionery manufacturers are compelled to adapt by diversifying their product lines or introducing new products that offer health benefits to consumers with a focus on wellbeing.

**A critical evaluation of contemporary research and publications is hereby presented.** Contemporary research on the behaviour of consumers of functional foods has demonstrated a complex structure of motivations and barriers. Paper [10] employed cluster analysis to identify consumer types based on their attitudes towards functional food, a process that is instrumental in the segmentation of markets. As stated in [2], consumers are guided by three key factors when choosing bakery products: taste, price and nutritional value. Educated and affluent young consumers have been shown to respond positively to products with added health benefits, creating potential for recipe innovation.

The authors of [11] emphasise that consumer acceptance of the functional food concept is predicated on a belief in its health benefits. It is noteworthy that heightened awareness has been observed to diminish the degree of acceptance, particularly among younger consumers. This phenomenon is only mitigated under conditions of heightened motivation, such as the onset of familial illness. The team of authors [6] advances the argument that to

It is imperative to promote the consumption of nutritious foods. Merely articulating the advantages associated with such choices is insufficient; it is equally crucial to instill a sense of personal relevance in the consumer. The promotion of awareness and engagement has been identified as a key factor in facilitating the transition to a healthy lifestyle.

As Chen et al. [4] emphasise, the role of ingredients, communication channels, trust, and targeting in the decision-making process of purchasing functional foods is of significance. This finding underscores the necessity for an integrated approach to marketing promotion strategy.

Notable works that address the challenge of introducing an innovative food product to the market include [5; 7]. The peculiarities of marketing activities in the Ukrainian confectionery market were the subject of study by [14; 16]. The authors of [17] demonstrated an acute awareness of the intricacies involved in the domestic marketing of products characterised by elevated nutritional value, organic provenance and salubrious properties.

Notwithstanding the mounting scientific interest in the field of functional foods, the issue of determinants of consumer choice remains underdeveloped.

**The purpose of the present article** is to identify the main factors influencing consumer preferences when purchasing functional confectionery products intended for short-term storage. The aim is to promote these products on the market.

Achieving this objective enables manufacturers to accurately identify the determinants of consumer preferences. This will contribute to a more

accurate positioning of products on the market; development of formulations that best meet the expectations of the target audience; optimization of marketing strategies; growth of product sales and satisfaction of consumer preferences.

**Research methods.** A desk study of the market for short-term flour confectionery products was conducted. The present study utilised the CAWI (Computer-Assisted Web Interview) method, employing Google Forms as the medium for data collection. The questionnaire survey was conducted from 04.11.2024 to 22.11.2024. A total of 470 respondents completed the questionnaire, of whom 440 were consumers of flour confectionery. In accordance with the principles of small sample theory, this sample is considered to be representative [21]. The gender profile of the sample is comprised of 76% women and 24% men.

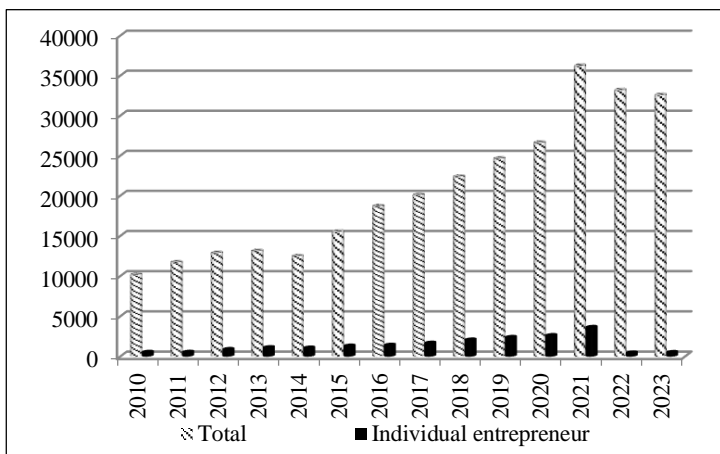
**Summary of the main research material.** Functional flour confectionery products in Ukraine are defined by their dual capacity to satisfy both the consumer's gustatory sensibilities and their functional nutritional requirements. These products have been shown to possess immune-boosting properties, facilitate digestive processes, and enhance the nutritional value of the diet [17]. The products under discussion are created using innovative technologies and special ingredients, such as fibre, vitamins, minerals, probiotics, and others. Functional foods are defined as foods that possess additional properties beyond the traditional nutritional value, a consequence of the addition (enrichment) of ingredients, both new and existing.

The market for functional food confectionery in Ukraine is undergoing rapid development. In this context, muffins have become a popular choice among Ukrainian consumers, a phenomenon that can be attributed to their affordability and wide availability [12]. Businesses that focus on diversifying flavours and colourful packaging are gaining consumer attention and outperforming their competitors. Recent studies have indicated a surge in demand, attributable to the development of enhanced recipes and the introduction of innovations that prolong the shelf life of products without compromising their gustatory qualities.

The analysis of sales of short-life flour confectionery products (see Figure 1) demonstrates that there was a marked increase in sales in monetary terms from 2014 to 2021. As demonstrated in Figure 1, the market dynamics indicate a shared interest in flour products among both producers and consumers. However, it is important to note that the inflationary factor also had a significant impact during this period (the consumer price index ranged from 2.7% to 48.7%) [19]. In summary, the dynamics of physical sales of flour confectionery products are downward. Such trends have prompted

manufacturers to explore innovative modifications of conventional products with a view to stimulating consumer demand.

Concurrently, during the 2022–2023 period, a decline in the production of flour confectionery will be observed (see Figure 1). This decline can be attributed to two primary factors: the repercussions of the war and the decline in household income. This has resulted in consumers being compelled to opt for more economical alternatives to their preferred confectionery items, or to relinquish them entirely.



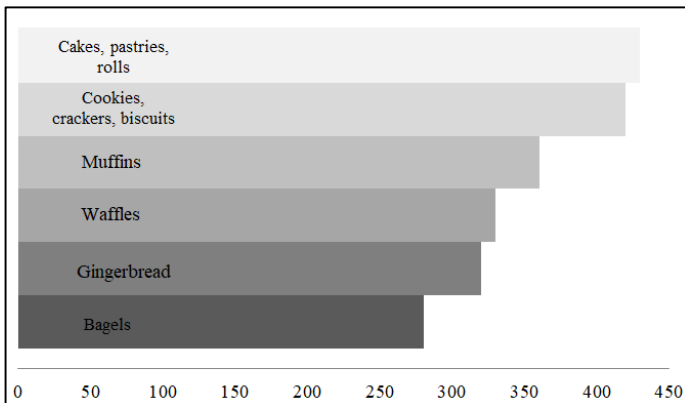
**Fig. 1. Sales volume of short-life flour confectionery products, (UAH million in nominal prices), developed according to [19]**

The State Biotechnology University has seen the development of a technology for the production of bakery and confectionery products, incorporating the food additive buckwheat fibre, which is derived from buckwheat hulls. As stated in [13], buckwheat hulls have been found to contain a plethora of beneficial substances, thus rendering them a valuable secondary raw material for the production of new health products. A study was conducted with the objective of bringing the product to market.

The research design encompassed field research through the implementation of a questionnaire survey. The survey involved 470 respondents, 93.3% of whom indicated that they consume confectionery, and 6.7% indicated that they do not consume flour confectionery. Consequently, the preliminary screening facilitated the validation of survey outcomes. A sample of 440 respondents was selected for further analysis.

The results of the questionnaire analysis are displayed in Figure 2.

The most frequently purchased items are cakes and pastries, which are typically acquired for celebratory occasions, to elevate moods, or simply as a predilection for confectionary.



**Fig. 2. Preferences of consumers of flour confectionery products (N=440), built by the authors**

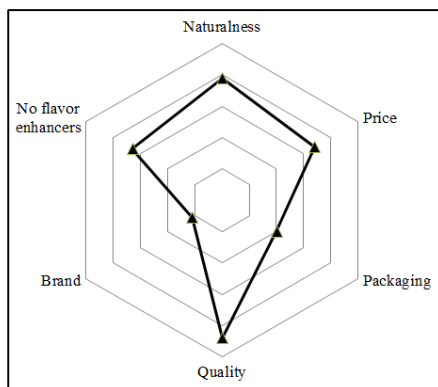
Consumers regularly purchase biscuits, crackers and similar products for several key reasons. Firstly, their compact size makes them well suited to consumption on the go. Secondly, they can be stored for extended periods without significant deterioration in terms of taste and texture. Thirdly, they frequently serve as the base for a variety of snacks. Fourthly, their cost is often lower in comparison to many other types of flour confectionery. Fifthly, they are readily available in stores, and it is possible to purchase large packages intended for family consumption. Finally, they enjoy widespread popularity among children and adults, leading to frequent purchases for both family consumption and long trips.

In the context of the present study, muffins have been found to be in third place in terms of purchase frequency. The primary motivations for purchase are reported to be ease of use, the appeal of the flavour, and the product's versatility.

The purchase frequency of waffles and dried goods is notably lower than that of cakes and pastries, as these items are less frequently associated with festive occasions or special events. Consequently, they are less popular choices for regular purchase. Contemporary trends in the consumption of confectionary items have led to an increased popularity of chocolate, muffins and other novel desserts.

However, pastries and cakes; cookies and crackers; waffles and dried goods are less suitable for functional food than muffins. The addition of buckwheat dietary fibre to muffins has been demonstrated to have a significant functional effect on the consumer's body.

The findings of the study enabled the classification of the factors influencing consumer choice in relation to confectionery products. The most significant factor influencing the selection of confectionery products, as indicated by the respondents, is the quality of the products themselves (76% of respondents). The subsequent factor to be considered is the naturalness of ingredients (51%), followed by the absence of flavour enhancers (45%). It is noteworthy that only 22% of respondents noted a significant impact of price level on their choice of flour confectionery (Fig. 3).



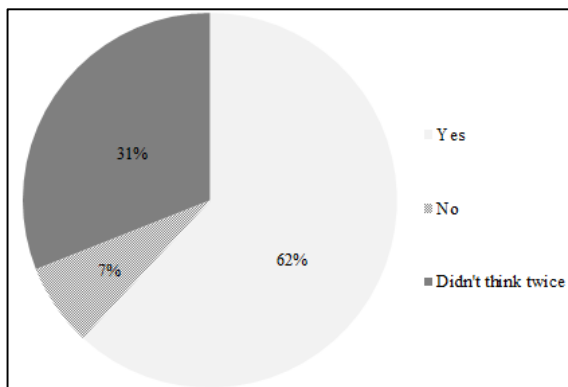
**Fig. 3. Results of the survey on the importance of factors when buying flour confectionery (N=440), built by the authors**

In addition, an analysis of factors that do not influence the consumer's choice of flour confectionery products was conducted. The factors under consideration are as follows: price, brand and packaging.

The brand was found to be of minimal significance. The majority of respondents assigned a rating of «Indifferent» or «Not important» to this criterion. The findings suggest that consumers prioritise the naturalness and quality of the product, with brand affiliation being of secondary importance in the decision-making process for purchase.

A subsequent analysis of the data pertaining to the interest in health products revealed that the majority of individuals expressed interest in these products due to their perceived impact on health (Fig. 4).

The majority of respondents (61.9%) expressed a favourable attitude towards such products, emphasising the importance of consuming food and maintaining good health concurrently. This finding suggests a high level of consumer awareness and a willingness to incorporate functional foods into their daily diets. Concurrently, 31% of respondents indicated that they had not given this issue any consideration.



**Fig. 4. Respondents' interest in functional foods (N=440), built by the authors**

A mere 7% of respondents expressed a degree of distrust in the concept of functional food, due to the belief that food cannot replace medicines. The findings of this study suggest that the implementation of educational campaigns and the provision of marketing incentives may be a viable strategy for the generation of demand.

The questionnaire under consideration places particular emphasis on ascertaining the level of interest among respondents in purchasing a new functional product enriched with the food additive known as buckwheat fibre. The product under consideration is a buckwheat fibre muffin. Buckwheat dietary fibre has been demonstrated to assist in the regulation of gastrointestinal tract function and the enhancement of intestinal microbiocenosis. The ingestion of these substances has been linked to a decreased likelihood of developing metabolic disorders, a phenomenon that can be attributed to their capacity to modulate blood glucose and cholesterol levels. Furthermore, fibres have been demonstrated to engender a prolonged sensation of satiety, thereby contributing to the regulation of body weight. Additionally, they function as prebiotics, thereby promoting the proliferation of beneficial intestinal microflora. Consequently, the incorporation of buckwheat fibres into short-term storage confectionery products has the

potential to enhance their biological value, thereby promoting the health of consumers.

It is important to note that the potential health benefits of muffins are often not given due consideration. This finding suggests a deficiency in the dissemination of information regarding muffins as a health-promoting food option. A significant proportion of respondents expressed a positive outlook regarding future purchases: The majority of respondents indicated their interest in the product by answering «maybe» or «most likely I will buy». A very small proportion expressed scepticism, but this can be ignored.

The final question was devised to ascertain methods by which sales of a newly developed health product might be enhanced. The study revealed that the majority (64.3%) of respondents would purchase and consume a muffin with health benefits motivated by a desire to explore new products. Additionally, 35% of respondents indicated that price was a significant incentive, with a similar proportion stating that they would purchase a functional product if recommended by a physician.

A significant proportion of respondents (60%) indicated that the price of muffins is an important factor in their purchasing decisions. This research was conducted in order to undertake a competitive analysis of muffin manufacturers whose products are represented in the Eastern Ukrainian market.

The total number of producers considered in this study was 10. The price per kilogram of this product ranges from 132.73 UAH to 420.00 UAH, creating a significant price range. The mean price was found to be approximately 241.67 UAH/kg, suggesting a notable concentration of offers within the middle price segment. A thorough examination of the prevailing price trends for products from various manufacturers reveals that those of import origin were the most costly. This is attributable to the expenses associated with logistics and brand development.

Following an analysis of the price range of products on the market, an assessment was made of the value of a muffin for the consumer. In order to identify the value indicators, a survey of muffin buyers was conducted at points of sale.

The present study will examine the purchasing habits of consumers who have never previously purchased muffins, and who purchase them for the first time in either the market, supermarkets or convenience stores. In order to ascertain the value of a muffin, we proposed an evaluation framework encompassing price, quality, and usefulness, employing a 10-point scale. This assessment was conducted in conjunction with 345 buyers, who were selected to represent consumers of muffin manufacturers operating within the eastern Ukrainian market. The following section presents the

consumers' opinions on the assessment of value indicators, as outlined in Table 1.

The value indicator was derived from an integral assessment encompassing three factors: perception of price, quality, and health benefits. The degree of importance attributed to each factor by the surveyed respondents was determined on a point scale. The value indicator is a metric that quantifies the harmonious integration of price, quality, and benefits in a product, offering insights beyond the mere perception of consumers. It serves as an objective metric, providing a quantitative assessment of the tangible benefits derived from a purchase.

**Table 1 – Calculation of the value indicator for buyers of muffins from different manufacturers**

№	Manufacturer	Number of customers	Average estimate			Value indicator
			average estimate	value indicator	manufacturer	
1	TM Really	66	8	4	2	7.17
2	TM Dall	7	1	9	3	3.10
3	Individual entrepreneur Shevtsova N.V.	42	10	4	1	11.30
4	Ivanovo Mlynari LLC	54	7	5	2	8.91
5	Confectioner T-Prestige	37	9	4	1	5.18
6	BB «ATB-market»	27	3	3	5	4.37
7	TM «Fast Food Assistant»	15	6	5	2	5.63
8	CD «Vatsak»	67	2	7	4	3.94
9	TM «Mr Grill»	14	7	5	1	6.02
10	TM «TONIYA»	16	6	6	1	6.17

*Source: calculated by the authors*

A comprehensive analysis of customer value indicators revealed that inexpensive products with moderate quality offer the greatest value. These products appeal to a broad market segment, and the price does not necessarily correspond with the perceived value.

As demonstrated by the example provided in Table 1, which illustrates the positioning of brands 2 and 8, the concept of value is evident. In terms of a balanced ratio of price, quality and benefit, products from brands 3, 4 and 1 (see Table 1) are the most suitable. The value indicator is a pivotal criterion

for an objective assessment of products, particularly when comparing different manufacturers in a competitive market.

The analysis demonstrated that, despite the general popularity of muffins among consumers, the level of nutritional benefits is rated low or moderate by almost all manufacturers. In many cases, muffins are perceived as a tasty, affordable, but unhealthy product, which is likely due to their high sugar and fat content and lack of functional ingredients (fibre, whole wheat flour, vitamins, etc.), as well as low awareness of the availability of health confectionery on the market.

Consequently, this has engendered novel market opportunities for manufacturers developing functional foods. Consequently, greater emphasis should be placed on achieving a balanced composition and incorporating healthy ingredients such as fibre, natural fruits, nuts, grains, and prebiotics. This will engender increased consumer confidence and enable the occupation of a new niche in the market – muffins for healthy eating.

Consequently, emphasising the benefits and showcasing this information to customers will not only enhance the overall value indicator, but also render muffins appealing to a new demographic of health-conscious consumers. It is posited that these conclusions may have a bearing on the marketing actions of the manufacturer of the muffin product containing buckwheat fibre.

The findings of this study illustrate consumer attitudes regarding the selection of muffins, in addition to their propensity to modify prevailing unhealthy dietary practices. The data obtained can be used in further research to develop a marketing strategy for the launch of innovative health food products on the market.

**Conclusions.** The findings of the research enabled the formulation of the following conclusions. The determinants of consumer choice in the functional food segment are based on the priority given to quality, natural composition and health benefits, while brand loyalty plays a secondary role. This indicates the necessity to adapt marketing strategies to new consumer behaviour patterns.

The primary impediment to the effective marketing of functional foods is the limited awareness among consumers regarding their health benefits. Consequently, the focus should be shifted towards educational marketing, incorporating clear labelling, information campaigns, and educational materials at the point of sale.

The proposed integral indicator, «price-quality-benefit», is an analytical tool that takes into account not only the economic component, but furthermore, the perception of health benefits renders it pertinent for strategic sales planning.

The establishment of effective relationships with consumers in the functional foods category is predicated on the cultivation of trust, which is achieved through transparent communication, the presentation of evidence-based product benefits, and the provision of expert support (doctors, nutritionists). It is recommended that the target audience for functional foods be segmented based on motivational factors, including innovation, healthcare, and price sensitivity. This approach ensures more targeted communication and allows for flexible sales strategies to be developed in accordance with the behavioural expectations of target groups.

The example of muffins enriched with buckwheat fibre has demonstrated the potential for this product to become a model for promoting functional products, combining a familiar form with added health benefits that enhance emotional and rational factors in decision-making. In order to successfully market these products, it is essential to segment the market and enhance communication at points of sale, with a particular focus on emphasising the benefits of functional composition.

The results obtained can be used to develop an effective marketing strategy for positioning an innovative health product. It is also anticipated that this will enhance consumer interaction and facilitate the adaptation of sales strategies to the particularities of the functional food segment.

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## ОЦІНКА ВПЛИВУ ЦІНОВОГО ФАКТОРУ НА ЗМІНУ ДОХОДІВ ВІД ЕКСПОРТУ

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