Research Paper Agriculture

Market Monitoring of Food Products using Market Studies

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ABSTRACT

In this work is given knowledge, both market research, but also in market, at small and medium firm off the food market. In this project we defined the notion of IMM and different forms of IMM, because there would not be IMM for the market enterprise, and implicitly with the company's market there would be market research.

KEYWORDS market, research, food market, monitoring, enterprise, food, products

MATERIAL AND METHODS

The main market research techniques are qualitative studies, documentary studies, surveys and panels.

Qualitative market studies allow us to understand the act of purchase, company image shaping and innovation. To uncover the hidden motivations of consumers we are resorting to indirect methods to obtain information (open discussion, semi-direct talks, group meetings, etc.)

RESULTS

The market study is a way in which knowledge, needs, desires, concerns and community plans can be estimated. It represents the starting point in decision-making within all organizations.

Market constituents, subject to market survey may be consumers, distribution channels, competition.

Researching the market is one of the main components of marketing research.

The most important companies in market research are:

TABLE – 1 THE TOP TEN FIRMS SPECIALIZING IN MARKET RESEARCH

Company	Country	Number of countries in which subsidiaries
1. AC Nielsen Corp.	SUA	80
2. IMS Health Inc.	SUA	74
3. The Kantar Group	Great Britain	59
4. Taylor Nelson Sofres plc.	Great Britain	41
5. Information Resources Inc.	SUA	17
6. VNU Inc.	SUA	21
7. NFO World Group Inc.	SUA	38
8. GFK Group	Germany	34
9. Ipsos Group S.A.	France	24
10. Westat Inc.	SUA	1

A shootout market research from other marketing research is captured in two aspects:

a) one quantitative aspect, which summarizes the rest of the marketing research investigations carried out in the upstream market, aiming the needs and consumption, respectively, the downstream market performance of products within the consumer or post-consumption sphere.
b) one qualitative aspect, which include marketing research, other than market research, investigations of high complexity, comprising the entire field of consumer behavior before and after the administration of the market.

The typology of market studies made after their content is presented in Table No. 2

TABLE – 2 THE TYPOLOGY OF MARKET STUDIES BY THEIR SUBJECT

Analysis and forecasts of market development	a. general market issues	1. market size • Market capacity • market potential • market share (absolute, relative value) 2. market location • the degree of market concentration • commercial migration • the strain on the commercial network 3. market structure 4. market dynamics 5. determinants of market
	b. specific aspects of the offer and demand	1. research offer • size range of goods • studying economic obsolescence supply • positioning offer • offer the user behavior monitoring • trends in the evolution of supply 2. research demand • formative factors demand • application forms • trends in the evolution of request
	c. correlation of demand and supply mechanism it offers the price	1. price dynamics 2. elasticity of demand / supply to price 3.correlation between prices

Tests specific market of a commodity groups	a. product test	1. the concept tests 2. prototype testing, packaging 3. test name, brand, etc.
	b. price tests	
	c. sales tests (market sample)	
Research in communications market	a. study objectives promotional communication b. promotional media study c. study the effectiveness of promotional communication	
Complex marketing research	a. diagnostic analysis on the use of company b. research competition c. resilience research of enterprise market	

The Food and Agriculture Organization (FAO) divided food, in terms of nutritional value, in three agro-nutritional main groups according to the table.

TABLE – 3 AGRO-NUTRITIONAL GROUPS

Agro-nutritional groups	Protein %	Lipids %	Carbohydrates %
Products rich in carbohydrates			
Grain	10	4	86
Tubers	5	2	93
Sugar and honey	-	-	100
Fruits and vegetables	12	6	82
Protein-rich products			
Legume	25	6	69
Meat and eggs	23	75	2
Fish and seafood	59	32	9
Milk and milk products	24	50	26
High-fat products			
Nuts and oilseeds	20	61	19
fat	-	100	-
Vegetable products	8	12	80
Animal products	22	70	8

Source: Own calculation

Milk and milk products, nuts and oilseeds can be considered products based on balanced nutrition. They provide carbohydrates and proteins in approximately equal amounts (20-25%), the remainder being lipids.

The partially balanced product category is represented by pulses, meat, eggs, fish and seafood.

The third category, consisting approximately of one type of basic nutrients (carbohydrate, lipid, protein) is represented by the grease (100% fat), sugar and honey (100% carbohydrates), and the tubers (93 % carbohydrates).

CATEGORIES MONITORED

Categories monitored by M.E.M.R.B. Romania are divided into three major classes: the long bimonthly, the short bimonthly, the monthly.

The monthly (short visit), which is the most important category, ideal scheduling visits is within thirty calendar days, and if objective reasons cannot meet this deadline, scheduling can still fall between twenty-five to thirty-five days.

In short and in the long bimonthly scheduling visits is ideal to sixty calendar days, but may fall between fifty-five and sixty-five days.

The failure of data visit, both short visit and in the long, leads to another factor contributing to increased errors.

Categories monitored by M.E.M.R.B. Romania are presented in the following table:

TABLE – 4 CATEGORIES MONITORED IN 2012

MONTHLY	beer, coffee, ice cream, carbonated juices, mineral water, carbonated soft drinks, yogurt;
SHORT MONTHLY	wine, mayonnaise, pasta, gin, tomato paste, brandy, milk, snacks, vodka, liqueurs, spirits, processed cheese, processed meat and liver pate, jam, jam and compote, RTD premix, whiskey, flour ;
LONG MONTHLY	promotional packages, room fresheners, baby diapers, bubble bath and shower gel, breakfast cereals, butter and margarine, canned food, tampons, chocolate, added to coffee, edible oils, cream, dessert cakes, detergents, dishwashing products, energy drinks, perfumes and aftershave ; furniture care products, hair dye, products packaging, preservation, storage and disposal of food waste products household cleaning, iced tea, insecticides, desserts, mustard, cocoa and hot chocolate, paper products, , shoe cleaning and maintenance products, skin care products, soups, cream, tea, toilet care products, toilet soap, toothpaste, baby food, biscuits, sliced bread ;

Source: Own calculation

For all category monitored, MEMRB Romania recorded:

NAME / VERSION / TYPE / Net / PACKAGING / PRODUCER

At name it specified the trademark, and if it does not have any, the manufacturer of the product is mentioned.

Variants have only certain products. Usually the option is written immediately after the product name.

At the product type it specifies the certain subdivisions under which the product may fit.

Net weight is the weight stated on the product packaging. If there are multiple packaging units, it is recorded all in the description.

The packaging can take many forms, as described in MEMRB standards, namely:

- plastic bag (Plbag);
- aluminum pouch (Albag);
- paper bag (Papbag);
- packaging of Glass (Glass), which may be non-refundable (Gnrb) or Return (Grb);
- plastic bottle (PET or Plbottle);
- plastic bottle with metal lid (Qpack);
- barrel, found only in stores Horeca type;
- cardboard box (TP or Papbox);
- tin (Can);
- plastic box (Plbox).

The manufacturer may be local or international, as specified in the product description.

To understand these aspects of the product description, I will give an example, such as the description of noncarbonated juices.

Registered name: Cappy, Prigat

Type: - still drink containing fruit pulp to 24%:

- Nectar, fruit pulp more than 25%;
- Juice containing fruit pulp 100%.

Weight is specified on the package.
Packing: noncarbonated juices may exist in tin (Can), the plastic bottle (PET) in cardboard box (TP) in returnable glass (Grb) in refundable glass (Gnrb) in plastic cup (Plcup). For these types of packages are marked at the corresponding monitoring product found in the shop.

Manufacturer: note the manufacturer on the package indicated if local or international.

In order to achieve comparative analysis taking into account market studies conducted at two stores totally different, both in terms of the type of store and in terms of sales.

The purpose of this analysis is to see two stores sales ratios, different surface.

It will consider purchases in a month at Danone products in the products that are part of the group proposed by Professor Gonta, and purchase a month range fizzy soft drinks of Coca-Cola beverages that are included in the last food group classification by Professor Gonta.

Shops set for this analysis are "Givis Prod", which has a sales area of 16 sqm representing a small grocery, and "Comir Intrenational", with a sales area of 100 square meters, which is a separate. Both stores are in Bucharest.

The market in these two stores was carried out on 29.04.2012.

Purchases presented in the table are two stores purchases made between 29.03.2012-29.04.2012.

The comparative analysis of the two stores in terms of purchasing several products in the Danone is shown in the following table:

TABLE – 5 PURCHASES OF BOTH STORES SEVERAL PRODUCTS IN THE DANONE

Danone products	Givis Prod	Comir International
Actimel Multifruit 4x 100g	-	10
Activia Musli 125g	-	12
Danone Cremosso 125g	8	60
Danone Cremosso 400g	-	15
Delicious strawberry / apricot 4x125g	3	18
Delicious cherries / berries 4x125g	3	6
Frutissima strawberries 4x125g	-	3
Danonino Vani / Raspberry 4x50g	-	6
Natural yogurt 4,4% 4x150g	6	80
Natural yogurt 4,4% 400g	6	84

Source: Own calculation

One can clearly see from this table that Danone product purchases within a month vary greatly from one store to another.

From Table. 5 it is observed that the store "Givis Prod" does not purchase all Danone products being bought by "COMIR" which urges consumers to buy products from stores that sell a much wider range of products, where they can choose.

A big difference of tens of pieces of the 400g natural yoghurt and small natural yoghurt 4x150g appears between the products purchased from the two stores, all in one month.

In conclusion, referring to these values, we can say that the "COMIR" store sells DANONE products tens of times better that the "Givis" store.

Similar to the analysis of DANONE products purchases we will make a comparison in terms of procurement for a few products of Coca -Cola, as presented in Table. 6.

If at dairy products from the Danone range the difference in purchases in a month was very high, in the case of Coca-Cola soft drinks range it isn't such a noticeably difference on the level of purchases, and thus the level of sales, which can be observed from Figure number 7.2, which presents data graphically illustrated from the table.

Table – 6 Acquisitions at these two stores to products of Coca-Cola's range

Coca-Cola product	Givis Prod	Comir International
Cola 0,5 L	36	36
Cola 1 L	18	18
Cola 2 L	120	120
Cola light 0,5 L	-	12
Cola light 1 L	-	9
Cola light 2 l	-	36
Fanta orange 0,5 L	12	24
Fanta orange 1 L	9	27
Fanta orange 2 L	36	48
Sprite 0,5 L	12	24
Sprite 1 L	-	18
Sprite 2 L	12	24

Source: Own calculation

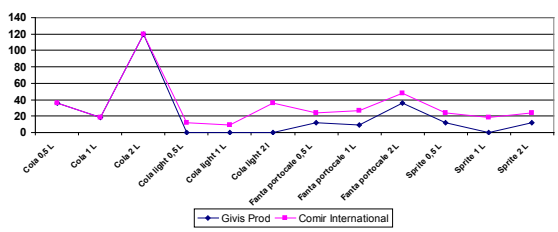


Figure 1: Graphic illustration of purchases at Coca-Cola products

In the no. 6 table and the chart, one can clearly see what differences exist between the two stores in terms of purchases of Coca-Cola products.

A remarkable difference is that the store "Givis" has not purchased products in the period 29.03.2012-29.04.2012 Coca-Cola Light, of any kind.

There are some differences in the number of items purchased of the two stores, but there are not significant differences.

Therefore, we conclude that most buyers of dairy products prefer to buy from the stores that sell a wide range of products, and in the case of soft drinks, consumers buy from anywhere, because the soft drinks are the most widespread products in almost all stores.

There are some differences in terms of the number of pieces purchased from some products. Given the values of the two tables, we can say that both the volume of purchases and the sales volume default is much higher in the COMIR store.

In this case there is a direct proportionality between the volume of purchases and sales area of the store.

CONCLUSIONS
The general conclusions of this project are:

- Studies of the economic phenomenon and processes in the market are vital to the modern enterprise. Market studies cover a very broad topic, due to the multitude of phenomena and characteristics of the market, as well as the objectives that the company can fix.

- Researching the market is the largest and the most complex marketing research. Any decision on a business activity must be based on a careful analysis of the market. Also, adaptation to the environment in which the company operates involves the usage of a lot of information. Hence the need and importance of market research in a company.
- Market research is the collection, processing, analysis and interpretation of information on all those operating in a particular market. Market study provides an overview of the potential market.
- The market and economic enterprise is a geographical space where it is present with its products and services, where its human potential, financial and material gives it a certain influence.
- The food is an unprocessed or processed product, nutritious, serving as food for maintain the vital activity of the organism.
- Food quality influences labor productivity and prices in general economic performance of firms.
- Food Market is located downstream of the food industry in which are included the wholesalers (natural or legal person who buys goods continuously and in large quantities from manufacturers or importers, which stores them in order to supply on request for professional users) and retailers (traders who sell goods in small quantities directly to the final consumer).
- M.E.M.R.B. is helping clients doing the market research to confront their data with those obtained from processing the information gathered in the field, having the opportunity to talk to an independent person (objective) of retail sale of their current products and help to form a clear view on the prospects and market trends.
- For food manufacturers or nonfood the information obtained from market surveys is important, since they know how much they produced, I know what amount is distributed in a certain area in a certain period, but do not know what amount reached the consumer, and how much stock remains unsold and how long it might sell.
- Comparative analysis is a main part in the management of the company through which decisions are made regarding the quality strategy in relation to market fluctuations.
- In the case of soft drinks as Coca-Cola, the procurement and sales differences are not very significant, because these products that fall into the category of food have a much higher percentage of sales in nearly all stores MEMRB monitored because these products are most often consumed.

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