

CONSUMUL PREPARATELOR DIN CARNE CE DEȚIN NUME DE MARCĂ ÎN UNGARIA

CONSUMPTION OF BRANDED MEAT PRODUCTS IN HUNGARY

Zsolt SZAKÁCS

Szent István University, Hungary

Abstract: The brand and its strategic issues both theoretically separable area, it is a decisive part in the behavior of the consumer and in marketing communication, which reveals an interesting relationship. Using my previous researches I am looking for those bases which can be the starting „building” point and with the help of it the marketing added value of branding can be estimated. Starting with a major impact on the supply side, consumption was investigated. Over the past two and a half decades of socio-economic changes made a strong affect in meat production, processing and consumption. With appropriate standards, information, supervision from a reliable source, the user or consumer get high quality, domestic product (in rural areas typically consume their own or they buy the product in the market from a well-known seller.) Foreign or unknown origin products: here is the greatest risk because in many hypermarkets, or large shopping center happens a lot „abuse”, re-labeling, moreover not proper information is provided. Values has changed in the last decade and often led to contradictory, discordant nutritional trends, which have affected the value categories playing a decisive role in consumer behavior. Health, ethical considerations, time and pleasure are among the most important values.

Keywords: branded meat, marketing communication, consumer behavior