

RESEARCH ABOUT SALES POSSIBILITIES OF PROCESSED DAIRY PRODUCTS BY SMALL MANUFACTURERS

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ABSTRACT: Besides the big dairy manufacturers, there are a number of private manufacturers who process and sell dairy products that ensure and meet all the requirements of different categories of consumers. This study was made using a face-to-face interview with a group of small manufacturers that sell their products in different locations

KEY WORDS: *dairy products, sale, market, consumer*

1. INTRODUCTION

In general, consumers prefer to have as many options as they want to buy one or more dairy products. They come from different environments and have lower or higher earnings, so some want expensive products, other cheaper products. For these reasons, the manufacturer has the duty to offer more opportunities to purchase different dairy products using a certain type of marketing [2,3].

Dairy manufacturers sell their products directly to consumers, in special places or sometimes directly at home to the buyer [5]. These locations are actually places to meet supply and demand, a territorial space in which buying deals take place.

They usually sell small quantities of dairy products because it is considered to be unique and special for the consumer, which is an advantage. Consumers believe that they are quality products, the price is convenient, which can lead to a positive image of the manufacturer.

Small manufacturers take into account the quality and hygiene requirements for obtaining these dairy products, according to the legislation, but the quantity of processed products is based on consumer demand.

Taking into account the sale of dairy products in different locations, we can talk about a number of advantages [6]:

- Sale of dairy products directly to the consumer, not through intermediaries
- Set your own price
- Have the opportunity to find more about consumer preferences
- Possibility to have more customers, respecting the quality of the products
- Maintaining quality leads to a good reputation

In addition to these advantages, there are a number of disadvantages [6], for example:

- Respect the hygiene rules in the sale of products according to the legislation
- The sales time is short, only in a certain amount of time
- Existence of situations when products are not sold fully

Innovation, quality improvement and respect the traditional specific or use them as an inspiring source is the best way to differentiate dairy products.

2. MATERIALS AND METHODS

The target group was the traditional dairy products manufacturers from Sibiu county which chose the local markets. This local markets are becoming more and more popular and appreciated by consumers.

Knowing the consumer through different market reports [5] is a starting point, but also a necessity for preparing an effective marketing strategy. It is necessary to influence the buying behavior and customer loyalty [2,3].

Interviews, usually conducted between two people face to face, aim to obtain information (opinions or reactions), but also to clarify and transmit good information [1]. The result of the interview activity depends on the preliminary preparation - mediation and documentation - and then on the conversation technique [4].

The study was made on a sample of 7 traditional dairy manufacturers from Sibiu county, which develop their sales activity in the following local product markets:

- The Astra Museum
- Green Friday - Huet Square - The Evangelical Church
- Peasant Market – Transylvania Hall.

3. RESULTS AND DISCUSSTIONS

The face-to-face interview has been used to see how small dairy producers sell their products and what problems appear in these conditions. The interview contained 8 questions to which responded the dairy manufacturers.

The results are shown in the following figures:

1. Where do you sell yours processed milk products?

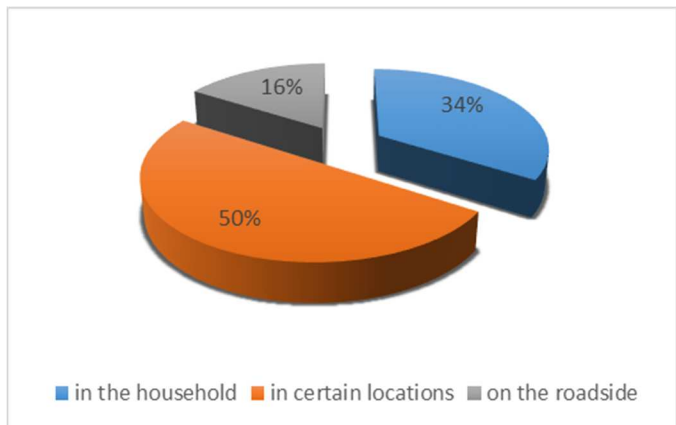


Figure 1. Possibilities for sale of processed dairy products

From the result we can see that 50% of processed dairy products are sold in locations where different events are organized.

2. From what source did you hear about the organization of these product market?

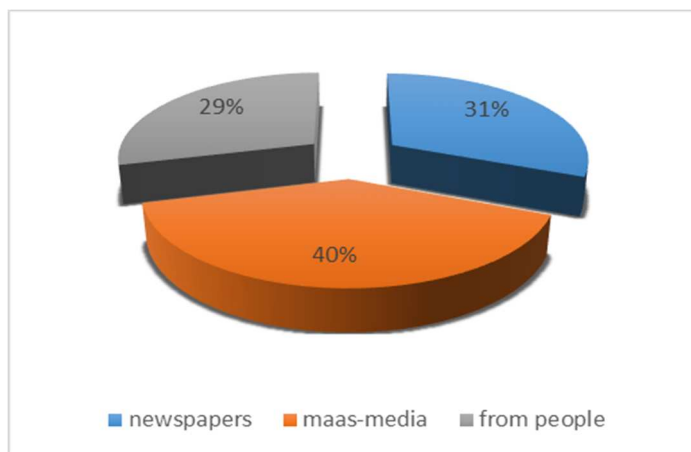


Figure 2. Sources of location where different markets are organized

From this figure it can be seen that the information about the organization of different markets where dairy products can be sold comes from mass-media in a proportion of 40% and only 29% from newspapers.

3. Are you accustomed to going to all organized food products markets?

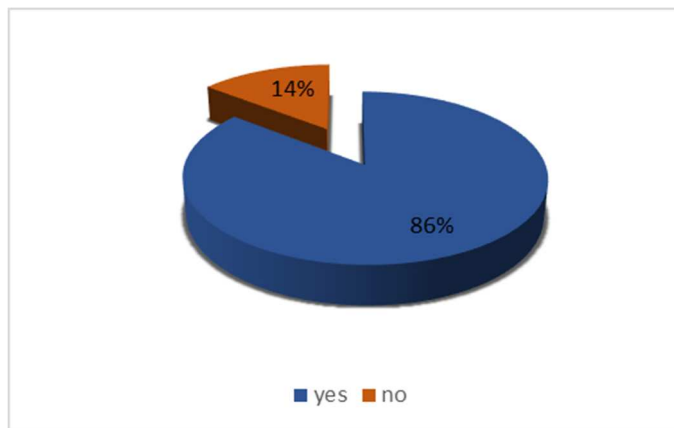


Figure 3. Frequency of participation on markets

From the data presented, it is observed that 86% of the producers participate in all markets and 14% of them do not participate because they do not always allow them to sell dairy products in these locations.

4. What are the advantages of these markets in selling dairy products?



Figure 4. Advantages of selling these dairy products in different markets

From the result we can see that the first advantage to organizing these fairs is to fix a price that may sometimes be higher or lower depending on the demand for the products, but at the same time there is the possibility to learn more about consumer preferences.

5. Are you satisfied with the quantity of products sold?

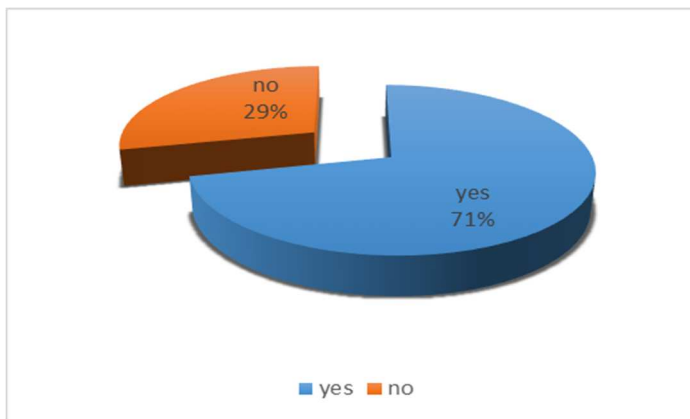


Figure 5. Quantity of products sold

From the result we can see that 71% are satisfied with the quantity of products sold and 29% would like to sell more. This depends on the consumer's preference and the quality of the products that must be constant.

6. What are the reasons why consumers come to buy dairy products at these markets?



Figure 6. Reasons for buying dairy products from markets

43% of the manufacturers are looking for fairs for consumers, 33% are looking for the quality of the products they sell, and 33% are looking for the sale price of the products.

7. What product category is best sold?



Figure 7. Product category sold

From the results we can see that the most sold and appreciated dairy products by the consumers are matured cheese 61%, followed by fresh cheeses 28% and fermented dairy products 9%. The least is selling raw milk 2%, which shows that consumers preferred the pasteurized consumer milk from the stores.

8. What are the disadvantages of selling these dairy products at organized markets?

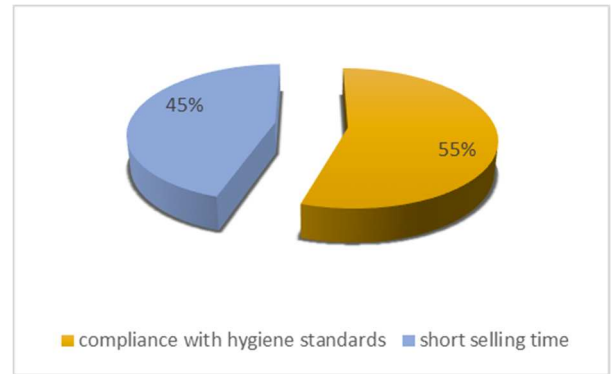


Figure 8. Disadvantages of product sales in organized markets

From the data presented above, it is noted that there are disadvantages in selling dairy products in different organized locations. The biggest disadvantage is compliance with hygiene standards according to the standards in force 55%, and then another disadvantage is the short selling time because these events take place between certain hours.

4. CONCLUSIONS

The face-to-face interview provided us with the opportunity to see what the selling methods of dairy products are processed by small manufacturers, what are the advantages and disadvantages of selling products in different locations and whether they are excited with this type of marketing.

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