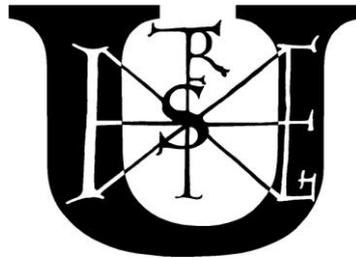Szent István University Gödöllő

Faculty of Economics and Social Sciences

Management and Business Administration Ph.D. School

THE POSSIBLE ROLE OF THE TRADITIONAL HUNGARIAN PRODUCTS AND FOOD RELATED TO A GEOGRAPHICAL AREA IN THE CONSUMER BEHAVIOUR

Thesis of Ph.D. dissertation

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1. THE TOPICALITY, THE AIMS AND THE HYPOTHESISES OF THE DISSERTATION

1.1. The topicality and the significance of the dissertation

The EU is the biggest producer and consumer of the processed food products, so the Hungarian food products have to compete with the other member states' products. On the EU's supercharged market we have more chance to be eligible with our perfect quality and special products. Such special products can be those which are related to a geographical area and to traditional Hungarian food.

Among Hungarian food a lot of agricultural and food industrial products can be found which can be related to a well-specified geographical area, or which have a traditional manufacturing method, or a traditional taste or history.

In their choice of buying food, more and more consumers prefer quality to quantity. On the bases of international experience, this demand for the defined products unequivocally directs the attention towards the agricultural and food industrial products having determined and documented origins.

1.2. The aims of the research

The first aim of my research is the complex examination of the concepts in connection with traditional food and with food related to a geographical area. Moreover, I examined the applicability of food consuming and purchasing behaviour models in the mapping of the consuming behaviour of traditional food. My purpose is to examine, with the help of analysing the food purchasing and buying behaviour, those processes which influence the food consuming behaviour and have an effect on the consumers' product choice.

Furthermore, on the bases of the Pilgrim model (1957) I analyse the traditional food consuming behaviour and correlating to it I would like to explore the Hungarian food consumers' preferences related to the traditional food and geographically determined food. I also aim to explore their buying habits and by the application of mathematical and statistical methods I create consumers' clusters, and on the ground of it I utter some suggestions for elaborating the concrete elements of the marketing strategy. My objective is to get to know the Hungarian citizens' concept determinations, attitudes in connection with traditional food, and the constituents of the quality guarantee in case of buying traditional food and their attitudes towards the introduction of a "traditional food" trademark.

For realizing this objective I examine the following subparts:
- I explore the features of food consumption by secondary research and the analyses of the relevant European trends in the consuming behaviour. The usual characteristic features of food consuming and the trend analyses together substantiate the restriction of the research and the consuming behaviour analyses of the geographically determined food and traditional food. Among the trends, the analyses of the rate of the

consuming ethnocentricity in Hungary, the influence of the country image together with the origin- of-the-country image in connection with the geographically determined food, traditional food, and regional like food is significantly important.

By the exploration of the secondary sources my objective was to collect and completely examine the notions connected to the traditional food, which surround the consumer. Furthermore, I present the system of the European Union's quality policy, origin protection and Traditional Speciality Guaranteed (TSG) certificate system. Assaying its advantages and disadvantages is a further aim in my work.

- The second phase of my research aims to examine the applicability of the behaviour models of food consumption and purchase of those food which can be related to a geographical area and traditional food. The analysis of the consumers' behaviour is based on the Pilgrim model (1957).

- I substantiate the theoretical background of the consumers' preferences related to food having a geographical bound and to traditional food with home and international study results and the analysis of the marketing strategy elements of traditional food and region-like food.

- The Hungarian consumers' preferences towards the geographically determined and the traditional food and their buying habits are explored with the help of the examination which consists of the following subparts:

  The separation of the traditional food concept, unfolding its characteristics, the associations originating from the name of the traditional food, extra given meanings, consuming frequency were the important aims.

  The price of the traditional food, the role of the geographical origin in the characteristics of the product features, the appearance of the quality guarantee.

  The creation of consuming clusters by the application of mathematical and statistical methods, the geographically related and the traditional food consumers' perception and its role in the consumers' risk handling.

- My further objective is to reveal the German food consumers' preferences in connection with the Hungarian food, and I also did a research to test their buying habits of this food.

1.3. The hypothesises of the research

The hypothesises of my research were created on the basis of the levels of the Pilgrim model.

The above mentioned model divides the elements which have an influence on the food consuming behaviour into three main groups. These groups are: food, person and economic and social factors. I have interconnected those examined areas, which determine the Hungarian consumers' preferences to geographically related and to traditional food, to the certain levels of the Pilgrim model.

Within the economic and social factors I have examined the cultural factors with the appearance of the three dimensions of traditional and region-like food with defining the

concept of traditional food. In case of traditional food the role of the brand was analysed as a "quasi" brand with the help of the additional value originating from the name of the traditional food. Further examining the constitution of the economic and social factors, the frequency of consumption, the rate of loyality and the place of the buying determine the availability of the geographically related food and the traditional food. Finally, the test survey of the price perception of traditional food has made the analysis of the economic and social factors complex.

Among the psychological features connected to the person, the consumers' opinion can also be found, which was studied from the view of traditional food from two aspects: what is the role of the geographical origin in the attitudes related to the characteristics of the product, and whether the search for quality guarantee appears in the consumers' information-evaluation, and if yes in what form does it appear.

From the factors related to the food I have examined the Phisical and Chemical characteristics together with the role of certain parameters in case of food purchasing. Besides, I have determined the target groups of the traditional food and and their features, as well.

On the basis of the model, the level of perception in case of the geographically related food and the traditional food was examined with the concrete appearance of quality. Moreover, I have compared them with the quality-perception of the foreign products. In addition, I have mapped the role of the geographically related food in the consumers' risk handling.

According to the second level of the Pilgrim model, these results determine the attitude to the complex perception of the traditional food and the consuming target groups, which together form and characterize the consumption and the choice of the geographically related food and the traditional food.

Table 1: The theories of the quantitative research and its methodological relations

Source: own survey, 2008

Aim	Topic	First level of the Pilgrim model	Second level of the Pilgrim model	Third level of the Pilgrim model	Research hypothesis	The number of the research	New and new-like scientific result	Is the hypothesis true?
The analysis of the consumers' behaviour about buying traditional food on the basis of the Pilgrim model (1957); exploring the preferences and buying habits of the Hungarian consumers in connection with food related to a geographical areas and with traditional food, the creation of consumer clusters by applying mathematical and statistical data and uttering recommendations for working out the concrete elements of marketing startegy	The traditional and region-like products three dimensions appear (place, time, culture) in the determination of traditional food concept	Economic, Social factors/Cultural factors	attitude	Food choice→food consumption	H1: Is the consumer able to separate traditional food concept? Are its characteristics distinguishable for him/her?	1,2,3	T2	
	The added value originating from the name of traditional food	Economic, Social factors /"quasi" Brand			H2: Does the additional value originating from the traditional name of the food generate positive associations in the consumers?	1,2	T2	
	The frequency of distribution: loyalty, being loyal to the brand , the place of buying traditional food	Economic, Social factors /Availability			H3: Do people consume traditional food occasionally, not every day? Can it be related to holidays, celebrations? Do the consumers buy traditional food at small retailers and at the markets?	2,3	T2	
	Test examination in connection with the evaluation of price	Economic, Social factors /Prices			H4: Do the consumers think that the traditional and region-like products have a higher price than foreign products?	2	T2	
	The role of geographical origin among the attitudes related to the characteristics of the product	Person/Psychological factors (opinion)			H5: Is the role of geographical origin significant in connection with the attitudes related to the features of the products? Can a consumer group be separated, which looks for the products related to a certain geographical area?	4	T2;T3	
	The appearance of quality guarantee in the consumers' information evaluation	Person/Psychological factors (opinion)			H6: Do the consumers look for quality guarantee in case of buying traditional food?	3	T2	
	The role of the parameters forming the dimensions of traditional and region-like products in case of buying	Food: Phisical/Chemical features of the food; Person/Perception by sensory organs	food (physiological effects); food choice (target group)		H7/A: In case of traditional food buying do other parameters play a keyrole as compared to food buying? H7/B: Studying the process of determining what to buy: Is it true that origin, the place of origin and traditionality play a more important role when people aree buying traditional Hungarian food? Do the consumers appreciate the values added by traditionality?	1,2,3	T2	
	The determination of the target groups of traditional and region-like food buyers and revealing their attributes	Food choice (target group)			H8: Can one or more such target groups be created through the grouping of consumers which are important from the aspect of buying traditional food? In addition, is it possible to order marketing means to the parameters of buying?	2,3	T3	
	The concrete appearance of quality-comparison with the quality of the foreign products	Perception, Nourishment/Price (value)	Perception		H9: Are the quality of traditional products evaluted better compared to the foreign mass products?	3	T2	
	The role of food related to a geographical area in risk handling	Perception (risk)			H10: Do the consumers evaluate above the average as a risk reducing factor the buying of products marked on the basis of geographically area and origin? Can those consumer segments be separated, which appriciates more geographical origin as a risk reducer? Can its demographical features be determined?	4	T2;T3	
Exploring the German consumers preferences and food buying habits regarding to Hungarian food						5	T4	

2. MATERIAL AND METHOD

I have made a research plan in order to solve my marketing research problem. This plan contains the steps of my actual work.

My research plan consisted of the following steps:

- Determining the problem: defining the information needed
- The revealing and the describing phases of the research
- Defining the measuring and scaling methods
- Editing and trying out the questionnaire
- Determining the sampling method and the size of the sample
- Data analysis

The definition of the problem was characterized by a fortunate circumstance, because a strong connection has been developed between the researcher and the decision makers the decision makers have recognized that it is needed to create a marketing strategy for popularizing the traditional food. This strategy can be executed with the help of the government, and it is indispensable to examine the consuming behaviour of traditional food.

It is important to create one or more target groups of traditional food and to strengthen the image of traditional food and food related to geographical ares through certain channels by ordering to them marketing means. In connection with the problem examination, through some light talkings, I have done numerous "interviews" with experts of the topic, with university lecturers, experts working in the ministry and working on the supporting system and finally, with the producers who are producing food related to geographical areas and traditional food.

Secunder data have already been collected for solving an other problem. It is easy and cheap to get these data, so these make it possible to economically and quickly gain background information. The analysis of secunder data is an important step of the process determining the problem. It is useless to collect primer data until all the availablbe secunder data has been analysed. (Scipione, 1994; Malhotra, 2001)

In order to solve the given problem I have collected secunder data, and I have analysed them from the following views: aim, being up-to-date, content and reliability. A larger part of the secunder data – since this problem is in connection with authorities and the community – were from state institutions, governmental data sources. Another large part of the secunder data was from the national and international publications, journals, articles and their translations and analyses, besides, the study of the internet resources.

I have done exploring research to gain the necessary information for starting my survey. I have taken part in scientific forums where I have consulted with experts, who are interested in the determination of the research problem from various angels. Among these experts, I have talked to food producers, who are producing food with traditional methods and with those who are producing food related to a certain geographical area. For example, plum jam from Penyige, dry pasta, and other products. In order to get to know the EU's regulation and supporting system I have had conversations with some people working for the MARD (Ministry of Agriculture and Rural Development). Besides, I have asked the people's opinion at exhibition in connection with the "Tradition - Tastes – Region" program, in order to be

aquainted with their attitudes towards traditional food having Traditional Speciality Guaranteed (TSG) quality. Moreover, I have talked to lecturers and foreign ministry members at international conferences and I have done a comperative analysis about the adaptations of the EU's regulation in different countries. The analysis of the secunder data, the overview of each country's quality policy were an important step of the research.

In the next parts I have applied, from the discribing survey methods, the interrogative method with a structural data collection: I created a formal questionnaire, in which the questions followed each other in a predefined order. The questions were mainly closed ones, but the questionnaire contained 1-2 open questions, as well. The filling in of the questionnaires appliying the interrogative method was done by personal interrogation. The place of the interrogations was an information stand at the Agricultural Marketing Centre's community stand, and its dates were Foodapest in 2002, IFE Hungary in 2004 and OMÉK (National Agrarian and Foodindustrial Exhibition and Fair).

The interrogation at the exhibition from the interrogative methods is closest to the survey done in the supermarket. Therefore, about its characteristics it can be stated that the flexibility of the data collection and the diversity of the questions are high, the quantity of the data is medium, the answering rate is high and the speed can be said either medium or high (Malhotra, 2001).

Table 2: The summary of all of my own research and their characteristics

The number of the research	Year	Place	Basic quantity	Number of the elements	Sample collection	Method of data collection	
1	2002	FOODAPEST exhibition	Participants at the exhibition	N=113	Simple happenstance	primer data collection based on a standardised questionnaire	Non-representative
2	2004	IFE Hungary exhibition	Participants at the exhibition	N=425	Simple happenstance	primer data collection based on a standardised questionnaire	Non-representative
3	2005	74. OMÉK (National Agrarian and Foodindustrial Exhibition and Fair)	Participants at the exhibition	N=1034	Simple happenstance	primer data collection based on a standardised questionnaire	Non-representative
4	2006	SZIE Research of the University's Marketing Institute		N=1030	Simple happenstance	primer data collection based on a standardised questionnaire	representative
5	2004	Grüne Woche exhibition, Berlin	Participants at the exhibition	N=157	Simple happenstance	primer data collection based on a standardised questionnaire	Non-representative

Source: own research, 2008

After determining the ammount of the information needed, I have created the questionnaire. I have applied from the four primer scales the nominal, the ordinal and the interval scales. I have also taken into consideration the previous research results when I wrote the questions for each year. The tryout questions were executed on a smaller sample of the respondents at a similar place, which was a smaller foodindustrial exhibition at Szerencs (Fair of Szerencs).

The method of sampling is a simple accidental sample collection, which means that each and every element was chosen accidentaly from the sampling frame.

During the data analyses, the data were written into the Microsoft Excel program, and for the statistical analyses I have used the SPSS 11.5 software. The data analysis was done by single variate and more variate statistical methods. Among the studies there was the distribution of frequency, hypothesis study, the analysis of crosstables, two-pattern T-probe, variability analysis.

The evaluation of each question was done by frequency tables and statistical parameters. I have also analysed the connection of more answers with the help of crosstables. In order to statistically underpin the connections I have done khi-square probes or correlation countings.

At the study of relative frequency the base of reference meant the reference for all the people asked. During the study I have taken into consideration those people too, who were asked but did not answer for the given question, since they also represent the basic crowd. With the help of the crosstables I have analysed the inner connection of the questionnaires. With the help of khi-square probe I have decided at a certain reliability level whether the independence of the variables hypothesis is acceptable or not.

Besides, for the evaluation of the answers I have also applied a more variant mathemathical and statistical method. Furthermore, I have also applied factoranalysis, which is suitable for analysing the mutual connection system between the variables. (Sváb, 1979)

The aim of the factoranalysis is to "reduce" the number of variants, which means the reduction of the dimension numbers of the variables, but in fact it is the contraction of the variables. When the number of variables is reduced the purpose is that the operation should be done by minimalised information loss. It means that we should draw the same consequences about the altered majority and about the original mass (Lehota, 2001b). This method helped me to decide which the important variables are and which can be omitted when I examine the given topic.

Therefore, I have grouped the variables on the basis of their correlation between each other, which means that the common factor behind each variable can be revealed, and this is their common component. Consequently, the relation of the groups can be shown. The different factors influence differently the formation of the same variable and the same factor influences differently the other variables, which is defined by the weigh of the factor.

The determination of the number of factors happens on the basis of their own value, since the own value shows the size of the variety. Only those factors can be in the model, which value is more than one. The factors were hardly understandable, because more factors had high

factor weigh with the same variable that is why we have applied ortogonal turning and varimax method.

An important purpose of my research was to reveal the habits of certain consumer layers. Therefore, I have organized the noticed units into homogene groups by cluster analysis.

In case of traditional Hungarian food, knowing each consumer layers' habits help in the positioning of each product. By clusteranalysis the individuals, the products or their characteristics can be grouped, and our aim is that each group is separated from the other, and there should not be interconnection between them. During this grouping technique the clusters can have typical features, which help their differentiation.

At each and every questioning I have created three groups, which can be separated from each other by their different characteristics. It means that the groups' buying behaviour can be examined carefully related to food connected to a geographical area and to traditional food.

In order to form the groups organized structure I have applied the divisive method and I verified the grouping by applying the khi-square probe. In this case I have repeated this process until the number of elements belonging to one of the groups became too small. To measure the similarity I have used the distance of Euclydes. (Malhotra, 2001).

The determination of advantages and disadvantages of the European Union's quality system was done with SWOT analysis, which categorizes the examined products strength, weaknesses, opportunities and threats. This also enables uttering strategic recommendations to reveal the actual situation and to determine the new directions (Madarász, 2000).

3. RESULTS

According to Pallóné (2003) traditionality can be understood in a wider sense as a part of the culture: both time and place are among the product's determining special quality components. These components are evaluated by the consumers, which was one of the aims of my primer research. The forming of my hypothesis and my surveys examine the perception of place, time and traditionality.

I have further developed Pallóné's dimensional figure. I have examined the dimensions of the previously introduced concepts similarly to the traditional and region-like products.

Table 3: The connection system between the traditional food concepts and the food concepts related to geographical areas

Traditional and region-like product	Regional product	PDO; PGI	TSG	Hungaricum
History (time)				
Tradition (culture)			Tradition (culture)	Tradition (culture)
Place (geographical area)	Place (geographical area)	Place (geographical area)		Place (country)
	The name of the geographical area	The name of the geographical area		
		Community regulation	Community regulation	
Human knowledge (know how)		Human knowledge (know how)	Human knowledge (know how)	Human knowledge (know how)
	Etnocentricism			Etnocentricism
Image	Image	Image	Image	Image

Source: made by myself, 2007

Only the traditional and the region-like products have time dimension among the concepts related to a geographical area and the traditional concepts. History is one of the basicpillars of the concept. Traditional and region-like products have to be known at least by two generations. In case of three concepts form an important part tradition and culture playing a significant role in the production. In three cases place of origin plays an important role. Besides the traditional and the region-like concepts we can find tradition and place of origin together at the hungaricums. However, in this case the place of origin means the whole country and not only a certain geographical area. While the products having regional and geographical attributes the name of the given geographical area appears, too. Talking about Hungaricums it is not the case, but the feeling in connection with the origin can be stronger.

The geographical and the Traditional Speciality Guaranteed (TSG) attributes of the products have a community level regulation system. The traditional and the region-like products are the results of a national level, state directed research.

In almost every case human knowledge is part of the concept, those know how, with which the product has a special place among the food. The "know how" is a mind product, which is Traditional Speciality Guaranteed (TSG), innovative or transmitted through generations. This makes a difference between the food and it also raises food into the premium category.

The previously studied ethnocentricism prevails among in region-like products and hungaricums. The consumer can prefer these products on the grounds of his/her intuitions in the process of purchasing.

Every concept has a special image, which basic pillars are the place of origin, time, human knowledge, tradition or the combination of these. These features can be found in the meaning of the concept.

From the extensive study of the concepts I have drawn the conclusion that in my studies about the consumers' behaviour the dimensions of the traditional and the region-like products should not be heightened from the given concept environment. On the contrary, by virtue of the modell serving as a starting point, the traditional and region-like products popularity among the consumers can be examined by taking into consideration the dimensions formed the other concepts.

3.1. Determining the traditional Hungarian food concept and differentiating its characteristics

H1: Is the consumer able to separate traditional food concept? Are its characteristics distinguishable for him/her?

My aim was also that the consumers should determine what they mean by the traditional food concept. The answers which could be given to the question were determined after a previous testing. In this testing the participants could choose more answers from the given ones. The traditional food concept is in most of the time was connected to the demand that the given product should be "made of Hungarian raw material". Moreover, to this connects the second most chosen answer, namely the product should be "produced by a Hungarian company". If we examine the traditional food concepts in a three-dimensional frame which consists of agricultural and foodindustrial products as well. The above mentioned two parameters unequivocally determine the dimension of place. The fourth most voted feature was that "it was already known by my grandparents". This dimension refers to time.

The trademark appearing on the wrapping was mainly connected to the traditional food concept. For further analysing this more studies are needed. However, the fact that the consumers' are aware of the distinguishing quality of the trademarks makes me presume that the added value is important for the consumers. The evaluation of the role of the trademark can be put in the dimensional figure's cultural part by highlighting the role of the added value.
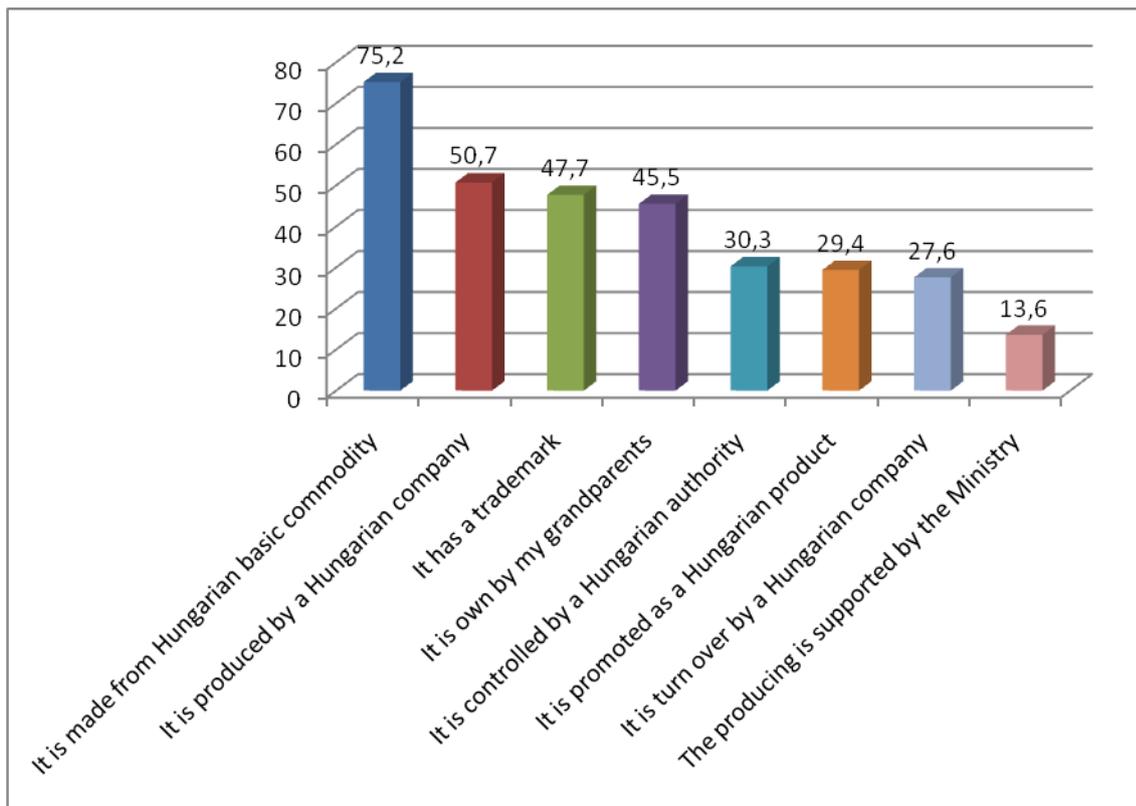
Figure 1: Determining the meaning of traditional Hungarian products

Source: Own research, 2005, (3.) (N=1034)

The consumer can place in time and place the traditional food concept. Three main dimensions can be determined talking about the concept's constituents: the traditional food is made of Hungarian raw material, produced by a Hungarian company and it has at least a two generation past. By examining the concept of traditional food, a need for launching a "traditional food" trademark emerges, which can be searched by the consumer.

H1 is true: The consumer can make a difference between the concept of traditional Hungarian food and their features can be defined.

3.2. The additional value originating from the traditional name of the food

H2: Does the additional value originating from the traditional name of the food generate positive associations in the consumers?

The added value originating from the name of the traditional food was studied with a spontaneous mentioning, and it had the following result: the consumers mention the so-called "flagged ship" products at the first place, which live together with the geographical name. (For example, the onion of Makó, the sausage of Gyula, paprika of Kalocsa) The "aqua vitaes" the honeys and the Hungarian wines are also mentioned among the traditional

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Hungarian food. Studying the purchase of the nationally protected food it can be stated that even when the answergivers buy the "flagged ship" products the rate of purchasing is low except for the sausage of Gyula and the "aqua vitaes".

As the result of my research, it can be restated that the name of the traditional food has an extra value for the consumer. The majority of the mentioned products appear together with the geographical name strengthening the presence of the region-image in the consumers' product perception.

Therefore, my H2 hypothesis has been verified by that: The values originated from the name of the traditional food ngenerate positive associations in the consumer.

3.3. The purchasing habits in connection to food related to a geographical area and traditional food

H3: Do people consume traditional food occasionally, not every day? Can it be related to holidays, celebrations? Do the consumers buy traditional food at small retailers and at the markets?

The following diagram shows the results of the survey done in 2005 about the frequency of consumption:
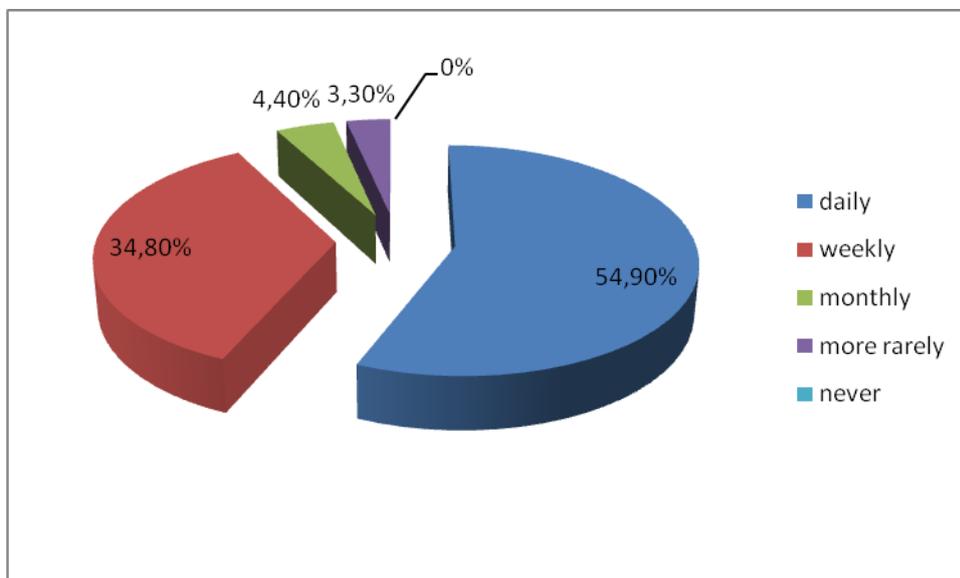

Figure 2: The frequency of buying traditional Hungarian food

Source: own research, 2005, (3.) (N=1034)

The distribution of the answers almost perfectly follows the results done in the previous year: approximately 50% is daily and 35% is weekly consumption.

In connection to the study about the frequency of consumption in 2005 I also examined the place of purchasing related to traditional food. The following diagram shows its results:
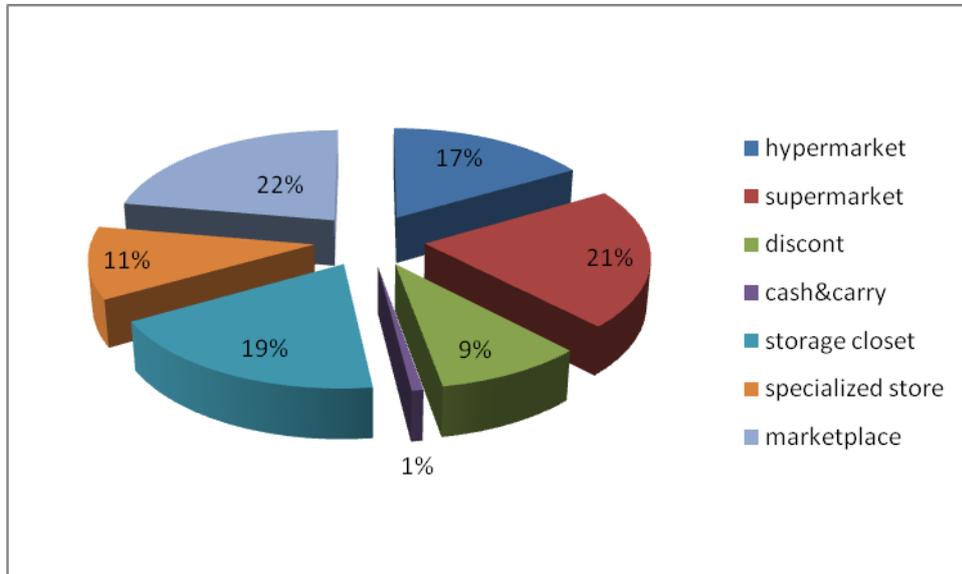

Figure 3: The place of buying traditional Hungarian food

Source: own research, 2005, (3.) (N=1034)

Almost 50 % of the answergivers buy daily and 40% buy weekly traditional food. Considering consumption and demographical distribution it can be stated that the purchasing of traditional food does not depend on age, except for the fact that the young people choose less these products and the people living in cities are on top.

Among the purchasing places of traditional food hiper- and supermarkets, markets and small retailers play an equal role.

In examining the frequency of consumption my H3 hypothesis has been partly verified: the consumption of traditional food is not occasional; it cannot only be joined to holidays and celebrations, but it is every day like. The purchasing of these products occurs daily or weekly.

The second thesis of my H3 hypothesis about the place of purchasing (traditional food is bought at small retailers and on markets) has also been partly verified since the rate of buying at the markets and at small retailers was equal with buying in super- and hipermarkets.

3.4. Evaluating the price of traditional food as compared to the price of foreign products

H4: Do the consumers think that the traditional and region-like products have a higher price than foreign products?

By examining the price of traditional food, the same amount of the answergivers find the price of traditional food lower and higher as compared to the price of foreign products. The majority of the residents of Budapest claim that the price is lower, but people having a degree think that the price is higher.

On the basis of the results for my H4 hypothesis it cannot be unanimously decided whether the consumers think the price of traditional and region-like products on average higher or lower as compared to the foreign products. In order to find out the answer more surveys are needed.

3.5. The role of geographical origin in connection with the attitudes related to the features of the product

H5: Is the role of geographical origin significant in connection with the attitudes related to the features of the products? Can a consumer group be separated, which looks for the products related to a certain geographical area?

The Marketing Institute of the Szent István University did a research in 2006 by examining a representative sample (1030 answergivers). The questionnaire consisted of 15 questions and people were asked about food, food buying and the physiological effects of food.

In the execution of the quantitative survey at the fourth question the question writer wanted to find out how important are the given parameters connected to food for the consumer. The consumer had to choose on a 5-degree scale. Among the given answers there were such notions which were about the beautiful appearance, low fat, high variety of food and do not contain "E" letter constituents. For the present thesis there are two relevant notions among the mentioned values: the geographical origin of food and their producer and the brandname. The importance of these was marked at the 5 degree scale. On the scale they had to mark the numbers which represented most their opinions. The scale showed the very important and the not important at all degrees.

By analysing the descriptive statistics in connection with food, there were among the significant parameters the geographical origin of the food and the producer and the brandname stand on the penultimate places having the average of 3, 38 and 3, 41 on the 1-5 degree scale.

On the grounds of the demographical features, with the application of variance-analysis I have further analysed these two components and it can be stated that men think geographical origin and producers and brandname less important than women.

The socio-demographic part of the questionnaire contained a question related to lasting products, and with the help of the answers we could create 5 social classes: high, middle-high, medium, middle-low and low. The examined two characteristics are analysed in comparison to the social classes. The result of this study is that the geographical origin considered being

more important by the middle-low classes with the classes above them but the low class consider it less important on the basis of social aspects.

Examining this question on the basis of qualification, I have found significant differnces in the evaluation of these two notions. People having secondary education and high school qualifications find the geographical origin, the producers and the brandname of the food especially important. However, it is not the case with the less qualified people.

I have grouped with factor analysis those constituents, which were ranked by the consumers and I have applied varimax method.

The definitions belonging to the first factor (for instance, the food contains low cholesterol level, has an advantageous fatacid consistency and has positive physiologiacal effects) are considered as "basic effective constituents". To the second factor belong the notions, which are related to the geographical origin of the food, the producer, the brandname, novelty and practical making, which are the so-called "outer complementing effective constituents". To the third factor belongs for example, the high vitamine value, the high value of minerals, which are the "inner complementing effective constituents". In the forth factor there are the beautiful appearance, practical wrapping which are the "outer appearance". Finally, in the fifth factor we can find the effects of the environment. It is about the meals and the costumes.

In order to organize the consumers into homogene groups I have distinguished 5 consumer segments by cluster analysis.

Table 4: consumer groups: The role of the geographical origin connected to the attitudes in connection with the features of the product

The average of the sample	1. cluster Cost-focused consumer	2. cluster Discursive buyer	3. cluster Price-focused consumer	4. cluster Routine determined consumer	5. cluster Consumer preferring geographical origin
n=912	n=93	n=242	n=211	n=114	n=252
Men:52,6% Women: 47,4 %	Mainly women	Mainly women	Mainly Men	Mainly Men	Mainly women
Primary school education: 62,4% Secondary school education: 25,5% High school education: 12,0%	More primary school education than the average of the sample	The average of the sample	The average of the sample	More primary school education than the average of the sample	More secondary school education than the average of the sample
High level social and economical situation: 3,2 % medium high: 14,7% medium: 40 % low medium: 18,6: low: 23,4%	Less high, less medium, more low	More high, more middle-high, less low	More low	More high, More low	medium
Significant according to age: 15-24: 16,1% 25-34: 17,5% 34-49: 27% 50-64: 22,7% 65 felett: 16,7%	Significantly more between 25 and 34, and over 65, significantly less between 35 and 49	Significantly more over 65 and less between 24 and 35	Less over 65	Less between 25 and 34	More between 35 and 49
On the basis of the regions of residency: E-Hun.: 27,9% N-Hun.: 12,5% N-Alföld.: 16,1% S-Al.: 13,9% S.Dunántúl.: 10,9% N-Dt.:18,7%	more S-Al. less S-.Dt	Significantly less N-Alföld N-Al. more D-Dt.	More N-Al. less N-Dt.	more N-Hun., more S-Al. less N-Dt.	Significantly more E-Hun and N.-S-Dt. less N-Hun

Source: own research, 2006, (4.) (N=1030)

Among the attitudes in connection with the product characteristics the geographical origin has no important significance. The food related to a geographical area belongs to the outer supplementing useful constituents. The consumer might pay attention to the advantages originating from the geographical connections during the purchasing process. However, the conscious seeking can only be noticed among a few people. Though a part can be separated, which overvalues the food related to geographical areas. I have determined this part's demographic features: mainly the women, people having finished secondary school, people in medium social and economic situation, people between the age of 35-49 and people living in Middle-Hungary (including Budapest) and people living in the "Dunántúl".

My H5 hypothesis on the basis of the results has partly been verified.

3.6. The seeking for quality guarantee in case of buying traditional food

H6: Do the consumers look for quality guarantee in case of buying traditional food?

The majority of the consumers (80%) seek for quality guarantee. To make it more precise, I concretely asked the people about which they think to be the most important factor of quality guarantee related to foodindustrial products.

The percentages of the parameters given by me are reflected in the diagram below:
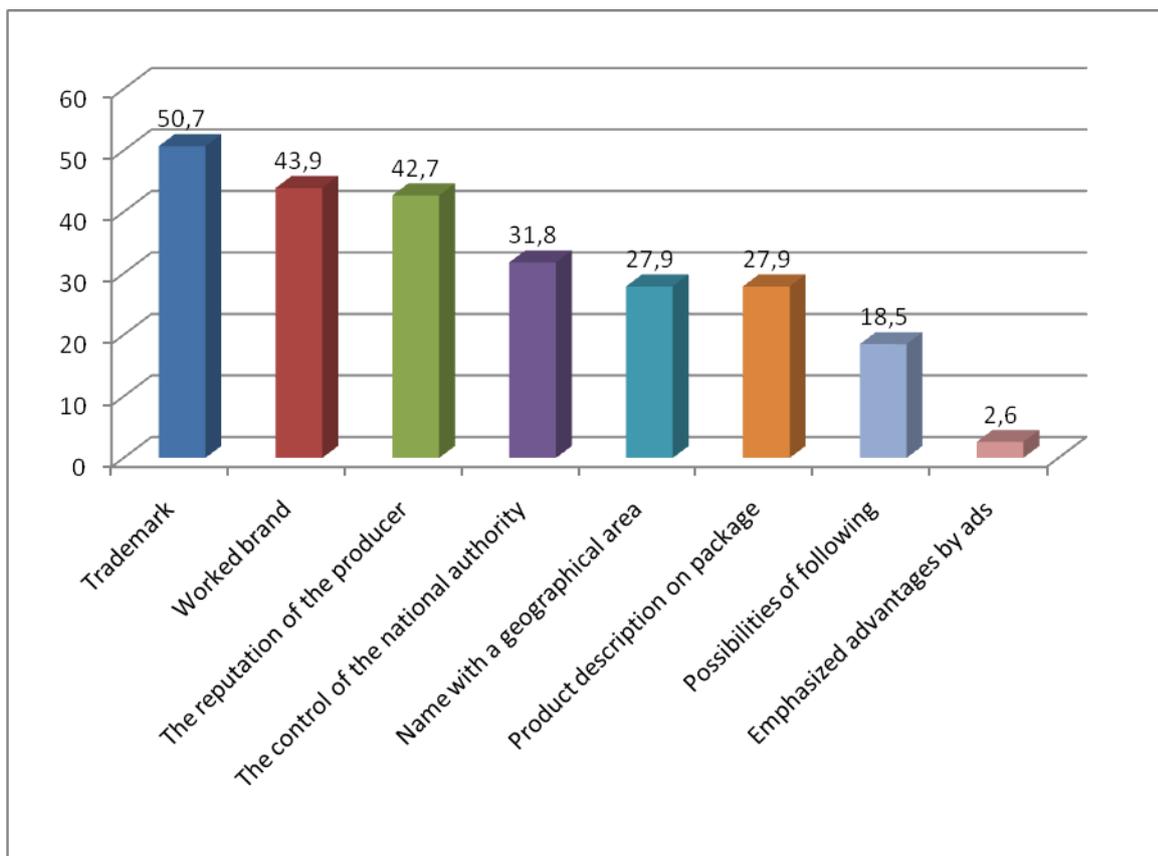

Figure 4: Quality guarantee in case of food

Source: own research, 2005, (3.) (N=1034)

The majority of the answer giving people (almost 80%) look for quality guarantee when they are buying food and they realize trademark, already known brands and the fame of the given producers as quality guarantee. Traceability and the advantages promised in the advertisements are the least important for the people voting for quality guarantee.

Therefore, my H6 hypothesis has been verified: consumers are looking for quality guarantee when they are buying food.

3.7. The importance and the connection of the interconnected criterions in case of food buying and traditional food buying

H7/A: In case of traditional food buying do other parameters play a keyrole as compared to food buying?

H7/B: Studying the process of determining what to buy: Is it true that origin, the place of origin and traditionality play a more important role when people are buying traditional Hungarian food? Do the consumers appreciate the values added by traditionality?

When I examined these questions I asked the consumers to put into importance order the 12 aspects separately in case of food buying and traditional food buying. The aspects were the following: routine, taste, price, wrapping, smell, brand, Hungarian origin, and place of origin (region), traditionality, advertisement, availability, trademark on wrapping. The weghing of each factors had to be done on a 5-degree scale, in which 1= not important at all, 5= very important.

Having done the factor analysis and on the basis of the previous knowledge and the application of the method I have the results shown below. The given parameters were at first analysed in connection with buying food.

Table 5: rotated factor matrix: parameters of food purchasing and their factor values (2005)

	"advantages from regionality and tradition" +"trust constituents of the product"	"Sensibility for the price"	"Information seeking"
Place of origin	**,836**	,155	,230
Origin	**,819**	,298	,188
Traditional-like	**,727**	,265	,268
Trademark on the wrapping	**,685**	,202	,414
Taste	**,617**	,613	,187
Smell	**,600**	,525	,261
Brand	**,599**	,191	,529
Wrapping	**,562**	,355	,437

Routine	,127	**,840**	,211
Price	,480	**,583**	,244
Advertisement	,266	,191	**,862**
Availability	,276	,486	**,624**

KMO=0,953 Bartlett Approx.Chi-Square=8150,253 Sig=0,000 Rotation Sums of Squared Loadings (%)= 72,291 Maximum likelyhood, Varimax

Source: Own research, 2005, (3.) (N=1034)

The previously determined parameters "advantages originating from regionality and tradition" (origin, place of origin, tradtionality) were put into the same group in this survey, too. However, they have been completed with the emphasized role of the trademark, which can be seen on the wrapping. The wrapping and the information written on it, play a very important role. They indicate the origin; the trademark reflects quality and has a communicative role as well. In this case information seeking and the advantages from experience have put into another group. The taste, the smell and the brand are related to the previously mentioned parameters while routine and price create a separate factor. The separation of these two factors reflects the consumers' sensibility to price: the majority of the people asked decided whether they buy the product or not on the basis of price. This mirrors the behaviour of a rational, less sophisticated consumer. The advertisement and the availability form the third factor, which can be called as the information seeking parameter.

Compared to the previously mentioned food buying in case of traditioanl food buying, the given criterions have formed the factors in a different way.

Table 6: Rotated factor matrix parameters of traditional food purchasing and their factor values (2005)

	„Advantages originating from tradition and regionality" + "trust constituents of the product"	"Information seeking"	"Stability"
PLACE OF ORIGIN	**,829**	,260	,221
ORIGIN	**,818**	,242	,291
TRADITION	**,743**	,246	,396
THERE IS A TRADEMARK ON WRAPPING	**,628**	,486	,248

BRAND	**,625**	,462	,254
SMELL	**,587**	,299	,575
ADVERTISEMENT	,230	**,866**	,187
AVAILABILITY	,295	**,668**	,442
WRAPPING	,538	**,573**	,285
ROUTINE	,223	,242	**,824**
TASTE	,610	,245	**,618**
PRICE	,407	,416	**,537**

KMO= 0,958 Bartlett Approx.Chi-Square= 9378,013 Sig= 0,000

Rotation Sums of Squared Loadings (%) = 75,013 Maximum likelyhood, Varimax

Source: Own research, 2005, (3.) (N=1034)

Similarly to the previously mentioned data; the first factor is formed by the place of origin, origin, traditionality, trademark on wrapping and brand. As compared to buying food the parameter of wrapping does not belong to here. The role of taste is twofold: taste indicates origin, and interconnects with traditionality for the consumers. At the same this is also a part of the third factor, in which the consumers' loyalty is reflected. The taste, the routine and the price factors correlation represent continuity in the purchasings. Sensibility to pricereduction does not appear at the consumers; they insist on buying the familiar traditional products. The second factor consists of the distributional advantages. Advertisement, wrapping and availability contain this factor.

During my study I managed to explore the mutually interconnecting system of the elements related to buying food and traditional food. Examining the buyers' decision making processes origin, place of origin and traditionaility are in the focal point in case of buying Hungarian traditional food as compared to buying food. Consumers appreciate the added value originating from traditionality.

My H7 (A and B) hypothesis has turned out to be true.

3.8. Forming consumers' clusters by applying mathemathical and statistical methods

H8: Can one or more such target groups be created through the grouping of consumers which are important from the aspect of buying traditional food? In addition, is it possible to order marketing means to the parameters of buying?

Complementing the factor analysis, I made a cluster analysis first in 2004 for testing the above mentioned hypothesis. I tried to reduce the number of consumers by grouping them into much smaller clusters.

My aim was to order into relative homogene groups the examined units on the basis of the chosen variables. I looked for such clusters which had similar elements to each other and different elements from the other clusters'. The measuring number applied for similarity and differences was the distance of Eucledes, and the method was K-means.

Table 7: Consumer groups from the point of traditional food buying (2005)

Cluster 1:	Cluster 2:	Cluster 3:
Sophisticated and conscious food buyer N= 409	**Food buyer preferring tradition and quality** N= 455	**Easily influencable buyers** N= 169
226 men, 174 women	265 men, 190 women	91 men, 65
Age: 18-24 and the majority of 45-59	On the basis of age it follows the rate of the sample	Mainly more young people
Mainly people having secondary education	Mainly peole having a degree	In a steady distribution all kind of qualifications can be found
Mainly the residents of Budapest and small towns	Mainly the residents of Budapest and big towns	Mainly the residents of Budapest and of villages
	The meaning of traditional Hungarian food:	
It is made of Hungarian raw material Product of a Hungarian company	My grandparents have known it It is made of Hungarian raw material Product of a Hungarian company	It is made of Hungarian raw material
It has a trademark and in its ratio in all the three clusters minimally less people marked it	It has a trademark and in its ratio in all the three clusters minimally less people marked it	It has a trademark and in its ratio in all the three clusters minimally less people marked it
Pays attention to buying Hungarian products	Pays attention to buying Hungarian products	Pays attention to buying Hungarian products
Routine has a great influence	Routine has a medium influence	Routine has no influence
Taste and smell have a great influence	Taste and smell have a great influence	Taste and smell have a great influence
Price has a great influence	Price has a medium influence	Price has a great influence
Wrapping has a medium influence	Wrapping has a medium influence	Wrapping has a great influence
Origin, place of origin and traditionality have a medium influence	Origin, place of origin and traditionality have a great influence	Origin, place of origin and traditionality have a medium influence
Brand has a great influence	Brand has a medium influence	Brand has a great influence

Advertisement has no influence	Advertisement has no influence	Advertisement has no influence
Availability has a great influence	Availability has a medium influence	Availability has a medium influence
Trademark on wrapping has a great influence	Trademark on wrapping has a great influence	Trademark on wrapping has a great influence
Traditional food have good quality	Traditional food have good quality	Traditional food have good quality
compared to foreigner is better	compared to foreigner is much better	compared to foreigner is better
Price compared to foreigner is higher	Price compared to foreigner is higher	Price compared to foreigner is higher
Frequency of buying: daily, weekly (distribution of the sample)	Frequency of buying: daily, weekly (distribution of the sample)	Frequency of buying: daily, weekly (distribution of the sample)
Place of buying: supermarket, small retailer	Place of buying: market, supermarket	Place of buying: market, small retailer
Quality guarantee: trademark	Quality guarantee: the fame of the given producer	Little quality guarantee: trademark

Source: Own research: 2005, (3.) (N=1034)

In my research of 2005 I have recognized the features of the previously mentioned clusters but in my present grouping the characteristics of the clusters cannot be perfectly separated. In many cases it follows the distribution of the sample. The research strengthened that the two groups namely the one which members are "the costumers preferring traditional quality food" and the other which members are "the sophisticated and conscious food buyers" can be still the targetgroup of traditional food. For the members of these two groups origin and tradition are important and they often look for and buy traditional products. For them trademark and the fame of the producer mean quality guarantee. They buy traditional food at markets, supermarkets and in small shops. However, it is not important for them what is written about the product on the wrapping, the control of the state authorities and traceability.

Consequently, on the basis of the above mentioned facts the mean of popularizing traditional products is advertisement on the place of selling and event markeing related to family events.

During my studies I made consumer clusters. I created those two target groups which members can be important from the aspect of buying traditional Hungarian food. I characterized these two groups namely "the costumers preferring traditional quality food"and" the sophisticated and conscious food buyers" demographical features and buying habits. Therefore, I could order marketing means to these groups in accordance with the parameters of buying.

My H8 hypothesis has been verified.

3.9. The evaluation of the quality of the traditional food compared to the foreign massproducts

H9: Are the quality of traditional products evaluated better compared to the foreign mass products?

The consumers appreciate more the quality of traditional food as compared to the foreign mass products. 41,9% of the answergivers said that the quality of Hungarian food is better than the foreign mass products. In addition, 82,6% of the answergivers find good or excellent the average quality of the Hungarian traditional food.

As my results show my H9 hypothesis has been verified.

3.10. The role of the products related to a geographical area in the consumers' risk handling

H10: Do the consumers evaluate above the average as a risk reducing factor the buying of products marked on the basis of geographically area and origin? Can those consumer segments be separated, which appriciates more geographical origin as a risk reducer? Can its demographical features be determined?

The Marketing Institute of the Szent István University made a research with questionnaires in 2006, which had questions about how the consumers reduce the risk in connection with food. The questionnaire contained 18 risk reducer ways, for instance, "I pay attention to the information on wrapping", "I do not buy food from illegal sellers". In the notions among risk reducing there were two relevant factors connected to my research: "I buy geographically- and origin marked products" and "I prefer Hungarian products to foreign products". The 18 features were evaluated on a 1-5 scale, where 1 was "it is not characteristic at all", and 5 was "absolutely characteristic".

The risk reducer factor, which prefered Hungarian products to foreign ones was marked 3,89 on average. "I buy geographically- and origin marked products" factor was marked 2,97 on average. I have done a variance-analysis by examining the two parameters with the demographical features. Significant differences were only found in the average of each characteristics related to the type of place of living and region. Both notions were evaluted more on average by the citizens, and people living in towns. The notions were less important for people living in the countryside. The residents of the Middle-Hungarian region (including Budapest) consider the place of origin of the food and the Hungarian products more important than the foreign food.

The variables belonging to the first factor are characterised by "the risk reducing through a learning process". These variables are the facrtors of the buying process. In this part can we find the knowledge about the food, the planning of the buying and paying attention to the data on wrapping. The second factor represents "routine, and the seeking for safety". It means that the consumer does not buy too suspiciously cheap products, and they prefer the Hungarian

products to foreign ones. To the third factor belong the marking guarantees. These are the purchasing of the geographically marked products, origin marked food, which help reducing the risk by "brand origin".

The buying of food related to a geographical area is not evaluated above the average by the consumers as a risk reducing factor.

I have determined the features of those consumers' segment, which overappreciate geographical origin as a risk reducing factor: the people between the age of 15-24 and the people between the age of 50-64, those who live the cities and in Budapest, people having high school educatation and the residents of Middle- and East Hungary. Besides, Hungarian products are preferred to foreign ones by women and residents of the Dunántúl.

My H10 hypothesis has partly been verified.

3.11. The evaluation of Hungarian food in Germany – Testexamination

Showing the results of my research I have to highlight the fact that the research is not representative, the results are only exploring-like.

The results are very positive regarding to the Hungarian food in a sense that 40 % of the answergivers mentioned that they weekly buy some kind of product having Hungarian origin.

It also a high appreciation the more than 90% of the answergivers (!) consider Hungarian food excellent. Since the German buyers were satisfied with the quality of Hungarian food, later besides keeping the standards of the quality, we should concentrate on strengthening the communication in order to increase the consumption of Hungarian products in Germany.

On the German market the so-called "flagged ship" Hungarian food are emphasized, since the majority of the answergivers know "téliszalámi" the sausages and the "aqua vitae".

I could create a group from the answergivers which "likes specialities" and they might become the target group in the popularization of Hungarian food in Germany.

My research has proven that traditional food is preferred on the market and the following attributes are in the focus point: origin, place of origin, region, and traditionality.

Consequently, products having origin protection can have an advantage on the European Union's market, since the consumers take off from the shelves the Traditional Speciality Guaranteed products having extra value.

Recommendations on the basis of my research results:

First of all, the certain groups of agricultural producers have to be the informed perfectly about all the rules, which mean can be the publication of informing articles in different relevenat journals. It is important to harmonize the Hungarian and the European Union's regulations and the creation of a control system.
It is also necessary to further analyse the the products' supporting system, and to explore the EU's supporting opportunities. In addition, it is important to facilitate the registration of the TTR product..

It is a prominent task to make real the knowledge of the Traditional Speciality Guaranteed quality of food related to a geographical area and of traditional food in order to enhance the products' popularity and their success on the market. For the effective realization of this I recommend the application of the community marketing means (e.g.: shows on national and foreign exhibitions, supermarket actions and tastings, advertising campaigns).

For establishing the information needed for popularizing the products more primer surveys are required.

3.12. The summary of the research results

The following table shows the results of each research and their verifications or rejections:

Table 8: The summary of the results of the research hypothesis, own, 2008

aim	Topic	Pilgrim modell eleme 1. szint	Pilgrim modell eleme 2. szint	Pilgrim modell eleme 3. szint	Research hypothesis	Numberv of research	Új és újszerű tudományos eredmény	Has the hypothesis been verified?
The analysis of the consumers' behaviour about buying traditional food on the basis of the Pilgrim model (1957); exploring the preferences and buying habits of the Hungarian consumers in connection with food related to a geographical areas and with traditional food, the creation of consumer clusters by applying mathemathical and statistical data and uttering recommendations for working out the concrete elements of marketing startegy	The traditional and region-like products three dimensions appear (place, time, culture) in the determination of traditional food concept	Economic, Social factors/Cultural factors	attitude	Food choice→food consumption	H1: Is the consumer able to separate traditional food concept? Are its characteristics distinguishable for him/her	1,2,3	T2	H1 true
	The added value originating from the name of traditional food	Economic, Social factors /"quasi" Brand			H2: Does the additional value originating from the traditional name of the food generate positive associations in the consumers?	1,2	T2	H2 true
	The frequency of distribution: loyalty, being loyal to the brand , the place of buying traditional food	Economic, Social factors /Availability			H3: Do people consume traditional food occasionally, not every day? Can it be related to holidays, celebrations? Do the consumers buy traditional food at small retailers and at the markets?	2,3	T2	H3 partly true
	Test examination in connection with the evaluation of price	Economic, Social factors /Prices			H4: Do the consumers think that the traditional and region-like products have a higher price than foreign products?	2	T2	H4 cannot be decided unanimously
	The role of geographical origin among the attitudes related to the characteristics of the product	Person/Psychological factors (opinion)			H5: Is the role of geographical origin significant in connection with the attitudes related to the features of the products? Can a consumer group be separated, which looks for the products related to a certain geographical area?	4	T2;T3	H5 partly true
	The appearance of quality guarantee in the consumers' information evaluation	Person/Psychological factors (opinion)			H6: Do the consumers look for quality guarantee in case of buying traditional food?	3	T2	H6 true
	The role of the parameters forming the dimensions of traditional and region-like products in case of buying	Food: Phisical/Chemical features of the food; Person/Perception by sensory organs	food (physiological effects); food choice (target group)		H7/A: In case of traditional food buying do other parameters play a keyrole as compared to food buying? H7/B: Studying the process of determining what to buy: Is it true that origin, the place of origin and traditionality play a more important role when people aree buying traditional Hungarian food? Do the consumers appreciate the values added by traditionality?	1,2,3	T2	H7 (A and B) true
	The determination of the target groups of traditional and region-like food buyers and revealing their attributes	Choosing of food (target group)			H8: Can one or more such target groups be created through the grouping of consumers which are important from the aspect of buying traditional food? In addition, is it possible to order marketing means to the parameters of buying?	2,3	T3	H8 true
	The concrete appearance of quality-comparison with the quality of the foreign products	Perception, Nutrition/price (value)	Perception		H9: Are the quality of traditional products evaluted better compared to the foreign mass products?	3	T2	H9 true
	The role of food related to a geographical area in risk handling	Perception (risk)			H10: Do the consumers evaluate above the average as a risk reducing factor the buying of products marked on the basis of geographically area and origin? Can those consumer segments be separated, which appriciates more geographical origin as a risk reducer? Can its demographical features be determined?	4	T2;T3	H10 partly true
Exploring the German consumers preferences and food buying habits regarding to Hungarian food						5	T4	

3.13. New and new-like scientific results

My Ph.D. thesis was underpinned by the analysis of international and national literature. Then I have studied the Hungarian consumers' purchasing habits and preferences to food related to a geographical area and to traditional food. This study was done in a frame of a primer survey. The surveys were yearly repeated and were completed by the experience. Summarising these I have made an analysis about the results of my five primer research.

My new and new-like scientific results are the follwing:

1. In order to analyse the consumers' behaviour I have carefully studied the applicatability of the food consumers' and food purchasers' behaviour models in mapping the consumers' behaviour related to traditional food. Before this, I examined the concept system surrounding the consumer. From the models analysed I have adapted the Pilgrim model (1957) for the study of consumers' behaviour related to traditional food and to food connected to a geographical area. In this study perception is in the focus. Therefore, I have analysed the consumers' attitude towards traditional food separating the features of food, personal qualities (influencing psychological factors), economic and social factors and perception. This was done on the basis of each level of the Pilgrim model.

2. On the grounds of this concept system I have studied the preferences of the Hungarian consumers to food related to a geographical area and to traditional food, and I have also explored their purchasing behaviour. I have defined the differentiating factors (showing origin, geographical area) of the traditional and region-like products, of traditional Traditional Speciality Guaranteed products and of hungaricums. I have organised the basic characteristic feautures of each products, namely place of origin, time, human knowledge, tradition, image and its combinations.

I have also analysed the frequency and place of purchasing traditional food. I have done a comparison evaluation related to the quality, the price and risk reducing degree of traditional food.

I have also determined the quality guarantees important from the consumers' point of view. These guarantees are connected to traditional food and food related to a geographical area. I have also explored the connection of the notions related to buying food and traditional food and I also showed its importance.

3. I have created consumer clusters in four cases with the help of mathemathical and statistical methods.

In these clusters I have carefully analysed the potential target segments of the traditional Hungarian food and food related to a geographical area. Besides, I also studied these

factors'distinguishing features and their demographic characteristics and communicative channels.

I have uttered recommendations for creating a traditional food trademark on the basis of the attributes of the potential target segments and the consumption behaviour. Furthermore, I recommended the elaboration of a marketing strategy – mainly community – connected to this trademark.

4. I have also examined the German consumers' preferences to the Hungarian food and their purchasing habits. It was done with the application of a testresearch.

With analysing clusters I have formed consumer segments and I have separately analysed them. In addition I have separately analysed the group of "people seeking for specialities", who preferred traditional Hungarian food on the market and evaluate positively the place of origin and the attributes in connection with origin.

On the basis of my test-type research results I recommended to gain more protection for the geographical indicators and its communication on the German market.

4. CONSEQUENCES AND RECOMMENDATIONS

As a starting point of my research I have further developed Palloné's (2003) quality dimensions related to traditional and region-like food from the aspect of the concepts surrounding the consumers. I have dissected each concept into its constituent dimensions. I have drawn some conclusion from the study of the concepts which were used to underpin my further recognitions, namely: the given three dimensions (place, origin, time, history, culture) from the consumers' point of view can be completed with other parameters. These parameters are the following: the consumers' product choice is influenced by ethnocentricism, product and country image and directly by the community regulations (e.g.: the appearance of the geographical markers on the products).

The result of the dimensional analysis is the following: the geographically related, the traditional and the region-like food concepts defined by the consumer are dissected and besides emphasized the role of the trademark is emphasized.

Since the developed industrial countries went through significant changes in foodconsumption in the past decades, the consumption habits have also changed. Food is not primarily used for directly satisfying our phisiological needs, but it is now a source of joy as well.

On the unified saturated market being successful is getting harder and harder. In order to stay on the market new means are required. For being successful on the market one possible way is to look for such market gaps, where the products with their special features can successfully point at a new special target group.

The consumer connects the existance of trademark with the definition of traditional and region-like products, so it underpins my recommendation for creating a community trademark.

For this regarding to the means of community marketing there are three possible solutions: first is gaining the protection of the geographical product markers or the traditional special community protection of the product. Therefore, the product can use the sources of the community, which means marketing support for them. The second is the creation of a totally new "traditional food" trademark at a state level. Although its disadvantage is that it has too much expense. The third direction is about developing the Tradition-Tastes-Regions program. Moreover, the creation of the TTR for the traditional and region-like products makes use of it. Its advantage is that it is economical because it makes use of an already existing direction.

Since the producers of the "TTR" products are mainly small companies, alone they are not able to bear the marketing expenses. Therefore, it would be useful to make people aware of the advantages of joining. It can be reached with the means of community marketing. The aim is to create a PGI trademark, whose members can enhance their competitiveness. Of course, for realising this, a suitable certification system, organization, responsibility and a scope of authority are needed.

This trademark can be created with the following steps:

First, people should be made aware of the existing protecting system in the field of agrarian economy. This system should be popularized among the agricultural producers and food-industrial producers. Then or paralelly those products can be chosen which are either produced on a certain geographical area or have traditional and special features; and these products can be suitable for gaining the protection of the TTR trademark. The next step is about the popularizing the marked products and forming the way of thinking of the members of food industry. Besides, the community logos and the protected food need to be popularized among the consumers.

The results interpreted at the country-level as the consequence of popularization the agrarian products' fame has a positive image on the country image, so a they mutual influence can be noticed between the country- and the origin of the country image and the community agricultural marketing.

The geographical name added to the product appears has an extra value in the consumer's evaluation. In the consumer's product perception region image is present, which creates a basis for getting to know more and popularize the geographically marked protected products. Marketing means can be related to this which are the advertising at the selling places and regional places, tasting, and emphasizing the special features. Since these products can be popular abroad as well, by organising more supermarket price reductions, "Hungarian Weeks" the position of the agrarian marketing activites can be strenthened more abroad.

For increasing the frequency of traditional food one possible mean is to enhance the stock of the hiper- and supermarkets and to group to one area the traditional and region-like products sortiments in larger shops. Some shops organize programmes for children in order to complete the weekend purchasings, when the whole family is present. In this programmes it

can be interesting for the children the introduction of some reborn products which were sold in the parents' childhood, too.

Since the consumers think better or much better the quality of Hungarian food as compared to the foreign ones, they might pay more for them, which also underpins the need for the trademark. The advertisement of the highlighted quality Hungarian products is not a new method on the Hungarian market. This is one mean of the community agrarian marketing activity. This activity popularizes the Perfect Hungarian Food trademark. On the basis of the consumers' experience these products are bought more frequently. On the basis of the experience of the people introducing the trademark it has been made clear that a Traditional Speciality Guaranteed (TSG) quality trademark is needed.

The neccessity of the trademark is grounded by my research regarding to quality guarantee: since trademark or the well-known brand or the well-known company or producer mean the quality guarantee the consequence is unanonimous: what else can be a "better never falling" product than something we know for a long time, we might have positive experiences with it, which is close to our homes and has a fame. Therefore, these products have a place on the market, and with a distinguishing market they can have an emphasized place in the consumers' choice.

The "there is trademark on wrapping" sign is considered as a trust constituent of the product by the consumers. It was completed with the importance of origin, place of origin, traditionality in the choice of traditional food.

During my research the differntiating of those groups has been done and their characteristics and consuming habits explored whose target groups can be related to a geographical area and to the populariation of traditional food. The reinforcing of selling, the price reductions at the selling places, the appearance at exhibitions can be those marketing means which can help to enhance the popularization of food related to a geographical area and traditional food.

Since the Hungarian food products have a great significance among the German consumers because of their turistical traditions in my test study I have analysed the German consumers' attitudes to the Hungarian products. My recommendation is to strengthen the position of the Hungarian products on the German market by organizing supermarket price reductions and by introducing the Hungarian raw materials not only in the field of turism and hospitality.

5. AUTHOR'S PUBLICATIONS RELATED TO THE FIELD OF DISSERTATION

Book, Book-item, lecture-notes, editorship:

Book-items in Hugnarian Language:

Polereczki Zs. - **Popovics A**. - Nótári M.: A fogyasztói magatartás sajátosságai a hagyományos és tájjellegű élelmiszerek piacán c. fejezet; In: Szakály Z.-Pallóné Dr. Kisérdi I.-Nábrádi A. (szerk): A hagyományos és tájjellegű élelmiszerek marketingje – Elmélet és gyakorlat az Európai Unióban, 2008 (91-106. p./Popovics:91-97.p./, in press)

Articles

Articles in Foreign Language:

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