

Marketing research to study the demand for bread and bakery products

Kholmamatov Diyor Haqberdievich

Independent Researcher of Samarkand Institute of Economics and Service, PhD
e-mail: xolmamatov_d@mail.ru

Abstract: At a time when food security is on the rise in the world, it is important to study the demand for bread and bakery products in Uzbekistan, to identify factors affecting the demand for bread and bakery products. Based on this, marketing research was conducted to study the demand of the population for bread and bakery products. Some results of it are given in this article.

Keywords: food safety, bread and bakery products, demand, marketing research, survey method of data collection, competition, market principles, marketing principles.

Introduction

One of the global challenges around the world today is food security. The United Nations also says today is the time to radically change the approach to food production and distribution. Specific measures are being developed to grow food, develop agriculture and protect the environment.

In Uzbekistan, special attention is paid to the cultivation of the most important food products, the organization of deep processing of agricultural products. Demand for bread and bakery products is very high in Uzbekistan.

Resolution of the President of the Republic of Uzbekistan No. PP-10 of November 15, 2021 "On the introduction of market principles that ensure free competition in the cultivation and sale of grain." According to this decision, from 2022 to 2024, grain clusters and farms will sell an average of 2.5 tons of wheat through free exchange trades per hectare of irrigated land planted with grain. The rest is sold under direct contracts [1].

One of the most pressing issues is the study of the population's demand for bread and bakery products, marketing research to study the income of the population, the demand for basic food products and the factors influencing it.

Analysis of the literature on the topic

Serious scientific research has been conducted for many years in the world to conduct research in the food market. In particular, this issue was discussed at a major scientific conference in Singapore in 1986 [2].

The scientific research work of R.H.Young and C.W.Maccormac on conducting research in the food market is commendable. Their research includes a number of important food products, including cereals, rice, nuts, processing, and demand for them [2].

There are also a number of studies on market research services that collect information in marketing research, study public opinion, and study the demand for a particular type of product [5].

The development of marketing research, the role of research in today's development has been highly studied by Berghoff, Hartmut, Philip Scranton, and Uwe Spiekermann [3].

The methodology of marketing research was founded by Kotler, Philip and Armstrong, Gary, the world's leading experts in marketing [4].

Based on the results and methodology of the above-mentioned scientific research, an article is being written on the issue of marketing research to study the demand for bread and bakery products in Uzbekistan.

Research methodology

The main issue to be considered in the study was identified based on the tasks set by the Resolution of the President of the Republic of Uzbekistan dated November 15, 2021 No PP-10 "On the introduction of market principles that ensure free competition in the cultivation and sale of grain".

The survey, which is an important method of marketing research, was used to study the demand for bread and bakery products. A survey of urban and rural residents was conducted to determine their needs for basic foodstuffs, their main sources of income and their sources of consumption. An expert survey method was also used during the study.

Analysis and results

The market is not constant and constantly changing it requires the analysis of data on the issue of trading opportunities. Market research is defined by goal setting and research planning. Then the results of product sales for several years are analyzed, errors and inaccuracies are identified, the opinion of marketing experts is studied.

Information is collected from a variety of sources: press, advertising, telephone, distribution and collection of questionnaires. The questionnaire can be completed by interviewing or conducting a telephone survey. Knowing the current situation in the market, it is possible to develop recommendations for the development of production and supply - sales activities at the enterprise.

Businesses need to periodically (several times a year) determine their position in the market. Market potential is the volume of trade that can be realized over a period of time. Plans for the long term will be 15-20 years, medium-term 5 years, short-term 1-2 years.

It is important to determine the market capacity when launching a new product. The study of market capacity and conjuncture can be carried out by an organization (KITI, marketing research company) working outside the enterprise or on its behalf on another economic account. It is expedient to establish a network of such paid information and consulting organizations working on the basis of economic accounting. It is also important to have a competitive relationship between these organizations.

Carrying out market research bans requires a lot of money, so it is important to make the most of the available sources of information. It is important to identify stable laws and regulations throughout the study. When conducting marketing research to study market capacity, it is important to remember to analyze the activities of competitors, advertising, sales policy, product range, maintenance, organizational structure of departments. The market is not a dream, but a firm, sometimes merciless, unrealistic, thought-provoking reality.

The market envisages demonopolization of enterprises, fierce competition, reorganization of the entire economic mechanism of the enterprise, the introduction of advanced technology, high qualification of design specialists, experience in marketing and more. Although there are very advanced ideas and experimental design projects, it is impossible to produce a product that meets the requirements of the world market without modern technology.

The strategy of capturing the market is to achieve the main goal of growing high quality products, improving the welfare of employees, ensuring the implementation of established social programs. The successful completion of the identified activities depends on the interest of each member of the work team in the end result of the work. The material interest of the community should increase social activism and a sense of responsibility. To achieve this, the owners need to issue shares with a profit of 10-15% per annum.

The creative use of marketing theory in economic practice should ensure that the economic mechanism of the enterprise is shifted to the cost system, production management is linked to the vital interests of consumers and society.

The most important way to study demand is to gather the most valuable information by organizing marketing research. We conducted marketing research to study the demand for bread and bakery products mainly through a sample survey of urban and rural populations.

The questionnaire surveyed household income, basic food needs, the status of their satisfaction, satisfaction of food needs with home-grown products, purchases, sources of income, distribution of expenses in the household. Based on the results of this survey, a number of other factors related to the purchase of bakery products were also targeted. The structure of the questionnaire is given in Annex 1.

Analysis of the results of the survey shows that 62% of the surveyed households buy bakery products from retail stores, family businesses. The remaining 38 percent of households were found to make bread from wheat.

One of the main reasons for recording this result was the high rate of household bread purchases, as about 70 percent of the families surveyed were urban residents. But today, a certain part of the rural population also buys bread without preparing it at home. Without closing the household bakery, the majority of shoppers are young and families with a small number of household members.

These families find it cheaper and more convenient for households to shop than to bake. Households have a large number of members, which means that large families prefer to bake bread at home.

Only 11 percent of the surveyed families prepare wheat flour for personal use at home. The survey also examined the main employment of the population, the monthly household income, the use of income.

Almost all of the surveyed households use 55-60 percent of their income for food purchases. The rest is spent on non-food, services, various family events, construction.

The results of the study of the demand for bakery products show that in families of 3-4 people, 2 bakery products are consumed per day. In addition, the dishes made from it, along with the consumption of other bakery products.

The composition of families, the number of family members, age is an important factor influencing the demand for bakery products.

The main sources of income of the population are the basic salary, the sale of additional agricultural products, additional work, remittances from abroad. Almost all of the active members of the surveyed households are currently employed, and some low-income families are also receiving social benefits from the neighborhoods.

It should also be borne in mind that for Uzbek families, bread is the first and most sacred blessing. Small families (3-5 people) consume an average of 10-12 loaves of bread per week, depending on the age of family members, while large families (5-10 people) consume 18-20 loaves of bread. In particular, the daily requirement of bread for people aged 14-35 years is one, one and a half loaves.

Bread is a product that can be consumed without any thought, regardless of the consumer's income. Consumption of substitute goods based solely on income can also affect the volume of consumption of bakery products.

In the process of marketing research, in addition to studying the demand for basic food products, it was also studied how much of the basic food products are purchased, and how many are grown and consumed at home. It was found that the main part of the income of families growing and consuming food in their own households can be spent on other non-food items, buying a car, holding weddings, construction work, treatment, travel, etc.

Conclusion

Uzbekistan is a leading country not only in Central Asia, but also in the world in the production of some agricultural products. At present, Uzbekistan has adopted a state program to ensure food security.

Over the years, reforms in Uzbekistan to improve the welfare, living standards and health of the population are bearing fruit.

One of the most important foods for the population of Uzbekistan is bread and bakery products. As a result of marketing research to study the demand of the population for daily necessities, especially bread and bakery products, the following was identified.

1. Bread and bakery products are in the first place in the food needs of the population of Uzbekistan. The income of the population plays a key role in the formation of demand for bread and bakery products.

2. There are many ways to study demand, one of the ways to study demand in practice is to keep a journal of demand, in which the unmet needs of customers are regularly recorded. It is also studied through marketing research.

3. The results of marketing research have shown that today, small and young households are buying ready-made bread without making bread at home. Families with large households are making bread from wheat flour at home.

On the basis of these findings, the following scientific and practical recommendations have been developed to increase the production of bread and bakery products, to study the demand:

1. Identification of unmet needs as a result of regular demand research in bread and bakery enterprises, study of the competitive environment to increase production, conclusion of commercial

agreements with consumer enterprises (kindergartens, hospitals, construction companies, manufacturing enterprises) , to master new segments of the market (e.g., making rye flour bread for patients with diabetes).

2. It is clear from marketing activities that maximum demand cannot be achieved only by increasing production. Therefore, to strengthen marketing measures in order not to lose existing customers, to form potential demand formation measures, marketing communications, sales channels, pricing methods based on a clear target market description. For example, if the price of bread sold to kindergartens, hospitals, construction companies is wholesale, the price of bread sold through the company's retail stores will be the retail price.

3. Further increase the social protection function of price in the bread and bakery market. It is expedient to further strengthen the mechanisms of state regulation of pricing policy of enterprises.

Application1

A N K E T A

Study of "Population demand for bread and bakery products, household structure, employment and income."

We compiled this questionnaire to study the demand of the population for bread and bakery products in the city of Ishtikhan and nearby neighborhoods, the process of purchasing bread products, the composition of household members, their main employment, income.

As a result of the survey, we plan our activities, the volume and quality of our products. Thank you for answering the inquiries.

| | |
|-----------------------------|--|
| Of the interviewer S.N. | |
| Respondent S.N. | |
| Number of household members | |
| Neighborhood name, street | |

Information on the study of household members

| Name of household members | The degree of intimacy of household members | Information | Basic employment | Position | |
|--|--|--|---|---|---|
| 1 HH 2 Head 3 husband / wife 4 boys / girls 5-son-in-law / the bride | 5 grandchildren 6-brother/sister 7 other relatives | 1 he did not finish 1st school 2 with general secondary education 3 secondary special 4 with higher education | 1-industry 2 Agriculture 3-transport 4 connection 5 construction 6 Service 7 training 8 Health | 9 Science, culture, sports 10 trade, public catering 11 Finance, audit, management 12 abroad | 1 leader 2 specialist 3 worker 4 other |
| | 1 2 3 4 5 6 7 | 1 2 3 4 | 1 2 3 4 5 6 7 8 9 10 11 12 | 1 2 3 4 | |
| | 1 2 3 4 5 6 7 | 1 2 3 4 | 1 2 3 4 5 6 7 8 9 10 11 12 | 1 2 3 4 | |
| | 1 2 3 4 5 6 7 | 1 2 3 4 | 1 2 3 4 5 6 7 8 9 10 11 12 | 1 2 3 4 | |
| | 1 2 3 4 5 6 7 | 1 2 3 4 | 1 2 3 4 5 6 7 8 9 10 11 12 | 1 2 3 4 | |
| | 1 2 3 4 5 6 7 | 1 2 3 4 | 1 2 3 4 5 6 7 8 9 10 11 12 | 1 2 3 4 | |
| | 1 2 3 4 5 6 7 | 1 2 3 4 | 1 2 3 4 5 6 7 8 9 10 11 12 | 1 2 3 4 | |
| | 1 2 3 4 5 6 7 | 1 2 3 4 | 1 2 3 4 5 6 7 8 9 10 11 12 | 1 2 3 4 | |
| | 1 2 3 4 5 6 7 | 1 2 3 4 | 1 2 3 4 5 6 7 8 9 10 11 12 | 1 2 3 4 | |
| | 1 2 3 4 5 6 7 | 1 2 3 4 | 1 2 3 4 5 6 7 8 9 10 11 12 | 1 2 3 4 | |

Household consumption and expenditure

How much of the following foods have you consumed in your household in the last week?

| № | Name of food (kg, pieces, if in other sizes) | Last week's amount | Average amount per week (season) |
|-----|--|--------------------|----------------------------------|
| 1. | Ready-made bread and bakery products | | |
| 2. | Wheat flour (for baking) | | |
| 3. | Pasta | | |
| 4. | Rice | | |
| 5. | Porridge | | |
| 6. | Meat products (beef, mutton, chicken) | | |
| 7. | Fish | | |
| 8. | Milk, fermented milk products (liters) | | |
| 9. | Sour cream, sour cream | | |
| 10. | Eggs (pieces) | | |
| 11. | Vegetable oil | | |
| 12. | Potatoes | | |
| 13. | Vegetables | | |
| 14. | Fruits, berries | | |
| 15. | Sugar | | |
| 16. | Flour confectionery | | |

Indicate the average annual or average monthly expenses of your household?

| | Type of costs | Total household expenses,% |
|----|--|----------------------------|
| 1. | To food | |
| 2. | For non-food products | |
| 3. | Services (health, education) | |
| 4. | Getting married, buying a car, building, traveling, etc. | |

Basic household income and sources per month (you can specify several)

| | Main sources | Amount, sum |
|----|---|-------------|
| 1. | Basic salary | |
| 2. | Retirement, scholarship | |
| 3. | Sale of agricultural products (plant products) | |
| 4. | Sale of livestock products | |
| 5. | Money transfers from abroad | |
| 6. | Leasing of property | |
| 7. | Social benefits (alimony, disability, neighborhood allowance, etc.) | |
| 8. | Other ----- | |

Which of the following is grown in the household and consumed for household needs?

| № | Product type | Produced | Consumed in the household | Sold |
|----|----------------------|----------|---------------------------|-------|
| 1. | Wheat flour | kg | kg | kg |
| 2. | Bread (covered) | kg | kg | kg |
| 3. | Meat | kg | kg | kg |
| 4. | Milk, fermented milk | liter | liter | liter |
| 5. | Vegetables | kg | kg | kg |
| 6. | Fruits | kg | kg | kg |
| 7. | Melons | kg | kg | kg |

| | | | | |
|---------------------------|------------------------------|-------|-------|-------|
| 8. | Eggs | piece | piece | piece |
| 9. | Other products | | | |
| Household products | | | | |
| 1. | Bread, buns, confectionery | | | |
| 2. | Canned fruits and vegetables | | | |
| 3. | Sewing and knitting products | | | |
| 4. | Building materials | | | |

References

1. Resolution of the President of the Republic of Uzbekistan No. PP-10 of November 15, 2021 "On the introduction of market principles that ensure free competition in the cultivation and sale of grain"
2. R.H.Young and C.W. Maccormac. Market research for food products and processes in developing countries proceedings of a workshop held in Singapore, 1-4 april 1986
3. Berghoff, Hartmut, Philip Scranton, and Uwe Spiekermann, eds., The Rise of Marketing and Market Research (New York: Palgrave Macmillan, 2012)
4. Kotler, Philip and Armstrong, Gary. Principles of Marketing Pearson, Prentice Hall, New Jersey, 2007
5. US Census data is both for Market research and for Marketing research: "NAPCS Product List for NAICS 54191: Marketing Research" (PDF). data collection services for marketing research and public opinion surveys, by methods other than ... data collection services provided as part of a market research services package that includes
6. <https://www.norma.uz/>