

***Dagmara Bubel***

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## **Marketing aspect of young consumer behaviour in food industry management**

### **Introduction**

Aspiration to enter a foreign market determines the development of many companies in the food sector – it forces them to diversify risk and look for new sources of revenues. In this case, it is important for food manufacturers to know the preferences of consumers of food products in order to develop successful marketing strategies. In the conditions of globalisation and operation on a single EU market, as a result of an increased scale of contacts and interdependences, behaviour of young consumers towards food products is subject to the process of homogenisation.

The aim of the paper is to identify criteria for choosing food products used by young consumers in Germany from four schools in Brandenburg, with special reference to marketing instruments determining the choice of food products, such as: price, brand, quality and promotion instruments, based on studies conducted using a random class survey. The conclusions emerging from the studies can be used by food manufacturers in the process of building their marketing strategies.

Germany was chosen for analysis, as, according to studies, young German consumers have increasingly high requirements for services and products offered to them. An international comparison ranks them among most critical consumers. The catalogue of questions presented to them ranged from satisfaction with products and services, through planned purchases, to readiness to change the provider of services and products. Young German consumers appear to act very consciously and advisedly, as they usually obtain information online on company or manufacturer websites before making purchases. Besides, they regard recommendations from their friends and acquaintances as the most reliable. They are

not susceptible to traditional advertising and rather sceptical about traditional advertising and surreptitious-advertising on social media [Lange et al. 2005].

In the age of market globalisation, characterised, among other things, by high intensity of competition among enterprises, it is increasingly important to have broadly understood knowledge about consumers, their needs, expectations, habits, aspirations and, above all, determinants of such behaviour.

## **Determinants of consumer behaviour, with particular reference to the category of the young consumer**

For many years, consumer behaviour and its determinants have been an important area of research in economic sciences. There is a noticeably increasing interest in this subject in scientific discussion on consumer behaviour, especially in the context of marketing research. The development of marketing, which inspires research and uses its results in economic activity of modern enterprises, contributed to emergence of the area of „consumer behaviour” as an independent scientific sub-discipline.

With the development of research into consumer behaviour, the definition and the scope of the term „consumer behaviour” were changing. Two different approaches to defining this term can be distinguished among authors. Some scholars extend the category of consumer behaviour to include the phase of using a purchased product. In the second case, consumer behaviour involves actions from the pre-purchase phase to the post-purchase phase, which also includes the use of a purchased product [Claar 1996].

We can thus indicate two systems in which these behaviours take place:

- on the market: market or purchasing behaviours – a range of actions preceding purchase, such as: gathering information about the product, preparations for the purchase, financing the purchase and the proper act of purchasing,
- in a household: behaviours in the consumption phase – activities connected with using the purchased product [Maier 2010].

For discussion within the research area chosen for this paper, the first approach, in which the institutional system is the market, is more appropriate. In accordance with the aim of the study, the paper will analyse the marketing aspect of consumers’ behaviour connected with making choices about the purchase of food products, i.e. the research attention will be focused on consumer behaviour in the pre-purchase phase and during the act of purchasing. As a consequence of this approach, consumer behaviour will be understood as actions aimed at satisfying consumers’ needs and desires, consisting of a sequence of actions connected with purchasing goods, preceded by making choices.

The importance of research into consumer behaviour will be examined from the marketing perspective, because knowledge about consumer behaviour supports the processes of strategic management of modern manufacturing and trade enterprises, constituting the basis for developing and implementing an appropriate marketing strategy and shaping and verifying market decisions [Lichtarski 2006].

The category of the young consumer is a relatively new concept, which originated in the period of the development of marketing and resulted from the need to define the target market for enterprises' products. An important element of the term „young consumer” is definition of the age bracket of a consumer that can be categorised into this market segment [Pacyna 2006]. The analysis of consumer behaviour on the market of food products will be conducted on a group of German purchasers aged 12–16. It should be stressed that young consumers, as the object of research interest, constitute an important and interesting category of consumers. Due to economic transformations and increasing processes of globalisation of the market and consumption, market activity of young consumers is increasingly strong and emphasised both in scientific publications and marketing research.

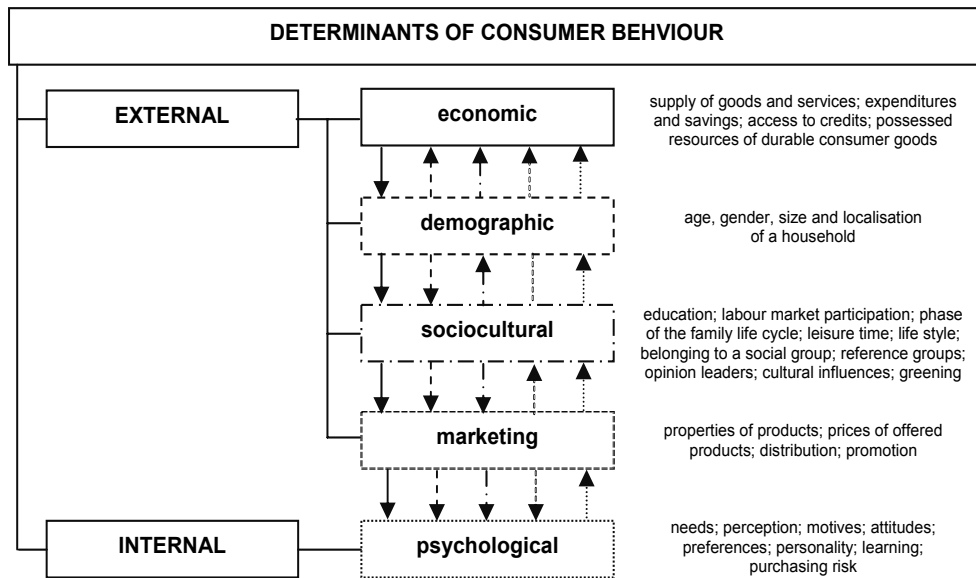
In view of the discussion above, the research problem is to identify factors determining behaviour of young consumers on the market of selected food products and

- to define the segment of young consumers based on various criteria;
- to identify marketing factors in behaviour of young consumers, with particular reference to the market of food products.

The studies were conducted using a random class survey on a sample of 200 young consumers aged 12–16 from Brandenburg. The aim of the studies was to identify preferences in the process of making food purchase decisions. The random class survey was distributed among students during lessons. The survey questionnaire was prepared in the German language and contained closed questions. The task of the respondents was to select a few answer choices by marking them and writing their own options of answers. Of the questionnaires collected, verified for readability and accuracy, 200 were classified as complete and suitable for further analysis. The conclusions emerging from the studies can be used by food manufacturers in the process of building their marketing strategies.

Differences in approaches to identifying and systematising factors in consumer behaviour are clearly visible when comparing the German and Polish academic literature. A clear dichotomy in the classification of consumer behaviour factors appears in the German academic literature. It usually provides classification which distinguishes psychological, internal and individual factors, and environmental, external and social factors [Proposed by: Kroeber-Riel and Gröppel-Klein 2013, Trommsdorff, 2004, Tormählen 2006, Balderjahn and Scholderer

2007, Foscht and Swoboda 2011]. In contrast, Polish authors usually distinguish three basic groups of determinants: economic, social and psychological [Proposed by: Rudnicki 2012, Maciejewski 2014, Woś et al. 2011, Górska-Warszewicz et al. 2013, East et al. 2011]. Determinants of consumer behaviour on the market and relationships between them shows Figure 1.



**Figure 1**  
Determinants of consumer behaviour on the market and relationships between them

Source: Own work.

For the purpose of the research presented in this paper, marketing factors have been selected from among the whole range of possible consumer behaviour determinants described in academic literature.

## **Tendencies of changes in the management of the food industry in the aspect of marketing consumer behaviour**

A marketing plan of food manufacturers is becoming one of the most important elements of the food industry management and market successes. The prospect of an open market, free movement of goods, makes it necessary for enterprises to be able to compete, and survival on the market requires the development of a strategy for marketing practices based on analysis of consumer

behaviour. An important determinant of changes in food consumption patterns are marketing activities, undertaken both by food operators and trading companies. Of particular importance are: appropriate product policy, diversified offer, brand strategies, product packaging, price policy and promotional activities of enterprises [Schwarz and Hutter 2012].

The management of the food industry taking into account marketing orientation is connected with a fundamental change in enterprises' approach to production planning, product designing and sale. A product that meets customers' expectations is the key to market success. The consequence of this view is focus on examining existing and potential customers' needs and integrating all functions of an enterprise around the fundamental objective – to manufacture and deliver a product that best meets customers' needs, or at least does so better than the product of the competitors. The integration of an enterprise's activities around identifying consumer-desired properties of a product and terms on which it can be delivered to purchasers to meet their expectations and at the same time to ensure that its sale will bring benefits to an enterprise leads to establishing a mix of market impact tools called marketing mix [Nitzko and Spiller 2014].

Effective management of the food industry in the marketing orientation determines an enterprise's objectives, focused on creating the consumer and maximizing profits by making the purchaser satisfied. The marketing aspect revolves around co-creation of purchasers' needs and the ways to optimally meet them. As the starting point in marketing is the target customer rather than the product, and the marketing mix comprises: product together with its packaging, price, distribution and promotion, which includes advertising, sales, direct support of sales and public relations, the knowledge about the characteristics of purchasers was also needed to develop promotion and advertising campaigns adjusted to their value systems and mindset to make sure that desired consumer behaviour is generated in purchasers.

Marketing factors are a specific group of external determinants affecting consumer behaviour. They include all elements of marketing mix, i.e.: product properties, price, distribution and availability of products and promotion.

It should be noted that the determinants of consumer behaviour, i.e. economic, demographic, sociocultural and psychological ones, are closely related with the consumer and describe the environment in which he/she lives. Marketing factors, on the other hand, depend on enterprises offering products and are connected with the product range of a specific manufacturer or seller, whereas of particular importance for the consumer are: product properties, their prices and income, payment terms, distribution and place where the product is sold, as well as promotion understood in the context of the enterprise's communication with the purchaser [Battenfeld and Buhr 2012].

A very important property of a product is its quality, which is seen as the sum of product properties determining its capability to satisfy specific needs of purchasers. Moreover, each product has certain properties that distinguish it from among other goods available on the market, which are expressed in the brand. The objective of brand is to distinguish products coming from a given manufacturer or seller. By possessing goods of a particular brand, consumers demonstrate their social position, level of wealth, lifestyle, etc. A particularly important factor affecting consumer behaviour is the price. We can say that it is one of the most important elements when taking a purchasing decision, but it is not the only criterion for the final choice of the product used by purchasers.

Special attention should be given to the elements of promotion, which include information reaching the consumer as a result of enterprises' promotion campaigns. It is an important determinant, because it allows consumers to gain knowledge about the other marketing factors. Consumers choose a purchasing place by comparing and evaluating various sale systems, using individual criteria. The staff of a shop, including its service, has an important influence on a consumer's attitude to a sales place. Knowledge of how places of product sale can be perceived is important for marketing campaigns in terms of the choice of sales forms, shop location and size, type and range of products [Foscht and Swoboda 2011]

Summing up the discussion about consumer behaviour determinants, we can say that the behaviour of consumers, as an effect of decisions they made, is affected by various factors of different nature and impact. Many of them depend on each other and interact with each others, leading to different preferences of consumers. Their impact also varies across different groups of consumers, including those identified based on age.

Information obtained from various sources through marketing research plays a key role in identifying the nature and determinants of consumer behaviour, including young consumers.

As indicated in many definitions of marketing research, its role is to shape a specific dialogue between enterprises and consumers, a dialogue that creates a common ground between the both sides of the market, resulting in alignment between supply and demand. Manufacturers, thanks to marketing research, can not only better recognise the needs and expectations of food consumers, but also offer them increasingly diversified products that can meet equally diversified expectations. In the strategy for diversifying food product supply and ensuring their successful sale, a very important role is played by an appropriately selected way of marketing communication, with the content, form and means of communication adequate to the perception specificity of a given group of recipients [Königstorfer and Gröppel-Klein 2012].

According to the most popular opinions among scholars, consumer behaviour on the market of food products is routine in nature, purchasing decisions are taken relatively fast, purchasers very often are guided by habit, and the main reason for choosing specific food products is their taste. Such views result from the assumption that food mainly satisfies basic needs.

This conclusion can be referred to the behaviour of young consumers on the market of food products, where they make their purchasing decisions. Marketing research conducted among young consumers should concentrate on identifying their needs and expectations so that the supply of goods and services addressed to them could possibly best suit their preferences. Moreover, manufacturers more and more often perceive children as a kind of a reference point for behaviour of grown up consumers, based on which adults develop their tastes and way of reacting to marketing incentives [Karmasin 2013].

In the dynamically changing economic reality, knowledge of consumers, their needs, behaviour on the market and regularities in their conduct are necessary for modern enterprises to formulate and implement an appropriate marketing strategy, and constitutes the basis for shaping and verifying market decisions. It is particularly important to identify factors affecting the behaviour of young consumers.

## **Preferences of young consumers regarding selected food products – discussion on the research results**

Young consumers mainly look for hedonistic values in food. However, as research shows, over time hedonistic feelings give way to a rational approach, which is simply reflected in the fact that with age the importance of taste among the most significant criteria in choosing food decreases, whereas the importance of quality grows [Stenger 2012].

Recognising the influence of peers on consumer behaviour of young consumers, marketing specialists postulate the use of the so-called „buzz marketing”, or „street marketing”, for this segment. The idea of such practices is to find the most go-getting young people who can play the role of leaders in a peer group and to equip them with branded goods and make them make a positive fuss, climate around these brands. By such campaigns, the brands promoted with „buzz marketing” increase the prestige of young people who use them [Brell 2008].

Results of research into the behaviour of young consumers on the food market show that brand is one of less important factors influencing purchasing decisions. At the same time, this research shows that consumers, in particular those in better financial situation, often buy food products out of habit. Consumer-

declared importance of habit is connected with loyalty toward products that meet their expectations, so it is indirectly related to the habit of purchasing certain brands.

## **Behaviour of young consumers on the market of sweets and crisps**

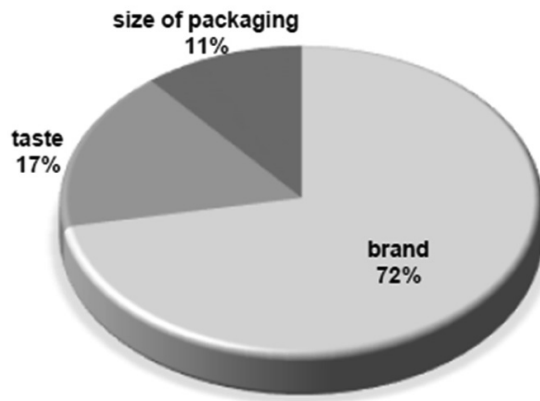
The market of sweets is one where, as the research shows, young consumers take most of their purchasing decisions, as they love sweets despite being aware of their bad impact on health. In order to explore the issue of the behaviour of young consumers towards selected sweets, i.e. chocolate and bars of chocolate, a study was conducted to determine the preferences of young consumers on the market of this category of sweets. The study was conducted from September to November 2014 on a group of 200 pupils aged 12–16 in schools in Brandenburg.

The declarations of those surveyed showed that the overwhelming majority of them ate chocolate and bars of chocolate. The group of respondents who did not eat sweets was small, and in most cases it was caused by chocolate allergy and taste considerations.

Young consumers relatively often declare that they buy sweets on their own both in a tuck shop and for the money left from shopping done at the request of their parents and in various other circumstances. The results of the study also confirm that almost all pupils surveyed buy sweets on their own. The respondents most often bought sweets in a small grocery where they were served by a shop assistant, or a self-service shop, or a tuck shop. Young consumers are thus characterised by a relatively high purchasing activity on the market of chocolate and bars of chocolate. A lot of children surveyed bought these products by themselves, with most of them declaring purchase of bars of chocolate, often in a tuck shop. Young consumers, probably due to their role as an active purchaser on the market of sweets, are very spontaneous and familiar with brands of chocolate and bars of chocolate, with the best known brands being the products most often consumed by them. Young consumers, probably due to their role of an active purchaser on the sweets market, are characterised by high spontaneity and knowledge of brands of chocolate and chocolate bars. At the same time, the products they most often eat are the best-known brands, the purchase of which is determined by brand, taste and the size of packaging, as shows Figure 2.

Young consumers also often consume crisps. The research shows that they are usually consumed during watching TV programmes. The youth surveyed are





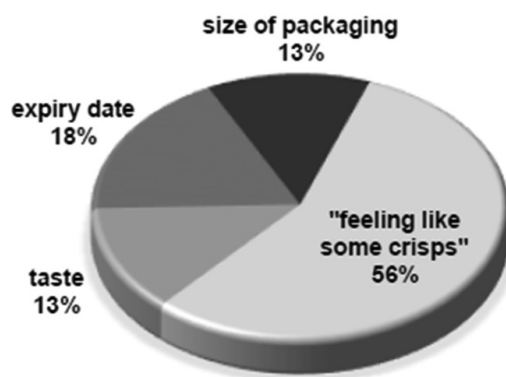
**Figure 2**

Behaviour of young consumers on the market of sweets

Source: Own work.

aware of the negative impact of crisps on their health, but this does not make them eliminate these products from their diet.

In the survey, most respondents admitted that they bought crisps by themselves, regarding themselves as responsible for choosing products they consume. When asked about the circumstances of buying crisps, over half of respondents answered that the factor determining their purchase could be described as „feeling like some crisps”. Among the factors determining purchasing crisps, the youth surveyed rated taste, expiry date and size of packaging as most important, as shows Figure 3.



**Figure 3**

Behaviour of young consumers on the market of crisps

Source: Own work.

Asked about attachment to a specific brand, over half of the German pupils surveyed answered that they bought different brands of crisps. Only every 14th person always purchased only one brand regardless of the price. Summing up, it should be stressed that young people are perfectly familiar with brands of crisps, although the majority of those surveyed declared that they did not pay attention to the brand of a product when making a purchase.

## **Behaviour of young consumers on the market of ice cream and juice**

The research shows that the youth aged 12–16 constitute one of the more active consumer segments on the market of ice cream. Their activity and relatively good knowledge of this market were confirmed by, among other things, relatively high level of familiarity with ice cream brands and advertising.

Consumers most often associate ice cream with dessert and summer, and then pleasure. Knowledge of ice cream brands and producers is directly related with knowledge of ice cream advertisements, and spontaneous knowledge of advertisements coincides with spontaneous knowledge of advertised brands. The research shows that when buying a product, the young consumer relies on its familiarity and reliability, and thus its advertisement. The aim of advertising is to create the brand of a product so that it invokes pleasant and unique associations in potential customers. Through the frequency of the message, the advertiser reinforces the unique image of the brand and provokes the consumer to make a purchase.

Knowledge of advertisements for specific ice cream brands generally depends on the form of communication, number and broadcasting time of advertising spots. Definitely, the largest number of young people were familiar with the message of ice cream advertising, which is the result of successful nationwide advertising campaigns conducted by producers in various media, but also of an effective distribution and well-developed communication messages.

Reasons for and circumstances of consuming ice cream are often connected with consumers' habits. However, traditions and habits are to some extent affected by marketing campaigns, which break previous stereotypes and create new patterns of consumer behaviour.

In the German region analysed, sale of ice cream is seasonal, therefore leaders of this market try to change the way ice cream is perceived by German youth and use an appropriate promotion strategy to make them consume ice cream throughout the year. The main factor determining the choice of ice cream is taste,

followed by price and size of ice cream, as shows Figure 4. Despite good knowledge of ice cream advertisements, this factor was rated as least important when choosing a specific brand.

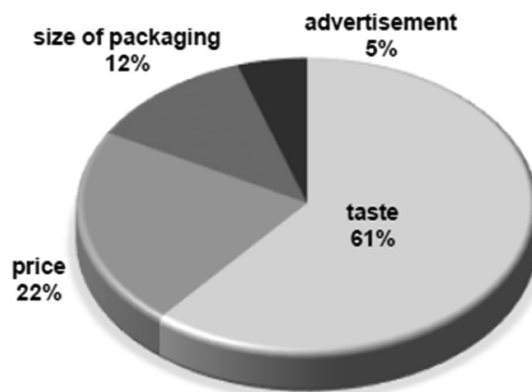
Summing up the results of a survey of young consumer behaviour on the market of ice cream, we should indicate a relatively high level of knowledge of ice cream brands and advertisements and a clearly defined shift of the existing patterns of seasonal consumption of ice cream towards purchasing this product throughout the year among young Germans.

Young consumers' purchasing activity is largely expressed on the market of beverages. Therefore it's worth presenting results of a survey conducted among pupils of German schools to determine the knowledge of fruit and vegetable juice brands as well as preferences and loyalty of young respondents towards juice brands.

Young consumers' preferences as to the place of purchasing juice and factors taken into account when making purchasing decisions show that the most important factor is taste of juice. Quite important factors for those surveyed included: price, expiry date and habits, as shows Figure 5.

It turns out that when buying juice, young consumers did not pay any attention to such factors as: harmfulness of the packaging for the environment, presence of information on the packaging or nutritional value.

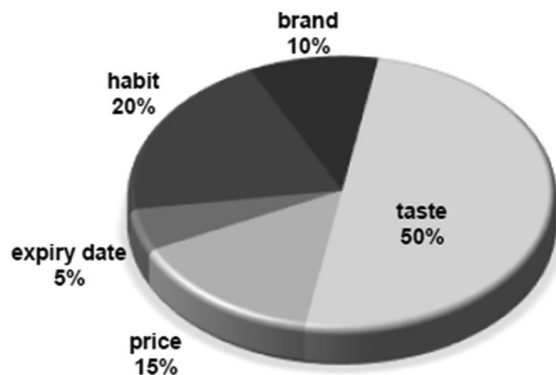
Analysis of the motives for drinking fruit and vegetable juice showed that for young consumers the most important motives for drinking juice include: the fact that it is healthy, its taste characteristics, and – to a lesser extent – nutritional values.



**Figure 4**

Behaviour of young consumers on the market of ice cream

Source: Own work.



**Figure 5**  
Behaviour of young consumers on the market of juice  
Source: Own work.

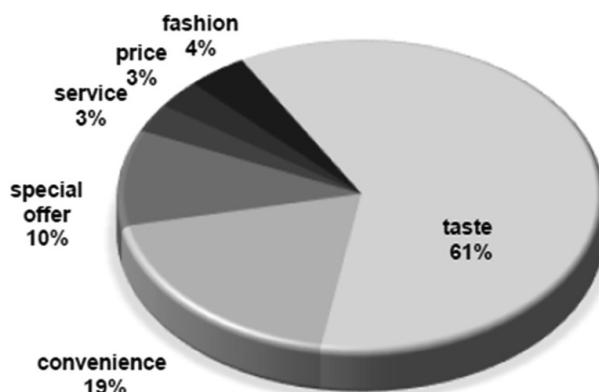
In conclusion it can be stressed that young consumers more often declare consumption of fruit juice than vegetable juice, mainly due to its taste characteristics.

## **Young consumers' behaviour on the market of fast food and light food products**

Fast food is relatively often consumed by young consumers, who - despite knowing that it does not have a positive impact on a human being's health - quite often express clear preferences of such food [Fritz and Wagner 2015]

Eating at fast food restaurants can be caused by a number of factors. Most respondents rated the following factors as the most important: special offer, availability, low price, high quality of products, taste of dishes, convenience, quick and nice service and lack of time to prepare meals by themselves. The least important factors that influence eating at fast food restaurants included: nutritional value of the food, fashion, and attachment to the company. However, for many respondents, habit and opinion of their friends were more important factors than availability and low price of the products.

Every third respondent declared that he/she ate at fast food restaurants because of the low price of the food offered there. Almost half of the respondents thought that the prices of these products were too high, and almost the same number regarded them as reasonable. Young consumers' behaviour on the market of fast food products shows Figure 6.



**Figure 6**

Young consumers' behaviour on the market of fast food products

Source: Own work.

An interesting issue addressed in the survey was the issue of the sources of information about fast food. Over half of the respondents received information about fast food from TV programmes, street advertising, their family and friends or leaflets or press articles.

As was shown, quite a lot of respondents gained information about fast food restaurants from various forms of promotion. Almost half of the respondents thought that advertisements for fast food restaurants informed about new products, and according to almost half of the respondents, they encouraged people to go to such restaurants, whereas according to every third respondent, they informed about current special offers in restaurants. According to every 10th respondent, advertisements for fast food services are irritating and contain information mistakes.

Advertising has impact on the frequency of using fast food services. Respondents who claimed that advertising encouraged them to go to such restaurants, informed them about new products and special offers, used fast food services more often. In turn, respondents who considered advertisements to be irritating and containing information mistakes, used such services less often. Such results may indirectly indicate the impact of advertising on consumer behaviour of young people towards food products.

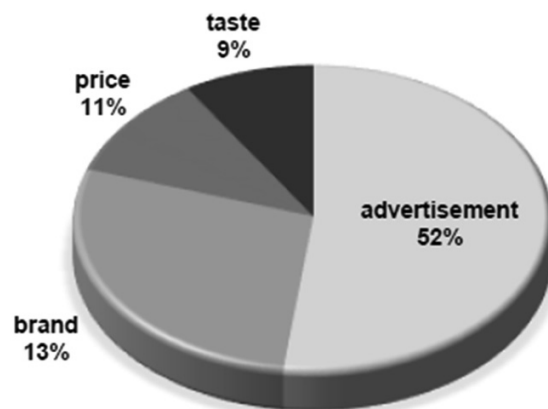
In the context of views formulated by researchers about the nature and determinants of consumer behaviour in the area of food and nutrition we can assume that it is particularly young women watching their figure and declaring „leading a healthy lifestyle” that are interested in light food. In order to verify the assumption that young consumers, who watch their figure more often than on average,

declare interest in purchasing light food products, this question was asked in the survey of young German consumers [Kröller, Kröller and Warschburger 2013]. The following conclusions were formulated based on the analysis of the results of the survey:

- sources of information about light products include formal marketing sources, such as packaging, advertisement and press;
- among light products, young consumers know such products as: yoghurt, coca-cola and crispbread, whereas the product that is most often bought is chewing gum and, less often, light beverages;
- the most important factors determining the purchase of light products are: lower caloric value, reduced fat content, and watching figure.

Young consumers are not only familiar with the term „light food”, but they also understand it correctly, as the way they understand it is usually corresponding with the phrases identifying this type of food, which most often include „diet product” or „product with low fat content”.

The respondents most often mentioned beverages, milk and dairy products as examples of „light food”. The respondents declared consumption of light food products - mostly milk, dairy products and beverages. Thus, young consumers not only know the offer of light products, and have their favourite products, but they are also their frequent purchasers, as over half of the respondents buy this type of food products and among the factors determining purchasing of light food products, the youth surveyed rated advertisement, brand, price and taste, as shows Figure 7.



**Figure 7**  
Young consumers' behaviour on the market of light products  
Source: Own work.

Of light products, the consumers surveyed most often indicated such products as: yoghurt, coca-cola, beverages, milk, crispbread, cheese, sweetener, jam, wafers, juice, water ice, low fat content cold cooked meats. Chewing gum was the most often purchased light product, followed by light beverages. Young consumers indicated the following main motives for buying light food: reduced caloric value and fat content, which make this type of product help stay slim. Advertisement is one of the most popular sources of information about light products, therefore respondents were expected not to have any problems with naming remembered advertisements for products of this type. This assumption was confirmed in the survey and the most often named advertisements for light products included: coca-cola, yoghurt and chewing gum, i.e. products that are relatively often purchased by the group of young people surveyed.

## Conclusion

Complexity of consumer behaviour forces food manufacturers to constantly explore it, which in turn makes them carry out broadly understood marketing research. Knowledge of the food market, in particular consumer attitudes and behaviour towards food, is especially important for manufacturers, as it allows them to better adjust the supply and quality of offered products to consumers' needs and expectations. The survey of German youth showed that an effective management of the food industry requires the use of standardisation strategies and building global brands in the food sector, based mainly on the attributes of the product.

Food manufacturers, in order to survive on the increasingly competitive market of food products, have to monitor factors shaping consumer behaviour on the market, which are subject to constant changes, and to explore the determinants of changes.

The category of young consumers, in which the food sector shows increasing interest, is gradually becoming the target of promotion campaigns. Behaviour of young consumers in the marketing aspect emphasizes a high rate of spontaneous knowledge of brands and advertisements for food products, which is to a large extent reflected in independent purchase of promoted brands. The studies show that young consumers not always look at the brand of a product when purchasing it, but they also pay attention to the price, expiry date and take into account their habits. Of importance is also their friends' opinion, which is often a more important factor than availability or low price of a product.

Ubiquitous advertising is particularly reflected in the cognitive component of young consumers' attitudes towards food products, as they see their role in persuading, encouraging as well as informing about products they would have never known about without advertising. A consequence of the impact of advertising is high rate of food brand recognition among young consumers.

An effective management of the food industry taking into account marketing aspects of consumer behaviour requires increasing marketing awareness, which, based on the knowledge of the market and its future and current needs, will allow for development of model organisational solutions to create strategic plans associated with marketing elements, supporting thereby attempts at concentration, specialisation and modernisation of production emphasised by the market and consumers.

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## Abstract

In the age of market globalisation, characterised, among other things, by high intensity of competition among enterprises, it is increasingly important to have broadly understood knowledge about consumers, their needs, expectations, habits, aspirations and, above all, determinants of such behaviour. Food manufacturers, in order to survive on the increasingly competitive market of food products, have to monitor factors shaping consumer behaviour on the market, which are subject to constant changes, and to explore the determinants of changes. As part of the research a questionnaire survey was conducted on the population of 200 people – a group of German school pupils aged 12–16. The research procedure

was a direct questionnaire survey. The spatial extent of the questionnaire survey was the area of Brandenburg. The substantive scope of the questionnaire survey included issues related with the process of taking decisions by consumers about purchase of particular food products and factors affecting such decisions.

**Key words:** young consumer behaviour, management, food industry

## **Marketingowy aspekt zachowań młodych konsumentów w zarządzaniu gospodarką żywnościową**

### **Abstrakt**

W dobie globalizacji rynków, charakteryzującej się między innymi dużą intensywnością konkurencji między przedsiębiorstwami, coraz ważniejsze staje się posiadanie szeroko rozumianej wiedzy o konsumentach, ich potrzebach, oczekiwaniach, nawykach, aspiracjach, a przede wszystkim o determinantach tychże zachowań. Producenci żywności, chcąc funkcjonować w warunkach wciąż rosnącej konkurencji na rynku produktów żywnościowych, stają przed koniecznością monitorowania czynników kształtujących zachowania konsumentów na tym rynku, które podlegają ciągłym zmianom oraz poznawania determinantów tych zmian. W ramach części badawczej przeprowadzono badanie ankietowe na 200 osobowej grupie respondentów – niemieckich uczniów w wieku od 12 do 16 lat. Procedura badawcza opierała się o bezpośredni wywiad ankietowy, a obszar badawczy dotyczył Brandenburgii. Uwagę skoncentrowano na zagadnieniach związanych z procesami podejmowania decyzji przez konsumentów w aspekcie zakupu poszczególnych produktów żywnościowych oraz czynników oddziałujących na te decyzje.

**Słowa kluczowe:** zachowania młodych konsumentów, zarządzanie, gospodarka żywnościowa