

**МАЛ ШАРУАШЫЛЫҒЫ ЖӘНЕ ВЕТЕРИНАРИЯ
ЖИВОТНОВОДСТВО И ВЕТЕРИНАРИЯ
STOCK-RAISING AND VETERINARY**

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**MARKETING RESEARCH OF HONEY CONSUMER PREFERENCES IN THE
MARKETS OF KOSTANAY REGION**

Abstract

Bee honey is a valuable, multicomponent unique product produced by bees from the nectar of honey plants. In the human diet, honey is an alternative to sugar and sugar-containing foods as a healthier food product.

Within the framework of this article, a marketing study and analysis of preferences among consumers of honey and other bee products among residents of Kostanay and the region were conducted.

Today, about 50% of honey is produced in China, Argentina, the USA, Ukraine, Turkey, and Russia. Honey exporting countries are characterized by flexible economic and organizational interaction. The main role is played by the mechanisms of legal protection and the developed infrastructure of the industry, which ensures full-fledged work, sales of products, and the receipt of foreign exchange earnings to the country's budget.

The materials of this article contain an analysis of the types of bee products consumed, quality criteria when choosing honey, other bee products, as well as factors determining the choice of consumers. Also, the priorities of the origin of honey (apiaries) have been determined among consumers.

The study grouped the key characteristics of honey consumers in the areas of Kostanay region that affect their behavior, desires and preferences. By quantitative analysis of the results of the survey of the target audience, an average portrait of buyers of honey and other bee products has been compiled, which can be used by entrepreneurs at all stages of planning and promoting their products.

A literary review of the state of knowledge of this issue was conducted, citing articles from domestic and foreign sources.

The results obtained can be used by domestic producers in the development and optimization of a strategy for promoting bee products.

Key words: marketing research, honey market, natural honey, safety, quality, impurities, beekeeping products, sociological survey.

Introduction

Providing the population with food in sufficient quantity, assortment and high quality is one of the most important strategic tasks of any country and any region. The health of the nation largely depends on food safety [1, p. 423].

In addition, food safety is a mandatory requirement for food suppliers around the world. With the growth of the material and cultural level of the country's population, the domestic consumer demand for safe food products is growing [2, p. 78].

The quality of honey, like any other food product, is determined by the content of necessary nutrients, their easy digestibility, the presence and concentration of undesirable toxic substances of natural or artificial origin, as well as pollutants [3, p. 91].

Countries such as China and Russia are competitors to Kazakhstani bee farms. China today ranks first in the production and consumption of honey.

China is a country that is the basis of successful marketing – ASAC standards and support. There are more than 2,000 processors in China, 10 of them are large, with a turnover of \$ 15 million per year. There is no taxation of beekeeping in the country, veterinary services, the introduction of new technologies, and training are free of charge. Half of the product is exported. The above factors allow China to reduce export prices for honey [4, page 35].

New Zealand and Argentina are famous for the "manuka" nonsense, manuka honey has pronounced antioxidant and antibacterial properties. Beekeeping brings up to 10% of the country's income thanks to a million bee colonies. The price for 1 kg of such honey starts from \$ 110, the UK buys it. Argentines sell honey without intermediaries. Germany and the countries of Western Europe and the USA are willing to buy it. The government provides financial assistance to about half of the beekeepers [5, p. 397].

Kazakhstani beekeepers would be happy to sell more products to foreign countries, but there is a problem of entering such attractive export markets. For example, to become a supplier to the UAE, you need to pass an inspection, submit documents for inclusion in the Register of Approved Enterprises for export to the Kingdom of the UAE. According to the Ministry of Agriculture of the Republic of Kazakhstan, at the end of February, there were only 14 Kazakh farms in the register. Europeans also have very serious requirements for imported honey. In 2023, there is not a single European country on the list of buyers of Kazakhstani honey. In November, the Ministry of Agriculture of the Republic of Kazakhstan organized a meeting for beekeepers with representatives of the Institute of Food Safety, Animal Health and the Environment of Latvia. Experts should help our farmers promote Kazakhstani honey to the markets of the European Union [6, p. 14].

Uzbekistan is the main buyer of honey products of Kazakhstan, the share of this country in exports amounted to 62.9%. It is good to have a neighbor buyer, but the export price of honey for Uzbekistan is one of the lowest in comparison with other importers: only 1 thousand dollars per ton. Only Russia pays less for Kazakhstani honey (0.7 thousand dollars per ton), but very little of this product is exported to the Russian Federation. It turns out that it is most profitable to sell honey to Hong Kong or the UAE, which are willing to pay 16 thousand and 10.4 thousand dollars per ton, respectively. China also gives a good price: 7,6 thousand dollars [7, p. 175].

Beekeepers produce 4-5 thousand tons on the territory of Kazakhstan. On average, three tons of honey are produced per person. Compared to other countries, this is critically very small [8, p. 23].

In Kazakhstan, due to climatic and weather conditions, it is possible to collect a huge amount of various honey, no other country can boast of this [9, p. 65].

Considering the beekeeping industry in Kostanay region, it should be emphasized that in 2023 the districts that are part of the region produced about 642 tons of commercial honey, in 2023 households accounted for 98.8% of the gross honey production in the region.

Based on the population of Kostanay region as of January 1, 2013, 830,941 people, the need for honey is 35 tons [10, p. 83].

The purpose of our research is to survey consumers of honey and other bee products among residents of Kostanay. Objectives: to create a portrait of the client in order to better understand the target audience and personalize offers in order to create more suitable commercial offers.

Research materials and methods

According to the set goal, a survey was conducted among buyers of honey from markets and retail outlets in Kostanay. 200 respondents from among honey sellers and residents of Kostanay took part in the survey. They were male and female representatives aged 18 years and over 60 years of different social status, income level and occupation.

In order to form an objective understanding and interpretation of the perception of honey by consumers, as well as ways of using it, a marketing analysis of consumer preferences was conducted. A quantitative method of research and collection of sociological information was used – a questionnaire and an online survey.

Analyzing the preferences of honey consumers is one of the most popular types of research, because they are the ones who buy honey from apiary owners, sellers, preferring different varieties, some quantities of it, in different packages. That is why the consumer is at the center of any marketing research. Analyzing the portrait of the average honey consumer, their choice, preferences, sellers offer them the necessary food product. Marketing research is the systematic and objective identification, collection, analysis, dissemination and use of information to improve efficiency and identify and solve marketing problems

The proposed questionnaire consisted of 5 questions.

- determination of the main types of honey sold in the conditions of markets and retail outlets in Kostanay;

- identification of the main honey producing areas in Kostanay region;

- analysis of the types of bee products consumed;

- the quality criterion when choosing honey by consumers;

- preferences in the selection of honey, depending on the region of the location of beekeeping farms.

Survey of consumers of honey and other bee products among residents of Kostanay.

The main task in the process of studying honey consumers is to identify the factors influencing consumer behavior. However, in order to successfully develop and compete in the market, it makes sense to timely anticipate various kinds of changes in the preferences of honey consumers in order to make changes to the product itself in time, optimize promotion channels and advertising strategy, that is, adjust all components of the marketing mix to meet consumer expectations.

For these purposes, we should find out some information: the main types of honey sold in the conditions of markets and retail chains in Kostanay, the main producers of honey in the beekeeping farms of the region, the types of bee products consumed, the definition of quality criteria when buying honey, the choice of honey depending on the region of the location of beekeeping farms. Through procedures related to product marketing research, the expectations and needs of the desired honey are determined. The characteristics that should be improved in the honey and bee products market were also clarified. In the course of marketing research, the parameters of honey and customer preferences have been determined, which most correspond to the needs and desires of customers. Such analytical work, on the one hand, shows the desires of buyers, which properties of honey are of priority for them. On the other hand, during the marketing analysis, it is possible to understand exactly how to present new beekeeping products to potential customers. In this regard, it is necessary to focus on some characteristics of honey in order to sell it well on the market. Marketing research of the honey and bee products market provides information about what prospects there are for the buyer, offering honey with new characteristics (with various fillers).

The analysis of honey and other bee products consists in comparing the characteristics of this food product with the quality parameters of competitors' honey. For a marketing-oriented organization, the key point in studying a product is to determine its comparative competitive advantages. It is necessary to get a clear answer to the questions: for what reason will potential customers choose the company's products rather than the products of competitors? Who are these potential buyers? The results of marketing analytical work make it possible to identify those sales regions where the company has comparative advantages over rivals. The study of products is also necessary when designing and organizing sales. When marketing the market for honey and other bee products, it is very important to always follow the rule: this food product should be where the buyer expects it most – and for this reason, most likely, will buy it. This process is called positioning honey and other bee products on the market.

Results and discussion.

The main producers of honey in the beekeeping farms of the region. Elite Honey LLP, IP "Honey House KZ", "Our apiary" IP Kitsyuk E.A., "Honey Palycha".

In the process of monitoring studies of markets and retail outlets in Kostanay, we determined the sale of honey by its types. The following information was obtained during the survey. The main types of honey sold in Kostanay are: floral – 30.1%, mixed-herb - 27.9%, buckwheat – 20.4%, sunflower – 12.1%, honey from camel thorn – 9.5%. Bees collect nectar, pollen and sticky matter from various plants, then processing them into honey, propolis and perga. The plants visited by these insects are called honey plants. They differ in productivity, value and seasonal factors

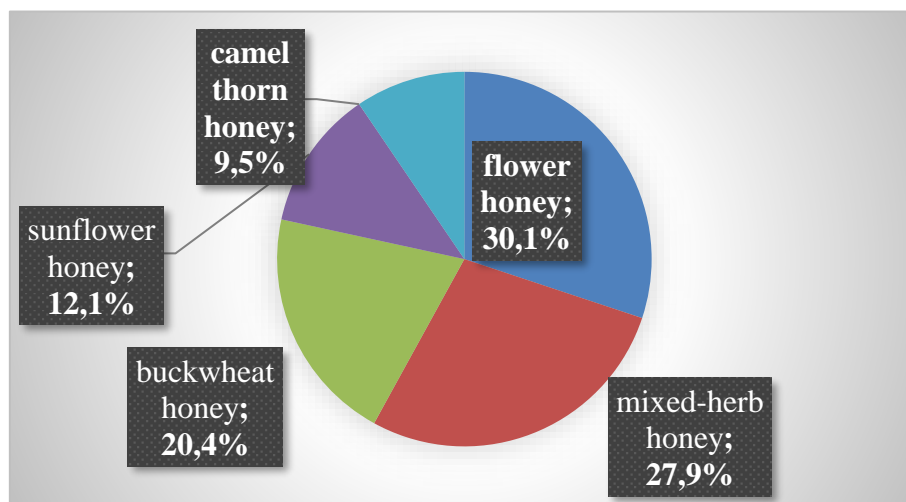


Figure 1 – Types of honey demanded by consumers

At the same time, for the majority of consumers (46.8%), the aggregate state of honey does not matter, 41.4% prefer liquid honey, the remaining 6.3% of respondents prefer crystallized honey, and 5.4% purchase cream honey.

There are many honey plants. Often, those representatives of the flora that are considered ordinary weeds differ in high honey productivity. Honey obtained from various plants differs in taste, viscosity, color, and aroma. Regardless of the source of receipt, this product has healing properties, but each plant has its own.

The main honey producers in Kostanay region are Kostanay, Fedorovsky, Mendygarinsky, Uzynkol and Sarykol districts. Karabalyk and Altynsara districts have a certain potential for the development of the beekeeping industry. This situation is explained by the following factors: the presence of a sufficient honey base (relative abundance of vegetation), the presence of coniferous and other forests, high levels of precipitation, snow cover, as well as relatively low winds.

Honey produced in the region is sold through the following channels: through retail chains, public catering enterprises, through fairs held in the region and through small and medium-sized businesses producing various confectionery products.

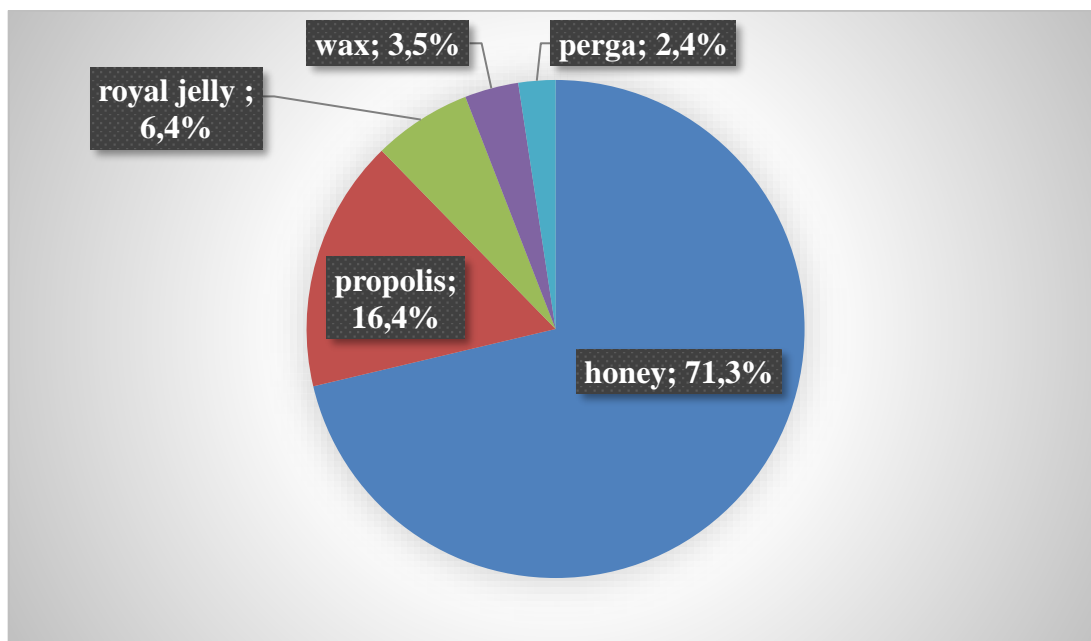


Figure 2 – beekeeping products

According to research on the honey market, it can be concluded that the majority of respondents consume bee products, mainly honey – 71.3%, propolis – 16.4%, royal jelly – 6.4%, wax – 3.5%, perga – 2.4%.

Propolis is a product formed as a result of the vital activity of bees. It is necessary as an indispensable tool in folk medicine for the treatment of certain diseases. Bees produce propolis from the resinous substances of honey plants.

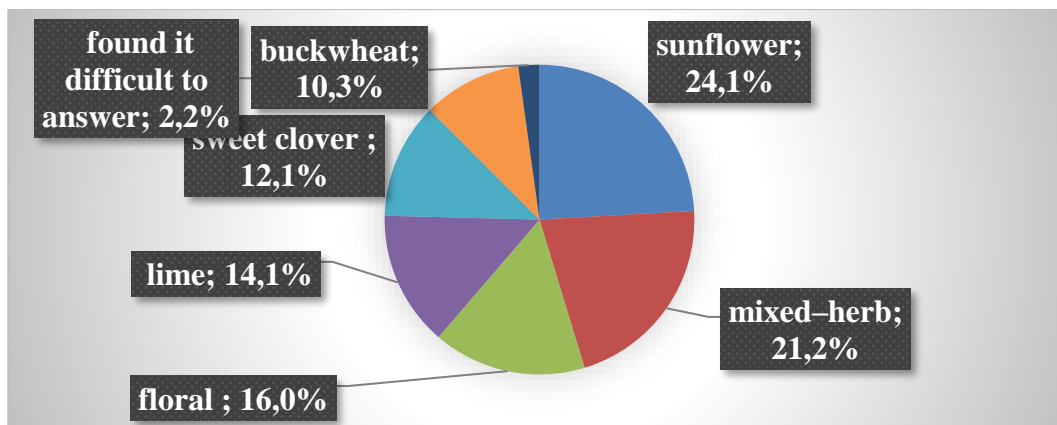


Figure 3 – Varietal preferences

During the study of varietal preferences of honey by consumers, it turned out that consumers prefer various varieties of honey, such as sunflower – 24.1%, mixed-herb – 21.2%, floral – 16.0%, lime – 14.1%, sweet clover – 12.1%, buckwheat – 10.3%, found it difficult to answer - 2.2%.

During the study of the most important quality criteria that consumers pay attention to when choosing and buying honey, the indicators presented in Table 1 were identified.

Table 1- Quality criteria

№	Answer options	%
1	Price	3 %
2	Country / place of origin	19,7 %,
3	Brand	1,4%
4	Composition and grade of honey	7,8 %
5	Packaging	7,2 %
6	Organoleptic properties	52,3%
7	Quality document	5,4
8	Place of sale	3,6 %.

More than 52.3% of the surveyed buyers, when choosing honey, are guided by the organoleptic properties of honey, namely the combination of taste, smell and consistency. For 3 %, the price and place of origin of the product are important – 19.7%, the third most important factor is the grade and composition of honey, the availability of a document confirming the quality of honey (certificate) - 5.4% of the respondents. The last thing they pay attention to is the packaging of 7.2%, the place of sale of 3.6% and the brand of 1.4%.

The results obtained in terms of the quality criterion when buying honey are very encouraging, because the main criterion when choosing honey is the quality of honey, as well as the botanical origin of honey. When choosing packaging, respondents mostly buy honey packed in glass containers, then wooden, and only last of all choose honey packed in plastic containers.

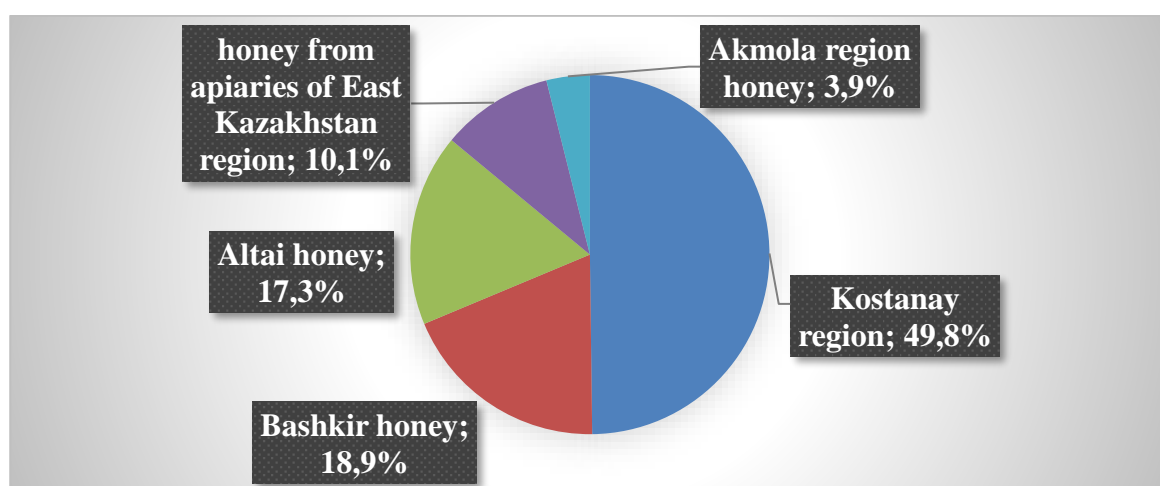


Figure 4 - Honey collection region

The honey harvest region is an important factor in honey consumption. Thus, in the course of the study, it was revealed that 49.8% of Kostanay consumers choose honey from apiaries of bee farms in Kostanay region, 18.9% – Bashkir honey, 17.3% – Altai honey, 10.1% honey from apiaries of East Kazakhstan region, 3.9% from apiaries of Akmola region.

The results obtained, which determine the priorities of the origin of the purchased honey in the markets and retail outlets of Kostanay, where a significant majority of respondents chose honey from local apiaries, are apparently explained by long-term habits.

Bashkir honey is traditionally considered one of the most high-quality and fragrant bee products. It has special taste properties, and also boasts an increased content of nutrients, vitamins and minerals. The territory of active beekeeping is considered an ecologically clean area, therefore it is devoid of all kinds of toxins and impurities of heavy metals.

On the territory of our region, lime honey is mainly imported from Bashkiria and sold, it is in great demand. Lime honey from Bashkiria has a unique aroma and delicate taste.

Most often, consumers buy honey directly from amateur beekeepers (73.4%), as well as at markets and specialized fairs (10%), in shops and supermarkets (1.8%), order via the Internet (2.7%), 11.7% receive honey as a gift.

The study revealed that 96.8% of consumers prefer natural honey without any additives, and only 3.2% – with fillers. In this regard, in order to expand the range of honey products, it is necessary to generate demand for products with various additives to honey.

As a result of a regional study, it was possible to determine the quantitative frequency of honey consumption in the diet of residents of Kostanay region. Thus, 34.8% consume honey every day, 31.5% - 2-4 times a month, the rest consume honey very rarely 1-2 times a year – 8.1%, and 25.6% during illness.

The ratio of supply and demand in the market varies depending on where to sell and at what price. In summer, demand is at its lowest level: honey is eaten only by those who love it. Most often, honey is eaten by those who are ill, and this happens more often in the cold season.

On the international market, natural honey — without additives, antibiotics or syrups — costs 5-6 euros. In Kazakhstan, honey, which is exported, costs 1,800-2,500 tenge per kilogram. 1500-1800 tenge is the average retail price in the market of Kazakhstan.

Conclusion

Based on the conducted regional research, it can be confidently stated that the priorities of the origin of the purchased honey in the markets and retail outlets of Kostanay, a significant majority of respondents chose honey from local apiaries. More than 72.5% of the surveyed buyers, when choosing honey, are guided by the organoleptic properties of honey, namely the combination of taste, smell and consistency. In order to strengthen the competitive stability of beekeeping, all market participants need to take an active position to improve the quality of regional beekeeping products, reduce their cost, increase the investment attractiveness of regional beekeeping, as well as increase the efficiency of processing honey and other bee products. The lack of competent managers who establish connections between beekeepers and direct consumers is a minus for the industry. Direct communication between buyers and honey producers, rather than wholesale buyers, will increase trust, especially in the international market. It is important to create an official register of beekeepers. The original packaging of honey in wooden or wax containers is another way of selling.

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ҚОСТАНАЙ ОБЛЫСЫНЫҢ ТҰРҒЫНДАРЫ АРАСЫНДА БАЛ ЖӘНЕ БАСҚА ДА АРА ШАРУАШЫЛЫҒЫ ӨНІМДЕРІН САТЫП АЛУШЫЛАРДЫ ТАҢДАУ БОЙЫНША МАРКЕТИНГТІК ЗЕРТТЕУЛЕРДІҢ НӘТИЖЕЛЕРІ

Аңдатпа

Ара балы – бал өсімдіктерінің шырынынан аралар өндіретін құнды, көп компонентті бірегей өнім. Адам рационында бал денсаулыққа пайдалы тағам өнімі ретінде қант пен құрамында қант бар өнімдерге балама болып табылады.

Осы мақала аясында Қостанай қаласы мен облыс тұрғындарының бал және басқа да ара шаруашылығы өнімдерін тұтынушылардың қалауы бойынша маркетингтік зерттеулер мен талдаулар жүргізілді.

Бүгінгі таңда балдың 50% -ы Қытай, Аргентина, АҚШ, Украина, Түркия және Ресейде өндіріледі. Бал экспорттайтын елдер икемді экономикалық және ұйымдастырушылық өзара әрекеттесуімен ерекшеленеді. Құқықтық қорғау тетіктері мен толыққанды жұмысты, өнімді өткізуді және ел бюджетіне валюталық түсімдерді қамтамасыз ететін саланың дамыған инфрақұрылымы басты рөл атқарады.

Осы мақаланың материалдарында тұтынылатын ара шаруашылығы өнімдерінің түрлеріне талдау, бал және басқа да ара шаруашылығы өнімдерін таңдау кезіндегі сапа критерийлері, сондай-ақ тұтынушылардың таңдауын анықтайтын факторлар бар. Сондай-ақ, тұтынушылар арасында балдың (омарталардың) шығу тегі бойынша басымдықтар анықталды.

Зерттеуде Қостанай облысының аудандарындағы бал тұтынушыларының мінез-құлқына, қалаулары мен талғамдарына әсер ететін негізгі сипаттамалары топтастырылған. Мақсатты аудиторияға сауалнама нәтижелерін сандық талдау арқылы бал және басқа да ара шаруашылығы өнімдерін сатып алушылардың орташа портреті құрастырылды, оны кәсіпкерлер өз өнімдерін жоспарлау мен жылжытудың барлық кезеңдерінде пайдалана алады.

Отандық және шетелдік ақпарат көздерінен алынған мақалаларға сілтеме жасай отырып, осы мәселе бойынша білімнің жай-күйіне әдеби шолу жасалды.

Алынған нәтижелерді отандық өндірушілер ара шаруашылығы өнімдерін жылжыту стратегиясын әзірлеу және оңтайландыру кезінде пайдалана алады.

Кілт сөздер: маркетингтік зерттеулер, бал нарығы, табиғи бал, қауіпсіздік, сапа, қоспалар, ара шаруашылығы өнімдері, социологиялық сауалнама.

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РЕЗУЛЬТАТЫ МАРКЕТИНГОВЫХ ИССЛЕДОВАНИЙ ВЫБОРА ПОКУПАТЕЛЕЙ МЕДА И ДРУГИХ ПРОДУКТОВ ПЧЕЛОВОДСТВА СРЕДИ ЖИТЕЛЕЙ КОСТАНАЙСКОЙ ОБЛАСТИ

Аннотация

Пчелиный мед представляет собой ценный, многокомпонентный уникальный продукт, вырабатываемый пчелами из нектара растений медоносов. В рационе питания людей мед является альтернативой сахара и сахаросодержащих продуктов как более здоровый продукт питания.

В рамках данной статьи проведено маркетинговое исследование и анализ предпочтений среди потребителей меда, и других продуктов пчеловодства среди жителей г.Костанай и области.

На сегодня около 50 % меда производится в Китае, Аргентине, США, Украине, Турции, России. Страны, экспортирующие мед, отличаются гибким экономико-организационным взаимодействием. Главную роль играют механизмы правовой защищенности и развитая инфраструктура отрасли, обеспечивающая полноценную работу, сбыт продукции, и поступления валютной выручки в бюджет страны.

Материалы данной статьи содержат анализ видов потребляемых продуктов пчеловодства, критерии качества при выборе меда, других продуктов пчеловодства, а также факторы определяющие выбор потребителей. Также среди потребителей определены приоритеты происхождения меда (пасек).

В исследовании сгруппированы ключевые характеристики потребителей меда в районах Костанайской области, влияющие на их поведение, желания и предпочтения. Путем количественного анализа результатов опроса целевой аудитории составлен средний портрет покупателей меда, других продуктов пчеловодства, который может быть использован предпринимателями на всех этапах планирования и продвижения своей продукции.

Был проведен литературный обзор состояния изученности данного вопроса, с цитированием статей отечественных и зарубежных источников.

Полученные результаты могут быть использованы отечественными товаропроизводителями при разработке и оптимизации стратегии продвижения продукции пчеловодства.

Ключевые слова: маркетинговые исследования, рынок меда, натуральный мед, безопасность, качество, примеси, продукция пчеловодства, социологический опрос.

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