

**TARAS SHEVCHENKO NATIONAL UNIVERSITY OF KYIV**

**Faculty of Economics**

**Department of Marketing  
and Business Administration and Consulting**

## **Models of Consumer Behavior in the Italian Honey Market**

by

**Anastasiia Shkiria**

Full-time student

of the second-year master's degree course in Business Administration

and Consulting (English & Ukrainian language of training) with the Double Degree

Option with the University of Macerata, Italy

I certify that in this thesis there are no borrowings from the works of other authors without corresponding references



Student \_\_\_\_\_



Adviser approval \_\_\_\_\_ Doctor of Economics, Professor Alla Starostina

Approval of the Department of Marketing

and Business Administration and Consulting \_\_\_\_\_



Head, Professor Nataliia Rudenko, Associate Professor

Minutes No 2 of May 3, 2023

**TARAS SHEVCHENKO NATIONAL UNIVERSITY OF KYIV****Faculty of Economics****Department of Marketing****and Business Administration and Consulting**

«Approved»

Head of Department of Marketing and Business Administration and Consulting

Associate Professor  Nataliia Rudenko

01/09/2023

**ASSIGNMENT**

on the thesis of a full-time Master's degree in Marketing

Anastasiia Shkiria

1. The thesis topic: Models of Consumer Behavior in the Italian Honey Market
2. Diploma completion date: 5/05/23
3. Preliminary defense of the diploma: 03/05/23
4. The subject of the research: consumer behavior models in the Italian honey markets.
5. The object of the study: the analysis of possibilities for unique products of the Ukrainian Ascania-Pack Honey Company to enter the Italian market.
6. Aim and objectives of the study:
  - 6.1. Aim: to summarize the models of consumer behavior, helping Ascania-Pack to formulate an appropriate strategy for entering with new products Italian honey market, analyze all possible threats and opportunities, and assess external and internal factors that have direct or indirect influence on buyers' behavior.

6.2. The objectives are

6.2.1. To analyze all models of consumer behavior and propose our vision of the most popular to construct a new definition of “consumer market behavior” based on the research

6.2.2. To identify micro- and macroenvironmental factors that highlight the biggest threats and opportunities for Ascania-Pack while entering a new market

6.2.3. To conduct a survey to assess consumers’ motivations and needs in the Italian honey market

6.2.4. To develop the models of consumer market behavior in the Italian honey market

6.2.5. To create the list of recommendations for Ascania-Pack of entering a new market

6.2.6. To summarize all findings and conclusions

Scientific supervisor:

Alla Starostina, Doctor of Economic Sciences, Professor

Department of Marketing and Business Administration













Student:

2<sup>nd</sup> year Master’s Degree student








Business Administration and Consulting

Anastasiia Shkiria

### Timeline for completing the task

№	Content of the work performed	Deadline	Manager's note on execution
1.	Selection of the thesis topic	01/09/22	
2.	Approval/completion of the thesis table of contents	12/09/22	
3.	Completion of the first iteration of the first chapter	01/12/22	
4.	Completion of the first iteration of the second chapter	10/02/23	
5.	Completion of the second iteration of the first chapter	01/03/23	
6.	Completion of the second iteration of the second chapter	23/03/23	
7.	Completion of the first iteration of the third chapter	15/04/23	
9.	Completion of the second iteration of the third chapter	30/04/23	
10.	Completion of the introduction part	03/05/23	
11.	Completion of the part with references and appendices	04/05/23	

### Consultation schedule

<b>Date</b>	<b>Consultant</b>	<b>Content of the consultation</b>	<b>Manager's note on execution</b>
12/09/22	A.O.Starostina	Topic and table of contents approval	
13/12/22	A.O.Starostina	First chapter review	
20/02/23	A.O.Starostina	First and second chapters review	
10/03/23	A.O.Starostina	Second chapter review	
14/04/23	A.O.Starostina	Third chapter review	
30/04/23	A.O.Starostina	All chapters and introduction review	
05/05/23	A.O.Starostina	All thesis approval	

## ABSTRACT

### Models of Consumer Behavior in the Italian Honey Market

**The subject of the research** is consumer behavior models in the Italian honey markets.

**The object of the research** is the analysis of possibilities for unique products of the Ukrainian Ascania-Pack Honey Company to enter the Italian market.

Aim and objectives of the study:

**The research aims** to summarize the models of consumer behavior, helping Ascania-Pack to formulate an appropriate strategy for entering with new products Italian honey market, analyze all possible threats and opportunities, and assess external and internal factors that have a direct or indirect influence on buyers' behavior.

**To achieve the goals of the research, we have set the following tasks:**

- To analyze all models of consumer behavior and propose our vision of the most popular to construct a new definition of “consumer market behavior” based on the research
- To identify micro- and macroenvironmental factors that highlight the biggest threats and opportunities for Ascania-Pack while entering a new market
- To conduct a survey to assess consumers' motivations and needs in the Italian honey market
- To develop the models of consumer market behavior in the Italian honey market
- To create a list of recommendations for Ascania-Pack for entering a newmarket
- To summarize all findings and conclusions

**Research methods.**

- *Methods of analysis and synthesis* – for analyzing actual data concerninghoney production and consumption, micro- and macroeconomic factors; fordistinguishing the correlation between honey consumption and the need for imports

- *Scientific generalization* – for writing conclusions after each part; for summarizing the most popular approaches to analyze the business environment for honey producers

- *Induction, deduction* – for segmentation and choosing the target audience; for picking the potential market among all countries

- *Economic and statistical analysis* – for analyzing data regarding the macro marketing factors (economic, demographic ones); for analyzing the survey's results and respondents' responses

- *Methods of quantitative and qualitative analysis* – for conducting the surveys concerning honey consumers' motivations; for analyzing the most relevant sources (primary and secondary data)

- *Comparative analysis* – at the stage of analyzing the closest competitors for Ascania-Pack, such as Solleone Bio and Miele Sant'Agata; picking the most attractive market for expansion

- *Modeling* – for picking the potential market for Ukrainian export of honey by Ascania Pack

**The practical significance of the research is** to create market behavior models and recommendations to expand the company's presence in the Italian and Ukrainian markets. Moreover, detailed information about the threats and opportunities in the field of international honey supplies was analyzed in this research that would help Ascania-Pack to enter new international markets.

Years of undertaking the research – 2022-2023.

Year of presentation of the research – 2023.

**Structure and volume of final qualification thesis.** The final qualification thesis consists of an introduction, three chapters, conclusions, references, and appendices. The full work consists of 119 pages, 24 tables, 15 drawings, a list of 122 references, and 9 appendices.

## TABLE OF CONTENTS

CHAPTER I.....	13
THEORETICAL ANALYSIS OF CONSUMER BEHAVIOR IN INTERNATIONAL COMMODITY MARKETS.....	13
1.1. Concepts of consumer market behavior in international commodity markets .....	13
1.2. Economic essence of the category “consumer market behavior” .....	22
1.3. Trends in the honey market development.....	26
CHAPTER 1: CONCLUSIONS.....	37
CHAPTER II.....	39
STRATEGIC ANALYSIS OF THE ITALIAN HONEY MARKET’S ATTRACTIVENESS FOR UKRAINIAN PRODUCERS.....	39
2.1. Particularities of the Italian honey market’s modern business environment .....	39
2.2 Competitive positions of Ukrainian honey producers in the Italian market .....	60
2.3. Primary research on consumer motivation in the Italian honey market .....	63
CHAPTER II: CONCLUSIONS.....	71
CHAPTER III.....	72
DEVELOPING CONSUMER MARKET BEHAVIOR’S MODELS IN THE ITALIAN HONEY MARKET .....	72
3.1. Models of consumer behavior based on the research results.....	72
3.2. Cost-effectiveness of marketing research.....	85
CHAPTER III: CONCLUSIONS.....	92
CONCLUSIONS .....	93
REFERENCES.....	95
APPENDIX.....	106

## INTRODUCTION

In our time the consumption of honey has increased significantly on account of the COVID-19 pandemic. This product has immunostimulatory properties and a great number of vitamins that motivate people all over the world to buy it to protect themselves from viruses. Meanwhile, there is a world trend to eat healthy food and honey is a perfect sugar substitute.

The specificity of the world honey market is widely described in the scientific works of different authors. This research will analyze the consumer market behavior in the Italian market and create a model of this. Moreover, the peculiarities of the Italian market for Ukrainian exporters are going to be detailed and explained there.

Currently, the supply of honey exceeds the demand not just in the Ukrainian market, but all over the world. The newest changes in Ascania-Pack's business strategies will help the company to increase its presence in the Ukrainian and Italian markets. Therefore, it will guarantee the rise of export profits for Ukrainian manufacturers. Moreover, the formulation of consumer market behavior in the Italian market will ensure the export increase of honey. In addition to this, there is an intensification of competition among domestic honey producers.

***The object of the study*** is the analysis of possibilities for unique products of the Ukrainian Ascania-Pack Honey Company to enter the Italian market.

***The subject of the research*** is consumer behavior models in the Italian honey markets.

***The purpose of the study*** is to summarize the models of consumer behavior, helping Ascania-Pack to formulate an appropriate strategy for entering with new products the Italian honey market, analyze all possible threats and opportunities, and assess external and internal factors that have a direct or indirect influence on buyers' behavior.

***The objectives of the study are:***

- To analyze all models of consumer behavior and propose our vision of the most popular to construct a new definition of “consumer market behavior” based on the research
- To identify micro- and macroenvironmental factors that highlight the biggest threats and opportunities for Ascania-Pack while entering a new market
- To conduct a survey to assess consumers’ motivations and needs in the Italian honey market
- To develop the models of consumer market behavior in the Italian honey market
- To create a list of recommendations for Ascania-Pack for entering a newmarket
- To summarize all findings and conclusions

In the process of the research, the general scientific and specific *methods* could be used:

- *Methods of analysis and synthesis* – for analyzing actual data concerning honey production and consumption, micro- and macroeconomic factors; for distinguishing the correlation between honey consumption and the need for imports
- *Abstraction* – for analyzing the strengths and weaknesses, which honey producers face; for picking the most important and influential factors for creating 14 tables
- *Scientific generalization* – for writing conclusions after each part; for summarizing the most popular approaches to analyze the business environment for honey producers
- *Induction, deduction* – for segmentation and choosing the target audience; for picking the potential market among all countries
- *Economic and statistical analysis* – for analyzing data regarding the macro marketing factors (economic, demographic ones); for analyzing the survey’s results and respondents’ responses

- *Methods of quantitative and qualitative analysis* – for conducting the surveys concerning honey consumers’ motivations; for analyzing the most relevant sources (primary and secondary data)

- *Methods of market research* – at the stage of conducting the surveys to distinguish customers’ motivations and needs

- *Comparative analysis* – at the stage of analyzing the closest competitors for Ascania-Pack, such as Solleone Bio and Miele Sant’Agata; picking the most attractive market for expansion

- The method of “*brainstorming*” at the stage of gathering ideas regarding the scientific work’s content

- The method of “*scenarios*” while creating the recommendations for Ascania Pack of how to overcome marketing threats

- *Modeling* – for picking the potential market for Ukrainian export of honey by Ascania Pack

- *Tables* for representing main macro – and micromarketing factors and other core information for deep analyzing of the business environment

Due to the rapid development of the Italian honey markets, a model of consumer market behavior is needed.

*The practical significance of the research results* is based on creating the market behavior models and the recommendations to expand the company present in the Italian and Ukrainian markets. Moreover, detailed information about the threats and opportunities in the field of international honey supplies was analyzed in this research that would help Ascania-Pack to enter new international markets.

The *main scientific and practical results* of the research were presented in international scientific articles and practical conferences:

- A. Starostina, O. Bilovodska, A. Shkiria. (2022). Peculiarities of the business environment’s natural honey producer in the Ukrainian consumer market, The Journal of V. N. Karazin Kharkiv National University. Series: International Relations. Economics. Country Studies. Tourism.14, 96-106. (in Ukrainian) [48].

- The conference “Shevchenkivska vesna – 2021” with the abstract “Specificities of the business environment of the natural honey producer “Ascania-Pak” on the Ukrainian segment of the world market” [111].

- The conference “Shevchenkivska vesna – 2022” with the abstract “The analysis of political and legal environment for Askania-Pack in the European market”[112].

- O. Bilovodska, Y. Panasiuk, A. Shkiria. (2022). The promotion of Ukrainian honey producers in the international markets [3].

**Publications:** it would be more convenient to observe the literature in the context of Ukrainian and foreign authors.

**Ukrainian authors** (*A.O. Starostina [44-49], V.A. Kravchenko [49], O.Y. Prygara [62], I.M. Teslenok [55], V.P. Golovashchenko [19], Yu.V. Naboka [30], I.A. Senenko [38], O.I. Pikulik [35], O.M. Frolenko [16]*) have proposed:

- their approaches to the analysis of the micro- and macro-marketing environment
- various methods (qualitative and quantitative) for marketing research in domestic and international markets

- a detailed description of primary and secondary sources of information and tools for their collection

- the methodology of PEST-analysis to assess the business environment of a company and developed a basis for developing applied mechanisms of socio-economic development taking into account the state and impact of the business environment

**Foreign scientists** (*T.Shtal [42], M.Harrison [17], J.Cupman [7], O.Truman [58]*) have:

- widely reflected all possible marketing tools for marketing products
- noted the potential for growth on the example of well-known brands
- provided practical recommendations for creating a questionnaire and conducting a survey among respondents.

## CHAPTER I

### THEORETICAL ANALYSIS OF CONSUMER BEHAVIOR IN INTERNATIONAL COMMODITY MARKETS

#### *1.1. Concepts of consumer market behavior in international commodity markets*

To analyze the economic system, everyone should consider its constituent sub-elements. Consumer market behavior is one of the central and fundamental terms that provide an opportunity to understand people's interests, needs, and desires. Every company that produces goods or services aims to satisfy buyers' wants; otherwise, there will be no demand for products that customers do not need.

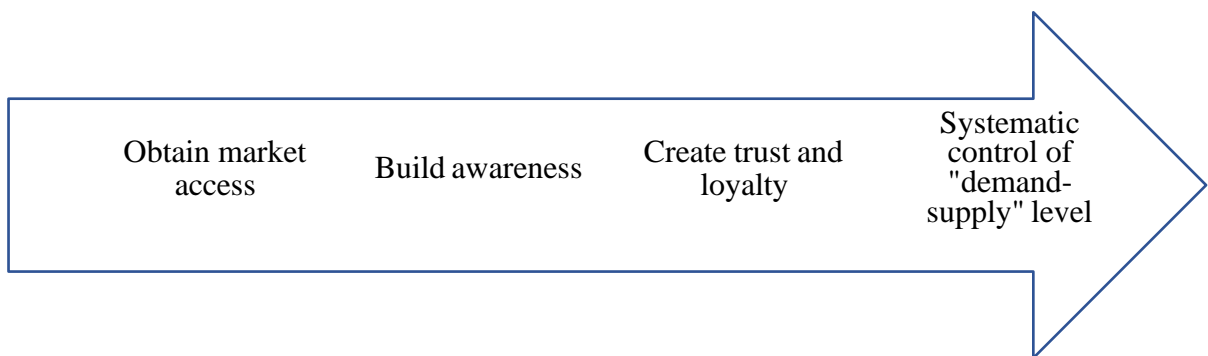
The “demand-supply” curve is the basic one for all economists to evaluate the value of the market. However, without assessing buyers' motivations and needs, it is impossible to draw any conclusions and decide which marketing, product, and pricing strategy is the best one. Therefore, a correct understanding of consumer market behavior is the basis of economic decision-making.

The right decisions lead to high results and an effective process. Hence, the term “consumer market behavior” is one of the most important in the economic system. However, after reading different articles, books, and other literature, it was concluded that there is no exact definition of this term. Therefore, it is necessary to emphasize the key components of consumer market behavior and the models that describe it.

Moving on, before analyzing the current production of honey by Askania-Pack, it is advisable to review the theoretical background of consumer market behavior in international markets. Nowadays, the complexity of international markets has significantly increased compared to the last century.

Therefore, the cultural distance among different nations can vary significantly. To enter a new market with new products, it is crucial to analyze all differences and pay attention to consumers' preferences. Moreover, various research shows that if consumers like products, they tend to simplify and become loyal to their favorite

brands. Therefore, after analyzing different international markets, it was decided that building consumer demand looks like what is shown in Figure 1.1.



**Fig. 1.1.** The main components of building consumer demand in the international markets

*Reference:* created by the authors

It is evident that without the demand for products, entering a new market would be impossible. Even a detailed study of consumer behavior would be of no help if no one wants to buy certain goods. Therefore, Figure 1.1 helps us understand the steps every enterprise should follow to create favorable conditions in international markets.

Moving on, according to A. Starostina's approach [44], all international markets are categorized into commodity, service, technological, and money markets based on the object of purchase and sale. Given that honey is a commodity, it is essential to analyze international commodity markets and their consumers.

The study of the consumer behavior process began 300 years ago by Nicholas Bernoulli, John von Neumann, and Oskar Morgenstern [2]. This highlights the importance of the topic and the economists' strong desire to analyze it. Various consumer behavior models depict the stages of the buying process and highlight the main reasons that motivate people to make a purchase. These models increase producers' awareness and help them understand which aspects need improvement. Therefore, the models of consumer behavior include:

1. Determine how buyers make purchasing decisions
2. Understand the factors that influence buying behavior

3. Predict possible consumption and customer preferences
4. Create different strategies or methods that will help companies increase their presence in international markets and customer loyalty
5. Minimize all risks associated with buyers and their preferences

The analyzed literature lists six main theories that describe customers' behavior and explain why some buyers prefer to buy certain goods:

The theory of planned behavior is based on the empirically-supported idea that attitudes, subjective norms, and perceived behavioral control are the main determinants of consumer behavior [1]

Economic man – this consumer is quite rational when making purchases. Moreover, they are aware of all possible opportunities (substitutes) in the market, and can easily explain the advantages and disadvantages of each good to pick the best option to maximize their satisfaction. However, these characteristics are not quite appropriate for describing current consumer behavior. The term “economic man” was first used in the 19th century [32] and L.G. Schiffman [40; 41]

Psychodynamic approach – in this case, each buyer is believed to act according to biological drivers instead of individual cognition or other factors. This theory is mostly based on the research of S. Freud [15]

Behavioristic approach – this study explains how external events influence buyers' preferences and actions. The first researchers in this field were Ivan Pavlov, John Watson, and B.F. Skinner. However, from our perspective, this theory can be considered as part of any approach without being separated alone. Even though many economists today are delving deeper into the field of “behavioral economics”, the behavioristic approach simply highlights people's reactions to different external factors

Cognitive approach – describes consumer behavior as a long process that involves the use of all available sources of information to evaluate the best choice

from among the available options. Moreover, this study is based on the "Stimulus-Organism-Response" models that describe people's thinking processes. The cognitive approach has many supporters who explain the necessity of its implementation when analyzing buyers' behavior. Given the importance of this model today, it has been divided into four sub-models that aim to describe consumer actions in detail.

Theory of Buyer Behavior – this model includes a set of psychological, social, and marketing factors that influence buyers' choices. It has four main components: input, output, exogenous variables, and hypothetical constructs.

Consumer Decision Model – this model is similar to the previous one, however, has different relationships among variables.

Theory of Reasoned Actions – explains that the attitude toward the behavior is measured rather than simply the attitude toward the object. Also, in this model, the consequences of behavior are considered important in evaluating the results.

The Theory of Planned Behavior – this is a simple model that seeks to address the seeming over-reliance on intentions to predict behaviors. In this model, intention is the main factor that influences consumer behavior.

A passive consumer – is the opposite of an economic man. Therefore, this type of customer is quite irrational. He or she does not carefully analyze all options, including their advantages and disadvantages, but instead makes purchases impulsively without wasting time and effort on analysis

All of these theories should be analyzed by determining their advantages and similarities to each other. Economic systems can be described using various approaches. The main goal of this paper is to provide a detailed overview of an Italian honey producer. Therefore, to understand how these theories can be applied to describe the behavior of this target audience, Table 1.1 was created.

**Table 1.1**

**Applying Economic Theories to the Italian Honey Market: A Consumer Behavior Analysis**

<b>The name of the theory</b>	<b>The difference among others</b>	<b>How can be applied to honey consumers' behavior</b>
The theory of planned behavior	Determine three main factors of consumer behavior, such as attitudes, subjective norms, and perceived behavioral control.	It can be useful to analyze how subjective norms and perceived behavioral control influence their behavior in the Italian market.
Economic man	State that all customers are rational and can make research all alternatives before deciding. However, customers often make decisions based on emotions, biases, and limited information.	To evaluate the percentage of consumers who assess the prices of all honey producers presented before making a purchase.
Psychodynamic approach Behavioristic approach	These theories should be placed together because the authors started to pay attention to the inner aspects of buyers' behavior to explain the irrationality of customers' actions.	When conducting a survey, several questions should be created about the main drivers (motivators) that compel people to buy honey.
Cognitive approach	The main advantage of this theory is its focus on the consumers' thinking process. By using the "Stimulus-Organism-Response" model everyone can explain the logic of buyers' actions while making a purchase.	"Stimulus-Organism-Response" models can be created based on the results of the survey to explain the behavior of Italian honey consumers.
Passive consumer	This theory focuses on the idea that all customers are irrational. It is quite an exact explanation for the current world.	This theory can be used to identify the main characteristics of customer behavior that are influenced by different factors.

*Reference:* developed by the authors

According to V. Zhurylo [36] and Bangladesh Open University approaches, there are different types of consumer behavior models. Due to them, it is becoming easier to analyze buyers' preferences and build our models based on the theoretical background. The most popular one is the Stochastic or Probability Model. They widely focus on customers' experience and are based on two main components:

1. Explains various types of buyers' behavior by creating independent models for each aspect
2. Combines all small models that are developed in the first component in one large model to evaluate consumer behavior as a large process

Moreover, the *stochastic model* explains processes by using probability dependence among different variables. However, this model has a few drawbacks, considering that in the final unified model, developers are supposed to assume that the entire group of people will behave in the same way as the individual does.

The opposite of stochastic models is linear experimental models that describe the behavior of the market in general instead of evaluating individual consumer preferences. The basic linear experimental model, described by Bettman and Jones, is as follows:

$$f(\mathbf{y}) = \Sigma g_i(\chi_i) + \varepsilon_i \quad (1.1)$$

$Y$  – is the dependent variable

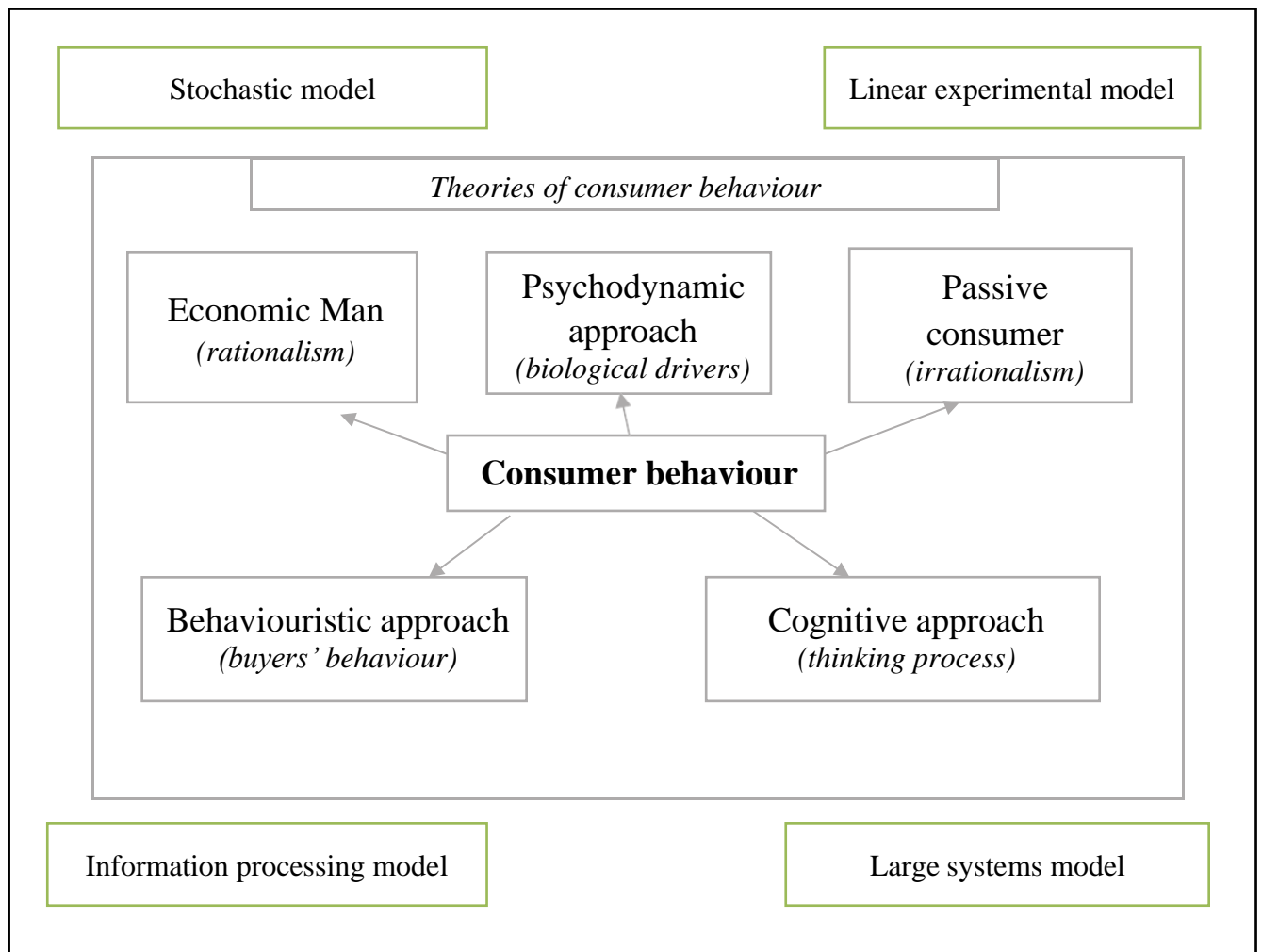
$\chi_i$  – is the independent variable

$\varepsilon$  - is a random element

The third model is *information processing*, which is based on learning, perception, and other cognitive processes. Therefore, information gathering, processing, evaluating, and decision-making based on the evaluation are the main components. From our perspective, this model is more theoretical compared to previous ones.

The last models are *large systems* that describe behavior in terms of variables and their relationships, often represented using flow charts. They identify relationships among variables and their interactions and can also be classified as integrated models, as they include all factors and buyer preferences.

To understand the connections among theories (approaches) and models of consumer behavior, a diagram was created to illustrate the possible relationships (Figure 1.2).



**Fig. 1.2.** Relationship among theories and models of consumer market behavior

*Reference:* developed by the authors

According to Figure 1.2, the theories of consumer behavior and their models are related in that the former explains buyers' behavior by focusing on their inner patterns and emotions, while the latter uses various methods (such as regressions and linear models) to analyze it.

From our perspective, modern theories of consumer behavior mostly focus on analyzing biases that influence buyers' preferences. The concept of the "economic man" that was created in the 19th century was based on the idea of consumers' rationality and their ability to analyze all available options to pick the best one. To

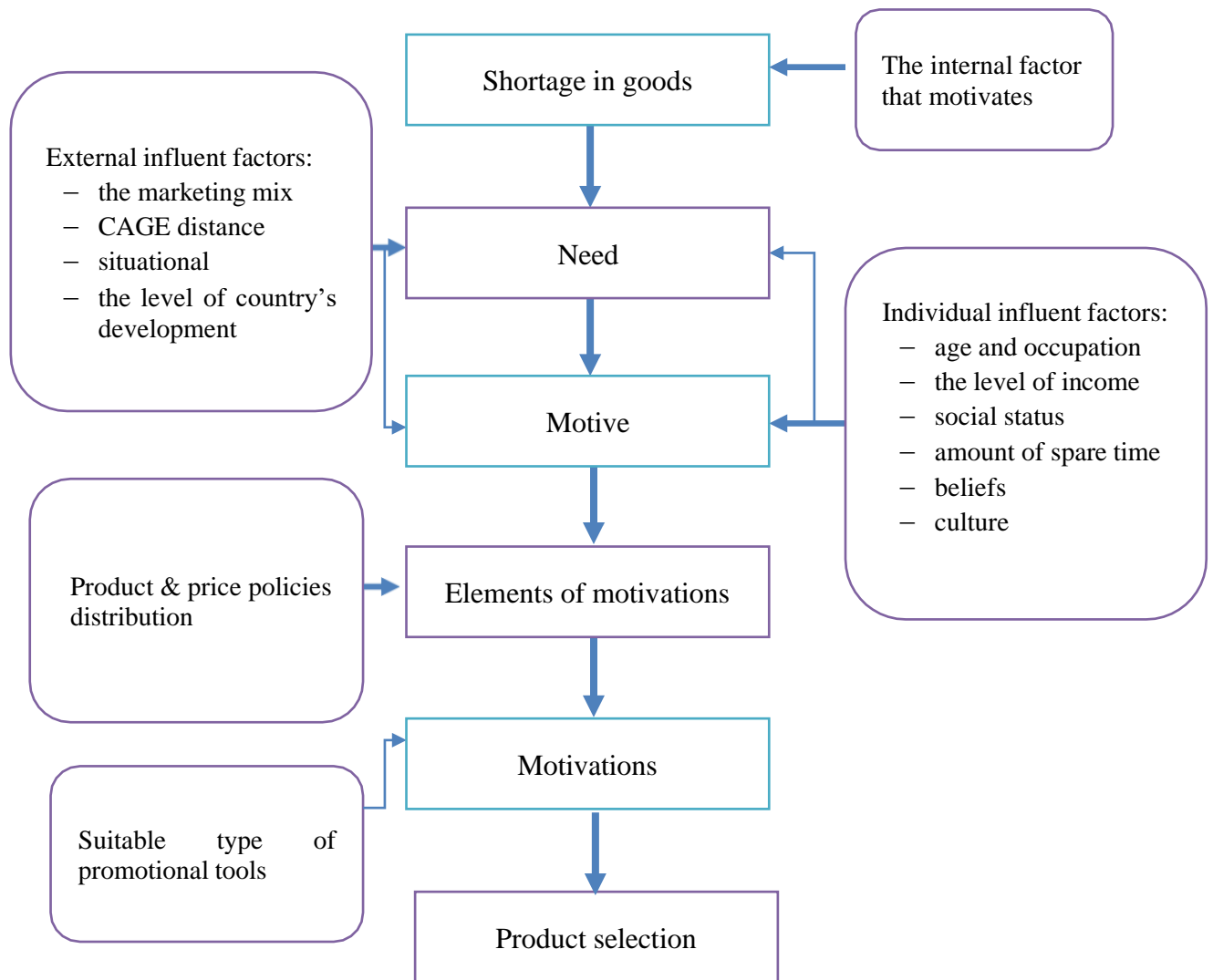
account for consumer biases, it was decided to systemize the most essential ones to use in explaining the behavior of Italian honey buyers in the next chapter:

-*Social norms*: consumers follow existing rules, values, and traditions in the society to which they belong. For some nations, this bias is the most important one. Therefore, when a company wants to set up its business there, it should be considered. There is a high risk that people in such societies will buy only domestic products instead of foreign ones. One of the best ways to overcome this issue is to have comparative advantages (or a unique selling proposition).

-*Framing effect*: the idea is that buyers pay a lot of attention not just to the context of information, but to how it is presented to them. Therefore, two completely similar products by main characteristics may have different demands just because they have non-identical packaging or way of advertising.

-*Anchoring*: this bias makes people rely too much on the "anchor" information that they know about some products. For example, due to the war between Ukraine and Russia, many foreigners started to be aware of Ukrainian goods and services. Therefore, when they see these goods in their supermarkets, they may have the "anchor" such as "We should help Ukraine even by buying this product".

All of these biases influence consumer behavior in international markets and can change their preferences in unpredictable ways. Another aspect of buyers' behavior that should be analyzed is the main factors that can easily influence clients' motivations in international commodity markets. According to the approach by A. Starostina and V. Zhurylo [36], the main factors that impact consumers in international goods markets are shown in Figure 1.3. This model of motivational factors was modified based on the analysis of international markets and their peculiarities.



**Fig. 1.3.** Main factors that influence consumers in the commodity market

*Reference:* developed by [46] with the authors' additions

Fig. 1.3 shows that six main factors in the commodity international markets influence buyers' motivation, including a shortage in a good, need, motive, elements of motivations, motivations, and product selection. To have a comparative advantage in international markets, companies should consider all these factors to create demand for their goods.

In summary, many concepts influence consumer behavior in different ways, such as psychodynamic/cognitive/behavioral approaches, “economic” man, and passive consumer, as well as models such as linear experiential, stochastic, information processing, and large systems. To create demand in international markets, enterprises

should consider consumer biases, such as social norms, framing effects, anchoring, and factors that influence motivation.

### 1.2. Economic essence of the category “consumer market behavior”

As has been stated, the term “consumer market behavior” is one of the basics in any economic system. A proper analysis of it helps determine buyers’ needs, and motivations, and make correct decisions. Obviously that every economic category has multiple definitions, as different authors have varying approaches and views. To analyze them and determine the most appropriate one, the methodology of Professor Starostina A.O. [45] should be used.

To gather all possible definitions of “consumer market behavior”, four tables will be created with detailed analyses and explanations. In Table 1.2 the most important and full definitions that should be analyzed in this research were mentioned. Other definitions are presented in the appendices.

**Table 1.2**

#### **The structure of the “consumer market behavior” category in the approaches of different authors**

<b>No</b>	<b>The author, year</b>	<b>The essence of the notion</b>	<b>The content of the notion</b>	<b>The result of the notion</b>
1	P. Kotler and K. Keller, 2011	The study	Of the ways of buying and disposing of goods, services, ideas, or experiences by individuals, groups, and organizations	To satisfy their needs and wants
2	L. O. Chorna, 2009	An emotional and physical activity	That people manifest when choosing, paying for, using, and terminating goods and services	In case the need is met
3	E. W. J. Faison, 1977	The assumption	That people have a series of needs that lead to driving state	-

**Table 1.2 (continued)**

4	M. Solomon, 1995	The study	Of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences	To satisfy needs and desires
5	V. V. Zhurilo, 2018	Their conscious or subconscious way	Interacting with a product or a particular business entity	-

*Reference:* developed by the authors

According to Table 1.2, 18 definitions of “consumer market behavior” in terms of essence, content, and results were analyzed. It should be noted that notions from the oldest to the most modern were chosen to have a complete picture of the definitions’ evolution. Thus, a certain percentage of authors do not include results in their concepts, while only a certain percentage have no content, and all definitions have an essence.

The most common wording of the essence is “interaction” or “study”, which indicates different approaches to the category. Using “study” defines this notion as a part of a discipline (such as marketing, economics, behavioral economics, etc.). Further, the content in all cases is completely different. However, one similar word in all cases is “buy”, considering that all consumers purchase something in markets. To deepen the analysis of “consumer market behavior”, it is advisable to fill in Table 1.3 (Appendix).

According to Table 1.3, 6 authors (33.3%) used “the study” as part of the essence, while 2 (11.1%) used “the activity” and only 1 (5.6%) used “the interaction”. Additionally, some authors defined "consumer market behavior" as “the decision processes and acts of people”, or as “a conscious or subconscious way”. Considering that 10 authors did not include the results in their definition, it means that most notions are incomplete and incorrect. Also, one term has no content. Consequently, there are no examples of a well-organized term. This problem was stated at the

beginning of the analysis. Table 1.4 (Appendix 1) should be compiled to select the most appropriate one, as much as possible.

According to Table 1.4, the highest mark is 18 (while 20 is the maximum) and 7 is the lowest one. The best categories that can be used to construct my own are as follows:

1. *Consumer market behavior* is a dynamic interaction of effect and cognition, behavior, and environmental events through which People exchange aspects of their lives [68]
2. *Consumer market behavior* is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires [69]
3. *Consumer market behavior* is their conscious or subconscious way of interacting with a product or a particular business entity [36]

All these 3 definitions have different advantages and disadvantages that should be considered while constructing our notion (Table 1.5).

**Table 1.5**

**The structure of the “consumer market behavior” category**

<b>The category</b>	<b>The essence of the notion</b>	<b>The content of the notion</b>	<b>The result of the notion</b>
Consumer market behavior	Conscious or subconscious way	Customers’ interactions with a product or a business entity, which is influenced by a group of factors including personal, psychological, social, situational, marketing mix, competition, technology, and economic factors while searching for, purchasing, using, evaluating, and disposing of goods and services	To fully satisfy their needs and desires and not harm the environment by doing this activity

*Reference:* developed by the authors

To understand the importance of this definition, the vision with other notions should be compared. There are some advantages of using the term proposed by us:

1. The essence of the notion highlights that people behave consciously or subconsciously. It means that sometimes each of us cannot explain why someone buys certain goods or services.
2. Compare to other authors, a group of factors such as personal (age, gender, income, education, lifestyle), psychological (motives, perception, learning, beliefs), social (reference groups, social class, culture), situational (physical environment, time, and reason for the purchase), marketing mix (product, price, place, and promotion), competition, technology, and economic (inflation, income levels) were added that influence buyers' decisions. It helps to understand the main components that are the parts of a bigger system.
3. Also, our definition pays attention to an environmental aspect in the context of the disposal of goods and services. Moreover, in the result of the notion it was highlighted that besides satisfying needs, everyone should not harm the environment by doing this. No authors pay attention to this aspect before.

Therefore, the notion of consumer market behavior in Table 1.5 includes all essential elements (essence, content, result) and highlights the most important features. The greatest advantage of any definition is that it is understandable even for people who do not have a desired economic background. From our point of view, this concept meets this criterion.

### 1.3. Trends in the honey market development

Each economic system has changed over time and international markets are no exception. A deep analysis of the current situation helps to highlight the main differences and create an appropriate strategy that will fulfill current needs and overcome possible changes. Therefore, correct trends and conclusions will guarantee high productivity and results in the markets. The global honey market now experiences some challenges such as:

- The war between Ukraine and Russia (Ukraine is one of the biggest honey exporters in the world)

- Climate change (for example, changing weather patterns can impact honey yields by altering the timing and duration of the flowering season and changes in temperature and humidity can impact the moisture content of honey)

- Adulteration of honey (currently, the USA has created different rules that control this process as some manufacturers, especially in China, add sugar or other substances to honey to increase its volume and reduce its cost)

- Price volatility

- Competition from alternative sweeteners: honey faces competition from other natural and artificial sweeteners, such as agave syrup, stevia, and high-fructose corn syrup. Consumer preferences for sweeteners can change over time, and honey may face challenges in remaining competitive in the market

- Declining bee populations are due to factors such as habitat loss, pesticide use, and climate change

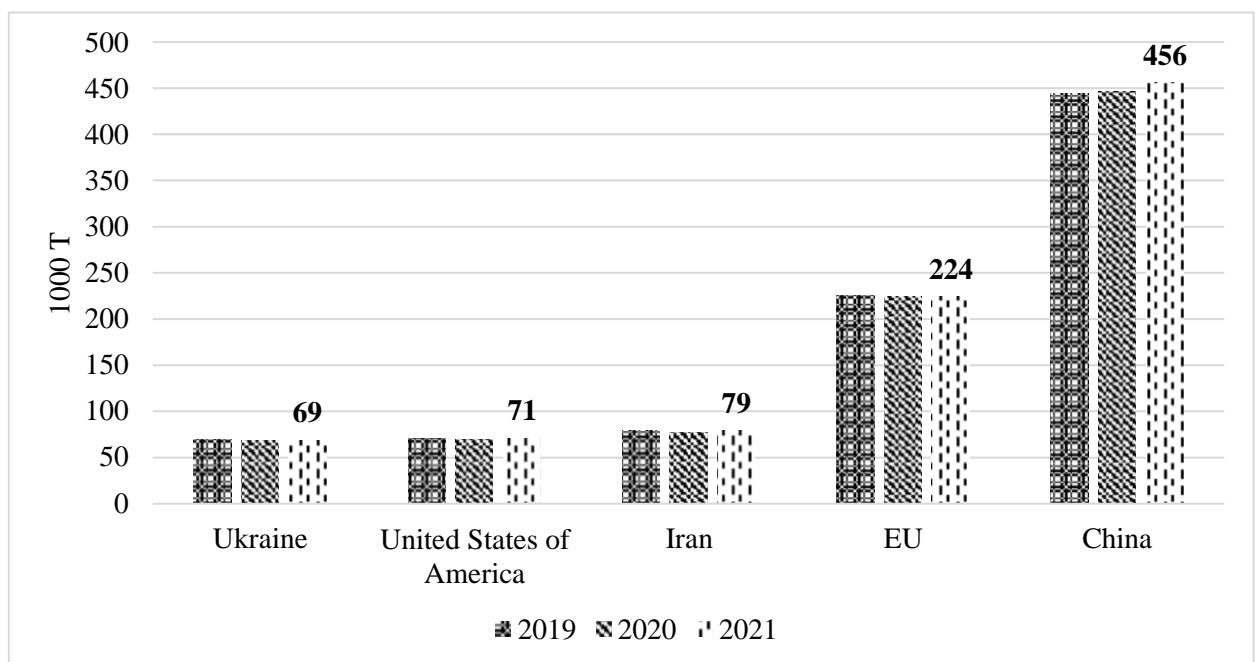
Therefore, to be prepared for some challenges in the future for Ukrainian honey producers in the Italian market, everyone should assess current situations and trends in the global honey market. The first step is to analyze the report of the European Commission concerning international honey markets [77]. According to this report, the biggest number of beehives in 2021 is in Europe (2953 thousand), while Ireland has the greatest increase in this figure by 172.1% (starting from 27 thousand hives in

2020 and ending with 74 thousand in 2021, respectively). The reasons for such an increase are as follows:

-The growing interest in beekeeping: Nowadays, it is becoming more popular to replace the consumption of sugar with natural products. Therefore, Ireland started to pay attention to growing the number of hives to supply customers with domestic honey

-Support from government and organizations: The government is considering making the native Irish honey bee a protected species [77]

The information concerning the world production of honey is presented in Fig. 1.4. It was decided to choose the 5 biggest honey manufacturers (China, EU, Iran, Ukraine, and the USA) and analyze their dynamics. In this case, everyone will see how the trend has changed over time and will be able to draw some conclusions.



**Fig. 1.4.** World Production of Honey per Country (1 000 T) during 2019-2021

*Reference:* developed based on [77]

According to Fig. 1.4, the biggest producer of honey in the world is China with 473 thousand tonnes in 2021, while Ukraine is ranked fourth with 69 thousand tonnes of production. It should be noted that current Ukraine experiences challenges in the honey market due to the war between Ukraine and Russia. European Union produced

220 thousand tonnes in 2021. Also, it was calculated the share of each country in global honey production. The results are as follows: China 27%, the EU 13%, Iran, Ukraine, and the USA 4%.

However, nowadays China experiences some tensions in the honey markets due to adulterated honey. Moreover, the United States has taken several steps to address the issue of adulterated honey from China. Here are some of the key actions taken:

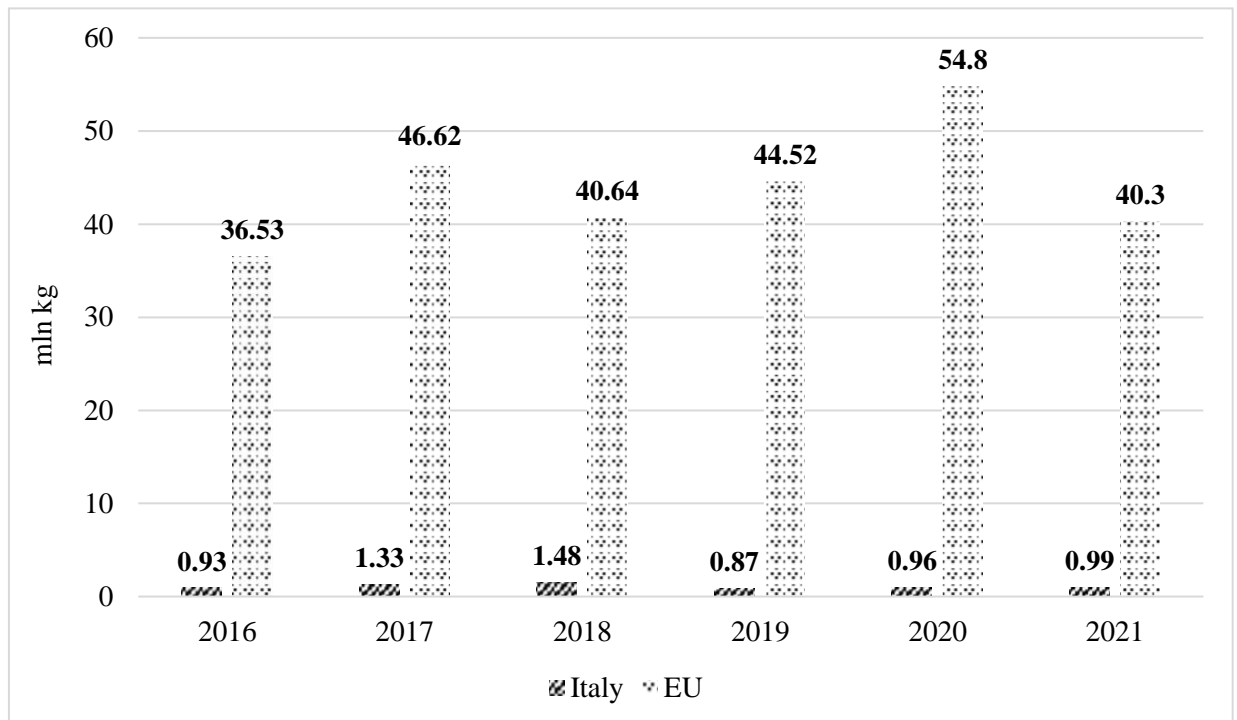
-Imposing tariffs: in 2001, the US government began imposing anti-dumping duties on honey imports from China, which were designed to counteract the low prices that were undercutting US honey producers. The duties were later expanded to include countervailing duties, which addressed government subsidies given to Chinese honey producers.

-Tightening regulations: the U.S. Food and Drug Administration (FDA) has implemented strict regulations on honey imports, including testing for purity and adulteration. The FDA has also established guidelines for the labeling of honey products, requiring that they accurately reflect the origin of the honey and its ingredients.

-Enforcing criminal penalties: the US government has pursued criminal charges against individuals and companies involved in the importation of adulterated honey from China. These charges have included conspiracy, smuggling, and money laundering, and have resulted in fines, prison sentences, and other penalties.

Moving forward, everyone should pay deeper attention to the EU honey market, especially the Italian market. It was proposed to export Ukrainian honey to Italy. Although Ukrainian producers are already present in the Italian market, the honey available in stores is often a mix of honey from different countries (e.g., honey from Ukraine, China, and Iran in one jar). Our idea is to offer Ukrainian companies the opportunity to export honey that is not mixed with other varieties.

Currently, the Ukrainian honey market has a surplus of production (supply) over demand from consumers. As of 2021, the company's share in the Ukrainian natural honey market is about 18%, with 48.4 thousand tons of honey produced per year.



**Fig. 1.5.** Ukrainian export of honey to Italy and the EU during 2016-2021

*Reference:* developed based on [76]

Based on Figure 1.5, it is evident that the volume of honey exports from Ukraine to Italy has been fluctuating over time but tends to increase, particularly since 2019. Simultaneously, the export of Ukrainian honey to the EU has been rising rapidly, despite the relatively insignificant tariff quota.

As a result, despite significant honey production within the EU and Italy individually, these countries are still insufficiently supplied with honey due to high consumption levels. Ukraine is currently the leading honey supplier for the EU market, even displacing China, which had been the largest honey importer to the European market until 2019. Therefore, Ascania-Pack has enormous potential to penetrate the Italian honey market, considering all the aforementioned arguments.

Therefore, the main factors that can motivate Ukrainian producers to enter Italian markets are as follows:

-Ukraine is increasing its presence in the EU market. Due to the war between Ukraine and Russia, which began on February 24th, 2022, our country has a greater chance of becoming a part of the European Union (EU). As a result, the EU is considering the abolition of all tariffs and quotas on Ukrainian exports, which would significantly reduce export costs and allow Ukrainian honey producers to export more.

-Only 60% of the EU's honey demand is currently being met, which means that Ascania-Pack has enormous potential to increase its market share in the Italian market and export more.

-Ascania-Pack already has long-term contracts in the Italian market for exporting its honey. The company has established relationships with Italian subsidiaries and intermediaries, and it is familiar with the market and its particularities. Therefore, expanding its activities in a familiar market would be easier for the company.

Moving on, one should compare the honey prices in international markets to understand the strategic policies to be implemented by Ukrainian producers.

**Table 1.6**

**EU Average Unit Value for Exported Honey (€/kg) by Destination**

<b>Country</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>Jan-Jul 2022</b>	<b>2022/2021, %</b>
United Kingdom	3.98	3.75	4.94	5.31	↑+7.7%
Switzerland	5.41	5.68	5.80	5.92	↑+2.2%
Saudi Arabia	7.53	6.43	6.04	6.84	↑+13.3%
USA	6.29	5.77	6.67	6.33	↓-5.1%
Japan	5.75	6.53	6.88	6.93	↑+0.7%
Canada	3.89	3.86	4.08	5.36	↑+31.6%
UAE	7.51	7.72	8.10	8.21	↑+1.4%
Israel	2.84	2.82	2.81	3.09	↑+10.0%
Morocco	2.80	2.57	3.43	3.88	↑+13.0%
Norway	5.39	5.27	5.74	6.51	↑+13.4%

**Table 1.6 (continued)**

China	7.44	6.32	5.87	6.90	↑+17.4%
Algeria	3.14	3.85	3.29	9.38	↑+184.9%
Hong Kong	6.99	6.79	6.63	7.75	↑+16.9%
South Africa	2.29	2.41	16.87	15.80	↓-6.3%
Jordan	4.85	4.79	5.42	6.55	↑+21.0%

*Reference:* developed based on [82]

According to Table 1.6, South Africa had the highest average unit value for exported honey in 2022 (€15.8 per 1 kg), while Israel had the lowest one (just €3.09 per 1 kg). Meanwhile, Algeria experienced the highest change in prices in 2022 compared to 2021 (+184.9%). Unfortunately, there is no official updated data on honey prices for the first quarter of 2023. However, it is evident that prices have fluctuated widely due to changes in weather conditions, the war between Ukraine and Russia, and the recovery from the COVID-19 crisis. Pricing for honey in foreign markets is dictated by the largest exporting countries, namely Argentina and China.

It is important to note that the price for Ukrainian honey was €1.84 in 2022. According to official resources [24], the approximate price range for Ukraine Natural Honey in 2023 is between \$1.82 and \$1.98 per kilogram. Therefore, many importers consider our products to be of low quality. However, such low prices help Ukraine to be one of the biggest honey suppliers to the international market. To confirm the importance of Ukraine in the global honey market, statistical information concerning the value of imported honey from Ukraine to EU countries will be provided (Table 1.7).

**Table 1.7**

**EU Imports of Honey from Ukraine by Member State (in thousand euros)**

	2020		2021		Jan-Jul 2022		% change Jan-Feb 2021
		% of EU		% of EU		% of EU	
DE	17659	21.1	20230	19.9	21730	30.5	↑+54.5

**Table 1.7 (continued)**

PL	32181	38.4	33335	32.8	14676	20.6	↓-23.7
BE	9679	11.6	10496	10.3	6749	9.5	↓-1.4
FR	6744	8.1	8483	8.3	5709	8.0	↑+15.9
ES	2027	2.4	3440	3.4	3808	5.4	↑+86.7
CZ	1631	1.9	5477	5.4	3705	5.2	-
IT	1667	2.0	3091	3.0	2779	3.9	↓-11.5
DK	2826	3.4	3454	3.4	1976	2.8	↑+20.9
LT	2055	2.5	2616	2.6	1677	2.4	↓-4.8
SK	1551	1.9	1858	1.8	1329	1.9	↓+11.9
BG	656	0.8	1020	1.0	1310	1.8	-
AT	962	1.1	964	0.9	1047	1.5	-
RO	3608	4.3	2455	2.4	539	0.8	↓-72.7
SI	51	0.1	91	0.1	62	0.1	↑+40.7
HR	76	0.1	274	0.3	53	0.1	↓-33.2
EE	321	0.4	21	0.0	47	0.1	-

*Reference:* developed based on [94; 99]

According to Table 1.7, Ukraine exported the largest amount of honey (valued in thousands of Euros) to Germany (DE), accounting for 30.5% of EU imports from Ukraine. Meanwhile, exports to Poland decreased dramatically by 23.7% in 2022. This was due to the COVID-19 pandemic and changes in market demand. Additionally, economic factors such as changes in exchange rates or tariffs may have made Ukrainian honey less competitive in the Polish market.

Moving on, Belgium and France imported €6,749 and €5,709 worth of honey in 2022, respectively. The highest increase was noticed in Spain (86.7%). This indicates that the Spanish market is quite potential and attractive for Ukrainian producers to expand their activities there. The value of Italian imports of Ukrainian honey decreased in 2022, but this was a temporary situation due to the external factors described above.

After analyzing the changes and improvements in the international honey markets, it is time to highlight the main trends in the global honey market, paying attention to the Ukrainian market and discussing them in detail:

1. There is a growing trend worldwide to *increase the quality requirements and certain characteristics of exported honey*. As a result, Ukrainian producers are constantly certifying their products according to the FSSC 22000 quality and food safety management system. Also, with the rise of counterfeit honey and honey fraud, consumers are becoming more aware of the need to buy high-quality, authentic honey. This is leading to a growing demand for honey that is certified as pure and authentic, particularly in developed markets such as Europe and North America

2. *The popularization of new honey products* such as creamed honey, honeycomb, and flavored honey is on the rise, and companies are creating new blends of honey with various flavors and health benefits. Ascania-Pack offers fruit tea with honey, marinade for meat and fish, creamy honey with different tastes, and meadow honey. This confirms that Ukrainian producers are quite competitive in international markets

3. *The growing popularity of manuka honey*, a type of honey produced in New Zealand from the nectar of the manuka tree, is on the rise. It is known for its antibacterial properties and is used for medicinal purposes as well as in skincare and beauty products. Manuka honey has become increasingly popular in recent years, particularly in the United States and Asia. Moreover, there is a big conflict between New Zealand and Australia concerning to whom these bees belong.

4. There is *an increasing demand for natural and organic honey* as consumers are increasingly looking for such products. Honey that is free from pesticides, antibiotics, and other chemicals is becoming more popular, as people become more health-conscious and concerned about the environment. With increasing concern for the environment, many beekeepers and honey producers are turning towards organic and sustainable production methods, such as using natural remedies to treat bee diseases and pests

5. The price of Ukrainian natural honey exported to the world market is one of the lowest in the world. As it was indicated in Table 1.6.

6. Rising interest in a honeycomb: it is the waxy structure that bees use to store their honey. It is becoming more popular as a gourmet food item, particularly among foodies and health enthusiasts who appreciate its natural sweetness and nutritional benefits

7. Shifting supply chains: currently, consumers demand more traceability and transparency in the sourcing of honey. This is leading to an increase in direct trade and smaller-scale production, as well as greater scrutiny of large-scale producers and distributors

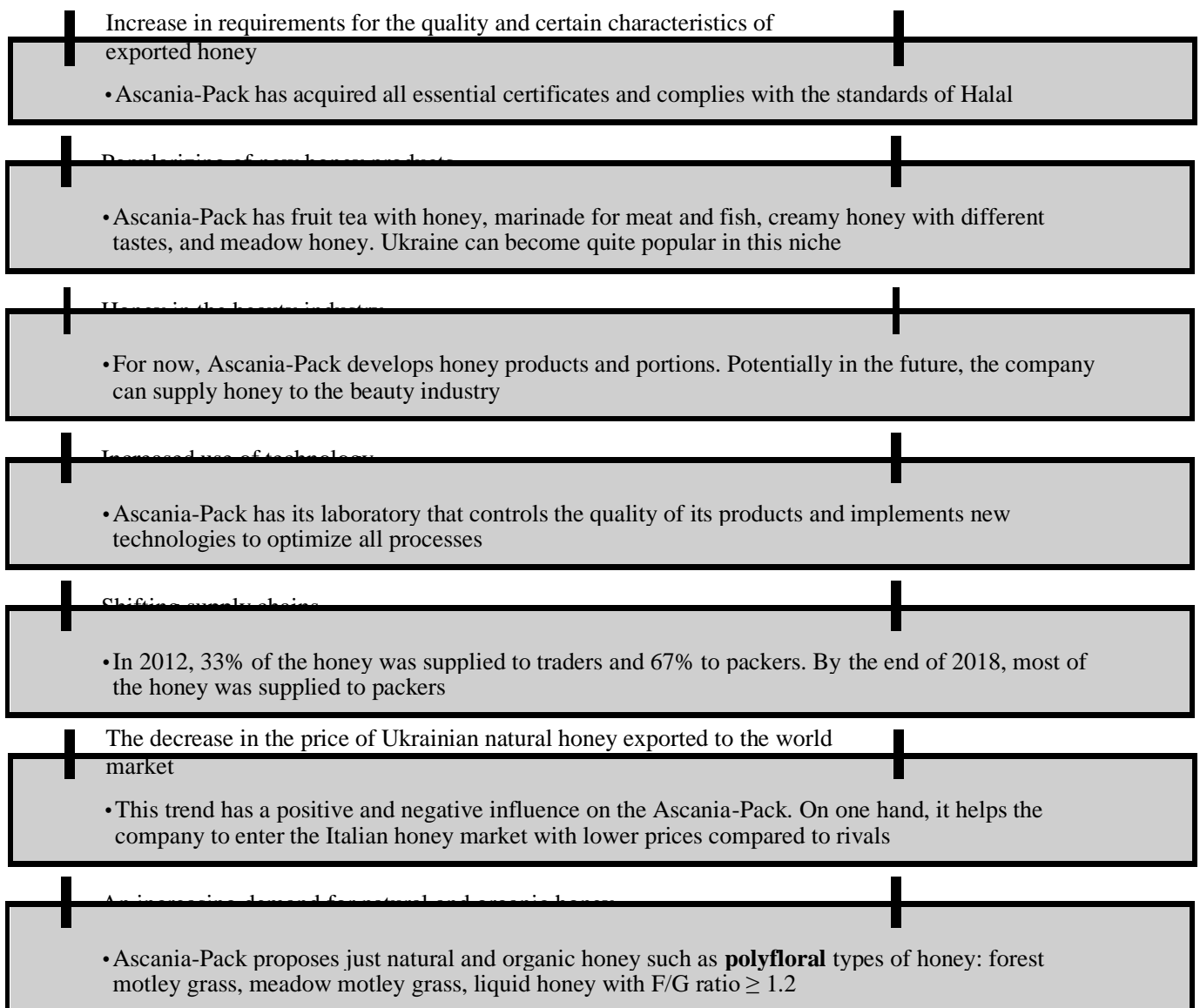
8. There are changes in the *geographical structure*: in 2019, Ukraine started exporting honey to Singapore. In 2022, Germany (30.5%), Poland (20.6%), and Belgium (9.5%), bought the most Ukrainian honey. The share of Poland as an importer is gradually decreasing. The share of the United States and the Middle East is growing

9. Ukraine also tends to *change the structure of exports*: Ukrainian honey producers are beginning to supply not only well-known varieties of honey, but also toppings made from this product, fruit, and honey tea, and unique types of honey (almond, hazelnut, walnut). While in 2012 33% of honey was supplied to traders and 67% to packers, by the end of 2018 most of the honey was supplied to packers

10. *Increased use of technology*: currently it is popular to use sensors in beehives to monitor temperature, humidity, and the number of bees, allowing beekeepers to optimize their management practices. Also, new packaging designs, such as squeeze bottles, honey sticks, and mini jars, are being introduced to cater to the needs of different consumers. It should be noted that blockchain technology is being used to track the journey of honey from the hive to the consumer, ensuring the quality and authenticity of the product. Therefore, only those producers who implement technologies can be considered competitive

11. Honey in the beauty industry: honey is increasingly being used in the beauty industry as an ingredient in skincare and haircare products, due to its moisturizing and antibacterial properties

All of the mentioned trends are important to consider for Ascania-Pack as they enter the Italian market with completely new honey products. To understand whether this company can deal with the new challenges in the global honey market, Fig. 1.6 should be created and analyzed.



**Fig. 1.6.** Trends' influence on Ascania-Pack's operation in the Italian honey market

*Reference:* developed based on [89]

Based on Fig. 1.6, Ascania-Pack, a Ukrainian producer of honey, has many competitive advantages in international markets, as it follows almost all current trends. However, two possible weaknesses could negatively affect the company's entry into new markets: the first is the relatively low price of Ukrainian honey compared to other competitors, and the second is the lack of cooperation with the beauty industry or the development of new beauty products using honey. Nevertheless, this does not mean that Ascania-Pack will be less attractive compared to others, given the many unique products it offers.

Another noticeable change in the global honey market is the shift in honey production. China has been the largest honey producer in the world for many years, but due to rising labor costs and stricter regulations, there has been a shift in honey production to other countries such as India, Turkey, and Brazil. This has resulted in changes in global honey trade patterns. This shift could have an impact on Ukrainian honey exports, as these countries may have additional trade agreements with major honey importers. However, due to the ongoing war between Ukraine and Russia, it is difficult to estimate which external factor will have a greater negative impact.

## CHAPTER 1: CONCLUSIONS

Six core models of consumer market behavior, such as the theory of planned behavior by Ajzen, an economic man by Persky and L.G. Schiffman, the psychodynamic approach by S. Freud, the behavioristic approach by Ivan Pavlov, John Watson, and B.F. Skinner, cognitive approach, and passive consumer were deeply analyzed in this chapter with a highlight of how they can be applied to the honey market.

The full definition of “consumer market behavior” was created:

Consumer market behavior – conscious or subconscious way of customers interact with a product or a business entity, which is influenced by a group of factors including personal, psychological, social, situational, marketing mix, competition, technology, and economic factors while searching for, purchasing, using, evaluating, and disposing of goods and services to fully satisfy their needs and desires and not to harm the environment by doing this activity.

The main challenges in the international honey markets were distinguished and highlighted. The main of them are climate change, adulteration of honey (the USA has implemented many standards and laws to eliminate this problem.), the war between Ukraine and Russia, price volatility, competition from alternative sweeteners, and declining bee populations.

One of the main results is the list of trends in the honey international markets. The most important is an increase in requirements for the quality and certain characteristics of exported honey; popularizing new honey products: creamed honey, honeycomb, and flavored honey; the growing popularity of manuka honey; increasing demand for natural and organic honey; the price of Ukrainian natural honey exported to the world market is one of the lowest in the world; rising interest in a honeycomb: it is the waxy structure that bees use to store their honey; shifting supply chains: currently, consumers demand more traceability and transparency in the sourcing of honey; there are changes in the geographical structure; increased use of technology:

sensors in beehives to monitor temperature, humidity, and the number of bees; new packaging designs; honey in the beauty industry.

To sum up, in this chapter, we analyzed all the essential models and theories that will be used to describe the behavior of honey buyers in the Italian market. We created our definition that includes all important aspects and formulated the core trends in the global honey market. Now, we will move on to the analysis of the micro- and macroenvironment for Ascania-Pack in Italy.

## **CHAPTER II**

### **STRATEGIC ANALYSIS OF THE ITALIAN HONEY MARKET'S ATTRACTIVENESS FOR UKRAINIAN PRODUCERS**

#### *2.1. Particularities of the Italian honey market's modern business environment*

Each marketing research includes the process of assessing the micro- and macro-business environment. This guarantees a detailed analysis of external factors that influence a company's operations. Considering that some of these factors are beyond an enterprise's control, it is crucial to evaluate them.

Understanding the micro-environmental factors is important because they can have a direct impact on an organization's ability to meet customer needs, compete effectively, and achieve its goals. Moreover, consumer market behavior can impact the business environment and be influenced by it. Deep evaluation provides businesses with a huge view of the current situation and helps them to be competitive in international markets. This happens because micro- and macro-factors include core information that can inform about all risks and opportunities when opening a new company or expanding activities.

A good approach to conducting a general assessment of the Italian honey market's business environment is to start with a macroeconomic analysis. This will help to gain an understanding of the broader context in which the industry operates, including factors such as political and legal, economic, demographic, environmental, technological, and cultural.

We will start with preliminary assessments to highlight the main factors, describe them, and explain why some of them can be considered “threats” while others as “opportunities”.

**Table 2.1****Preliminary assessments for political & legal factors**

<b>No</b>	<b>Factor</b>	<b>Threats (-)</b>	<b>Opportunities (+)</b>	<b>Demand/Supply</b>
1	The war in Ukraine since 24 <sup>th</sup> of February 2022	-		Supply
2	High taxes and tariffs for exported honey from Ukraine in the Italian market [30]	-		Supply
3	Geopolitical stability in Italy		+	Supply
4	Availability of duty-free tariff quota for honey		+	Supply
5	European Union considers the abolition of all tariffs and quotas on Ukrainian exports [31]		+	Supply
6	Many different EU regulations for quality control of imported honey in the Italian market [32]	-		Supply
7	Intensification of the process of Ukraine's accession to the EU [33]		+	Supply

*Reference:* developed based on the author's research

**Arguing political and legal factors**

1. *The war in Ukraine since 24<sup>th</sup> of February 2022*

Ukraine is currently facing many difficulties due to the ongoing war with russia. One of these challenges is logistical problems in exporting honey from the Ukrainian market to foreign partners, including Italy. Additionally, there is a high probability of a global food crisis, as Ukraine is one of the main suppliers. This factor poses an obvious **threat** to export activities, given these circumstances.

**A possible solution to overcome this crisis** is to adapt to reality and explore alternative export routes to export as many honey products as possible.

2. *High taxes and tariffs for exported honey from Ukraine in the Italian market*

According to a study, the tariff for honey exported from Ukraine to Italy is 17.3%, while the average coefficient for honey products worldwide is 26.5%. If Ukrainian exporters exceed the quota size for duty-free tariffs, they will incur additional export costs.

Before the war, the Ukrainian government had been discussing with the EU the possibility of increasing the amount of honey that can be sold at a 0% tariff. This poses **a threat** to Ascania-Pack, given the size of the export costs associated with the tariff.

**A possible way to overcome this threat** is to utilize the duty-free tariff quota whenever possible. This would help to minimize costs.

3. *Geopolitical stability in Italy*

Currently, there are no signs of instability and the company can export its products without any issues. However, geopolitical challenges may have a negative impact on export activities due to factors such as changes in exchange currencies and logistical difficulties. Despite this, it also presents **an opportunity** for Ascania-Pack.

**To take advantage of this opportunity**, it may be beneficial for the company to export a significant portion of its honey products to the Italian market, given the lack of tension there.

4. *Availability of duty-free tariff quota for honey*

Under the Association Agreement between Ukraine and the EU, Ukrainian exporters are allowed to export 5,000 tons of honey products at 0% duty-free value. This significantly reduces the export costs for the company and provides Ukrainian producers with an opportunity to produce more goods and export them. Clearly, this is **an opportunity** for Ascania-Pack.

**To take advantage of this possibility**, the company should gather all the relevant information on how to obtain a portion of this quota.

5. European Union considering the abolition of all tariffs and quotas on Ukrainian exports

Before the war with Russia, Ukraine was working to strengthen its international relations with the EU, which is a major trading partner accounting for over 40% of Ukrainian trade. This agreement has the potential to help Ukrainian exporters expand their presence in the international arena and increase profits, making it **an opportunity** for Ukraine.

**To take advantage of this opportunity**, the best strategy for Ascania-Pack would be to significantly increase honey exports within the 0% tariffs and quotas.

6. Many different EU regulations for quality control of imported honey in the Italian market

To export honey from Ukraine to Italy, producers must obtain various documents, quality certificates, licenses, and comply with regulations such as Regulation (EU) No 315/93, Regulation (EU) No 396/2005, and many others. This process takes a significant amount of time and effort to prepare for export, which can be seen as a **threat** to Ukrainian honey exporters, considering all the challenges involved.

**One possible solution to overcome this threat** is to establish long-term contacts with Italian buyers, suppliers, and intermediaries. By building strong relationships with reliable partners, Ukrainian honey exporters can streamline the export process and reduce the time and costs associated with obtaining the necessary documentation and compliance with regulations.

7. Intensification of the process of Ukraine's accession to the EU

Following Russia's attack on Ukraine, President Volodymyr Zelensky called for the immediate initiation of the procedure for Ukraine's accession to the EU. While this process can be lengthy and challenging, it presents **an opportunity** for Ukraine to make progress and take advantage of the benefits of being part of the European Union.

**To make the most of this opportunity**, Ukraine should focus on improving all sectors to ensure that they meet the standards required for EU membership. This will

involve significant efforts to enhance governance, transparency, rule of law, economic competitiveness, and environmental and social standards. By pursuing these reforms, Ukraine can demonstrate its commitment to the EU's values and principles and increase the chances of a successful accession process.

**Table 2.2****Final assessments for political & legal factors**

No	Factor	The scale of the factor significance (1-10)	How to overcome threats or use possibilities	Demand/ Supply
<b>Threats</b>				
1	War in Ukraine since 24 <sup>th</sup> of February 2022	6	Adjust to reality and try to export as many honey products as possible, using different destinations	Supply
2	High taxes for exported honey from Ukraine in the Italian market	3	To use duty-free tariff quota, when it is possible. It will help to minimize costs	Supply
3	Many different EU regulations for quality control of imported honey in the Italian market	10	Create long-term contacts with Italian buyers/suppliers	Supply
<b>Opportunities</b>				
1	Geopolitical stability in Italy	9	To export a large share of honey to this market, given the lack of tension in it	Supply
2	Availability of duty-free tariff quota for honey	5	To gather all the information on how to get part of this quota	Supply
3	European Union considering the abolition of all tariffs and quotas on Ukrainian exports	10	To increase honey export within 0% tariffs and quotas	Supply
4	Intensification of the process of Ukraine's accession to the EU	8	Improve all sectors, which must become better after victory to ensure Ukraine's accession to the EU	Supply

*Reference:* developed based on the authors' research

As for political & legal factors, the biggest threats here are the war in Ukraine since the 24<sup>th</sup> of February 2022, high taxes, and many different EU regulations (with the highest mark). Moving on to the opportunities, geopolitical stability in Italy, availability of duty-free tariff quota for honey, the European Union considering the abolition of all tariffs and quotas on Ukrainian exports, and intensification of the process of Ukraine's accession to the EU are highlighted and should be considered [73]. The next step is an analysis of economic factors.

**Table 2.3**

**Preliminary assessments for economic factors**

No	Factor	Threats (-)	Opportunities (+)	Demand/ Supply
1	Increase in purchase prices of honey in Ukraine	-		Supply
2	Increase in the level of the Italian shadow economy	-		Demand Supply
3	Increase in Italian unemployment	-		Demand
4	Increase in consumption of immune-stimulating products		+	Demand Supply
5	Increase in honey sales		+	Demand Supply

*Reference:* developed based on the author's research

**Arguing economic factors**

1. *Increase in purchase prices of honey in Ukraine*

According to research, the purchasing prices of honey in Ukraine tend to increase by 50-100 hryvnias (1.5-3 euros) [84] due to difficult weather conditions, increasing costs of bee packages and equipment, and rising costs of apiary maintenance. This factor could be seen as a **threat** to Ascania-Pack as Ukrainian honey may lose some of its competitive advantages compared to cheaper honey products of similar quality from their competitors in the Italian market.

To overcome this threat, the **best approach for Ascania-Pack** is to minimize all possible costs and keep prices stable. The company should also reconsider its pricing strategy when entering a new market.

2. *Increase in the level of the Italian shadow economy*

According to official data, the Italian shadow economy increased from 22.97% in 2015 to 23.7% in 2022 [85]. In 2009, the figure was 27.31%, showing significant fluctuations in the statistical overview. Currently, a large portion of honey producers operate unofficially and sell honey cheaper without paying taxes. The growth of the shadow economy could pose a **threat** to Ascania-Pack's sales of honey in Italy.

**To overcome this threat**, the company could offer unique varieties of honey that are not sold by unofficial sellers. Ascania-Pack should also aim to control this indicator as much as possible and take it into account when creating marketing strategies.

3. *Increase in Italian unemployment*

According to Macrotrends, Italy's unemployment rate in 2021 increased by 0.67% from 2019 (9.83% and 9.16%, respectively) [86]. This is a negative trend as fewer people have gained employment, resulting in reduced purchasing power and demand for goods. Honey is a popular and standardized product among Italians, making it a **threat** for Ascania-Pack to attract a target audience with higher income.

**To overcome this threat**, the company should offer more cheap and affordable varieties of honey to the Italian market. By doing so, Ascania-Pack can cater to the increasing purchasing power of Italian consumers.

4. *Increase in consumption of immune-stimulating products*

There are currently 45,513 beekeepers in Italy, among whom 26,541 produce honey for personal consumption and 18,972 for the commercial market. Honey is considered a product that stimulates the immune system [80]. Due to the COVID-19 crisis, honey consumption in the Italian market grew by 5% in 2021 compared to 2019. This presents an **opportunity** for Ascania-Pack, as the Italian market has started to grow strongly.

**The best way** to take advantage of this opportunity is to consider this fact when creating a marketing strategy. When entering the Italian honey market, Ascania-Pack should offer unique varieties (e.g. meadow honey with walnut/lemon and mint/blueberry) to capture the market.

#### 5. Increase in honey sales

In Italy, the honey market grew in 2022: honey sales increased by 14.6% in volume and 16.3% in value compared to 2020, indicating a rising demand for honey in Italy [89]. This presents **an opportunity** for Ascania-Pack to enter the Italian market and meet the needs of customers.

**The best way** to take advantage of this opportunity is to consider it when creating the pricing strategy to enter the Italian market.

**Table 2.4**

#### Final assessments for economic factors

No	Factor	The scale of the factor significance (1-10)	How to overcome threats or use possibilities	Demand/ Supply
<b>Threats</b>				
1	Increase in purchase prices of honey in Ukraine	7	Try to minimize all possible costs to keep prices stable	Supply
2	Increase in the level of the Italian shadow economy	8	Offer unique varieties of honey that are not sold by unofficial sellers	Demand Supply
3	Increasing Italian unemployment	3	More cheap and affordable sorts of honey can be proposed for the Italian market	Demand
<b>Opportunities</b>				
1	Increase in consumption of immune-stimulating products	3	Consider this fact at developing a marketing strategy	Demand Supply

**Table 2.4 (continued)**

2	Increase in honey sales	6	Consider it while creating the price strategy to enter the Italian market	Demand Supply
---	-------------------------	---	---	------------------

*Reference:* developed based on the authors' research

Therefore, there are two opportunities and three threats in the economic factors. It means that Ascania-Pack should pay attention to all risks and use opportunities to increase its competitive position in the Italian honey market. The next group of factors to consider is demographic.

**Table 2.5**

### **Preliminary assessments for demographic factors**

No	Factor	Threats (-)	Opportunities (+)	Demand/ Supply
1	Depopulation in Italy	-		Demand
2	Aging population in Italy		+	Supply
3	Migration of Ukrainians to Italy due to the war in Ukraine from February 24, 2022		+	Demand
4	Ukrainian diaspora in Italy		+	Demand

*Reference:* developed based on the authors' research

### **Arguing demographic factors**

#### *1. Depopulation in Italy*

According to the figure, the yearly population growth rate was -0.15% (-88,249 people) in 2020. The number of Italians declined significantly in 2021 compared to 2020. The main reasons for this negative trend are a decrease in births, an increase in the emigration of young people to other European countries in search of job opportunities, and the COVID-19 pandemic.

Most Italians consume honey with varying frequency. However, a decreasing population means there are fewer potential customers for Ascania-Pack, which poses a **threat** to the company.

**A possible way to overcome this threat** is to take this particular issue into account when creating a marketing strategy for the Italian market.

2. *Aging population in Italy*

According to Figure 7, the percentage of aging people increased sharply by 1.4% from 2015 to 2021. There has been a continuing upward trend, and in 2021, the figure peaked at 23.4%. Italy has a fairly developed social system that guarantees appropriate conditions for retirees, which has led to a significant increase in the number of elderly people.

This factor presents **an opportunity** for Ascania-Pack, as the elderly are more concerned about their health than the younger population as a rule. The aging population (65 years and older) tends to prefer traditional treatments, and honey is known for its many health benefits.

**The best way to take advantage of this opportunity** is to consider this particular issue when creating a marketing strategy for the Italian market

3. *Migration of Ukrainians to Italy due to the war in Ukraine from February 24, 2022*

According to the data, about 71,940 people entered Italy, including 37,082 women, 6,661 men, and 28,197 minors. This presents **a possibility** for Ascania-Pack because Ukrainians tend to consume products made in their country, and this trend is likely to extend to the Italian market.

**The best way to take advantage of this opportunity** is to request that suppliers include multiple marks on the packaging to confirm that the honey is produced in Ukraine. This will make the product more visible to those who are searching for Ukrainian products, increasing its appeal among this consumer group

4. *Ukrainian diaspora in Italy*

In 2021, the number of Ukrainians who officially have a residence permit in Italy was 236,000 people, of whom 77.6% are women [114]. This represents 4% of

the total number of foreign residents in Italy, which is approximately 5.7 million. This factor presents **an opportunity** for Ascania-Pack, as Ukrainians living abroad often seek out their national products, leading to an increasing demand for honey produced in Ukraine.

**The best way to take advantage of this opportunity** is to request that suppliers include several marks on the packaging to confirm that the honey is produced in Ukraine, making it more visible to consumers who are looking for Ukrainian products.

**Table 2.6**

**Final assessments for demographic factors**

No	Factor	The scale of the factor significance (1-10)	How to overcome threats or use possibilities	Demand/Supply
<b>Threats</b>				
1	Depopulation in Italy	5	Take this particular issue into account when creating a marketing strategy for the Italian market	Demand
<b>Opportunities</b>				
1	Aging population in Italy	10	Take this particular issue into account when creating a marketing strategy for the Italian market	Supply
2	Migration of Ukrainians to Italy due to the war in Ukraine from February 24, 2022	3	The company should ask suppliers to put several marks on the packaging confirming that the honey is produced in Ukraine. This will make the product more visible to those who are looking for Ukrainian products	Demand
3	Ukrainian diaspora in Italy	10	The company should ask its suppliers to include several marks on the packaging that confirm that the honey is produced in Ukraine	Demand

*Reference:* developed based on the authors' research

The demographic factors have 3 opportunities (aging population in Italy; migration of Ukrainians to Italy; Ukrainian diaspora in Italy) and just one threat (depopulation in Italy). It is a positive tendency that highlights the importance of this group of factors to consider. The next group of factors is technology, which is quite important for Askania-Pack in the context of entering a new market with innovations.

**Table 2.7****Preliminary assessments for technological factors**

No	Factor	Threats (-)	Opportunities (+)	Demand/ Supply
1	Italian producers do invest in beekeeping research and development	-		Supply
2	Creation of the IoBee project, funded by the EU and aimed at destroying the beekeeping market	-		Supply
3	The establishment of ENEA Tech	-		Supply

*Reference:* developed based on the authors' research

**Arguing technological factors**

1. *Italian producers do invest in beekeeping research and development*

Companies that invest in research and development are more likely to gain a larger market share in today's competitive environment. As a result, the level of competition is likely to increase, which poses **a threat** to companies such as Askania-Pack.

**To overcome this challenge**, Askania-Pack could consider investing more in R&D to remain competitive and not fall behind its competitors.

2. *Creation of the IoBee project, funded by the EU and aimed at destroying the beekeeping market*

As more companies adopt innovative technologies in their production processes, competition in the market is likely to increase, which could pose **a threat** to Askania-Pack.

**To mitigate this risk**, Ascania-Pack could consider establishing long-term relationships with EU countries to participate in collaborative projects.

### 3. The establishment of ENEA Tech

The development of the technology sector in Italy could attract new companies to the market, increasing competition and posing challenges for Ascania-Pack.

**To address this risk**, Ascania-Pack could consider partnering with Italian companies to take advantage of opportunities in the Italian market.

**Table 2.8**

#### **Final assessments for technological factors**

No	Factor	The scale of the factor significance (1-10)	How to overcome threats or use possibilities	Demand/ Supply
<b>Threats</b>				
1	Italian producers do invest in beekeeping research and development	3	To invest more in the R&D not to be left behind by the competitors	Supply
2	Creation of the IoBee project, funded by the EU and aimed at destroying the beekeeping market	8	Try to create long-term relationships with EU countries to participate in this project	Supply
3	The establishment of ENEA Tech	6	To become a partner for this program to use all advantages in the Italian market	Supply

*Reference:* developed based on the authors' research

Technological factors have just threats that depict high risks for Ascania-Pack in this macro-environment group. It means that the company should pay attention to this and try to implement recent technologies and innovations in its activities to be competitive in the Italian market. The next group of factors is environmental.

**Table 2.9****Preliminary assessments for environmental factors**

No	Factor	Threats (-)	Opportunities (+)	Demand/ Supply
1	Honey bees destabilize natural ecosystems [42]	-		Demand
2	The death of 4 million bees in northern Italy in 2020 [43]		+	Supply
3	Unusual weather in Italy [44]		+	Supply

*Reference:* developed based on the authors' research

**Arguing environmental factors**

1. *Honey bees destabilize natural ecosystems*

Recent research suggests that high densities of honey bee colonies can increase competition between native pollinators for forage, which puts even more pressure on wild species that are already in decline. Honey bees are extreme generalist foragers and can monopolize floral resources, resulting in exploitative competition, where one species uses up a resource, not leaving enough for others.

As a result, this poses a potential **threat** to Ascania-Pack because individuals who are concerned about the environment may choose to minimize or even eliminate their consumption of honey.

**To overcome this threat**, one possible solution is to conduct research on this topic and educate customers about the peculiarities of honey consumption.

2. *The death of 4 million bees in northern Italy in 2020*

Recent research indicates that Italian forestry officials are investigating the unexplained death of approximately four million bees in a small area between Brescia and Cremona in northern Italy. As a result, foreign honey exporters may have an

opportunity to increase their honey exports due to issues with Italian honey. This factor presents **a possibility** that can be considered.

**One possible way to take advantage of this opportunity** is to promote Ukrainian honey to gain a larger share of the Italian market.

### 3. Unusual weather in Italy

In general, winters have become milder and shorter in Italy. As a result, foreign honey producers may be able to increase the distribution of honey in the Italian market. This presents **a possibility** for Ascania-Pack, as Ukrainian producers may be able to increase their exports to Italy.

**To take advantage of this opportunity**, one possible approach is to promote Ukrainian honey and gain a larger share of the Italian market.

**Table 2.10**

#### **Final assessments for environmental factors**

No	Factor	The scale of the factor significance (1-10)	How to overcome threats or use possibilities	Demand/Supply
<b>Threats</b>				
1	Honeybees destabilize natural ecosystems [42]	3	Research this topic and explain to customers the peculiarities of honey consumption	Demand
<b>Opportunities</b>				
1	The death of 4 million bees in northern Italy in 2020	5	Promotion of Ukrainian honey to get a larger share of the Italian market	Supply
2	Unusual weather in Italy	7	Promotion of Ukrainian honey to get a larger share of the Italian market	Supply

*Reference:* developed based on the authors' research

The environmental factors include just 3 factors (two of them are opportunities). The only threat here is that honey bees destabilize natural ecosystems. The death of 4 million bees in northern Italy in 2020 and the unusual weather in Italy can be used as opportunities for Ukrainian honey producers. The last group of factors to consider is cultural.

**Table 2.11****Preliminary assessments for cultural factors**

No	Factor	Threats (-)	Opportunities (+)	Demand/Supply
1	Tendency to minimize sugar consumption		+	Demand
2	Italians' patriotism in the consumption of national goods	-		Demand
3	The Italian market is quite conservative when it comes to technological development		+	Supply

*Reference:* developed based on the authors' research

**Arguing social factors**

1. *Tendency to minimize sugar consumption*

Nowadays, many people are following a healthy lifestyle and trying to minimize their sugar consumption. According to official data, consumers spend the following amounts in one year:

- \$702 billion on healthy eating, nutrition, and weight loss
- \$595 billion on fitness and mindfulness
- \$639 billion on wellness tourism

In Italy, people who follow a healthy lifestyle are looking for substitute products to replace sugar, and honey is an ideal alternative. This means that there is potential for increasing honey consumption, which presents **an opportunity** for Ascania-Pack.

**The best way to take advantage of this opportunity** is to emphasize the beneficial properties of honey and advertise it in the Italian market, which will increase awareness among consumers.

2. *Italians' patriotism in the consumption of national goods*

Italians are patriotic people who typically consume national goods such as wine, oil, bread, olives, pasta, and more. Therefore, this could be a potential **threat** to Ascania-Pack. However, not all Italians are so particular when buying honey, since this product is imported into Italy in large quantities from other countries.

**A possible way to overcome this threat** is to offer a unique selling proposition and emphasize Ukraine as the producing country on the packaging. Currently, Ukrainian products are popular among foreigners due to the conflict between Ukraine and Russia that began on February 24, 2022

3. *The Italian market is quite conservative when it comes to technological development*

Italians do not extensively use different technologies, as they prefer traditional tools in various markets. Therefore, foreign companies that use technology more extensively can operate more efficiently and have a competitive advantage over Italian companies. However, this factor can be seen as **an opportunity** for Ascania-Pack, as the company has developed the latest innovations to create ecological hives and unique varieties of honey.

**The best way to take advantage of this opportunity** is to use innovation and offer new developments for honey production, emphasizing the use of advanced technologies to produce high-quality honey.

**Table 2.12****Final assessments for social factors**

No	Factor	The scale of the factor significance (1-10)	How to overcome threats or use possibilities	Demand/Supply
<b>Threats</b>				
1	Italians' patriotism in the consumption of national goods	6	The company must offer a unique selling proposition	Demand
<b>Opportunities</b>				
1	Tendency to minimize sugar consumption	7	The company should emphasize the beneficial properties of honey	Demand
2	The Italian market is quite conservative when it comes to technological development	7	Use innovation and propose new developments for honey production	Supply

*Reference:* developed based on the authors' research

According to Table 2.12, Italians' patriotism in the consumption of national goods can be considered a threat and decrease sales of honey produced in Ukraine. Meantime, the tendency to minimize sugar consumption and the Italian market is quite conservative when it comes to technological development playing positive role in promoting Askania-Pack.

To conduct a final analysis of market threats and opportunities, we should assign weights to each group of macro-environmental factors. Political and legal factors have the highest weightage 30 while technological and environmental factors are the least important 10.

### The weighting of macro factors (opportunity & threats analysis)

The group of factors	Weight
Political and Legal	25
Demographic	20
Economic	20
Cultural	15
Environmental	10
Technological	10
Sum	100

*Reference:* developed based on the authors' research

After assessing each group of factors, we create the final tables concerning threats and opportunities (Table 2.13 and Table 2.14).

**Table 2.13**

### Summary table of marketing threats factors

No	Factor	Expert scoring the factor significance allowing for weighting coefficient	Hypothetical solutions to the problem	Demand/ Supply
1	Many different EU regulations for quality control of imported honey in the Italian market	<b>250</b>	Create long-term contacts with Italian buyers/suppliers	Supply
2	Increase in the level of the Italian shadow economy	<b>160</b>	Offer unique varieties of honey that are not sold by unofficial sellers	Demand Supply
3	War in Ukraine since 24 <sup>th</sup> of February 2022	<b>150</b>	Adjust to reality and try to export as many honey products as possible, using different destinations	Supply
4	Increase in purchase prices of honey in Ukraine	<b>140</b>	Try to minimize all possible costs to keep prices stable	Supply

**Table 2.13 (continued)**

5	Depopulation in Italy	<b>100</b>	Take this particular issue into account when creating a marketing strategy for the Italian market	Demand
6	Creation of the IoBee project, funded by the EU and aimed at destroying the beekeeping market	<b>80</b>	Try to create long-term relationships with EU countries to participate in this project	Supply
7	Italians' patriotism in the consumption of national goods	<b>80</b>	The company must offer a unique selling proposition	Demand
8	High taxes foreexported honey from Ukraine in the Italian market	<b>75</b>	To use duty-free tariff quota, when it is possible. It will help to minimize costs	Supply
9	Increasing Italian unemployment	<b>60</b>	More cheap and affordable sorts of honey can be proposed for the Italian market	Demand
10	Italian producers do invest in beekeeping research and development	<b>60</b>	To invest more in the R&D not to be left behind by the competitors	Supply
11	The establishment of ENEA Tech	<b>60</b>	To become a partner for this program to use all advantages in the Italian market	Supply
12	Honey bees destabilize natural ecosystems [42]	<b>30</b>	Research this topic and explain to customers the peculiarities of honey consumption	Demand

*Reference:* developed based on the authors' research

Therefore, the most significant market threats for Ascania-Pack in the Italian honey market are many different EU regulations for quality control of imported honey in the Italian market (expert scoring significance equals 250) and an increase in the level of the Italian shadow economy (160). To solve this problem the company should create long-term contacts with Italian buyers/suppliers and offer unique varieties of honey that are not sold by unofficial sellers. The least important factor is

the fact that honey bees destabilize natural ecosystems (30). So, political & legal, and economic threats are the most valuable to consider and minimize their impact.

**Table 2.14**

**Summary table of marketing opportunities factors**

<b>No</b>	<b>Factor</b>	<b>Expert scoring significance of the factor allowing for the weighting coefficient</b>	<b>Hypothetical solutions to the problem</b>	<b>Demand/ Supply</b>
1	European Union considering the abolition of all tariffs and quotas on Ukrainian exports	<b>250</b>	To increase honey export within 0% tariffs and quotas	Supply
2	Geopolitical stability in Italy	<b>225</b>	To export a large share of honey to this market, given the lack of tension in it	Supply
3	Intensification of the process of Ukraine's accession to the EU	<b>200</b>	Improve all sectors, which must become better after victory to ensure Ukraine's accession to the EU	Supply
4	Aging population in Italy	<b>200</b>	Take this particular issue into account when creating a marketing strategy for the Italian market	Supply
5	Ukrainian diaspora in Italy	<b>200</b>	The company should ask its suppliers to include several marks on the packaging that confirm that the honey is produced in Ukraine	Demand
6	Availability of duty-free tariff quota for honey	<b>125</b>	To gather all the information on how to get part of this quota	Supply
7	Increase in honey sales	<b>120</b>	Consider it while creating the price strategy to enter the Italian market	Demand Supply
8	Unusual weather in Italy	<b>70</b>	Promotion of Ukrainian honey to get a larger share of the Italian market	Supply

**Table 2.14 (continued)**

9	Increase in consumption of immune-stimulating products	<b>60</b>	Consider this fact during creating the marketing strategy	Demand Supply
10	Migration of Ukrainians to Italy due to the war in Ukraine from February 24, 2022	<b>60</b>	The company should ask suppliers to put several marks on the packaging confirming that the honey is produced in Ukraine. This will make the product more visible to those who are looking for Ukrainian products	Demand
11	The death of 4 million bees in northern Italy in 2020	<b>50</b>	Promotion of Ukrainian honey to get a larger share of the Italian market	Supply

*Reference:* developed based on the authors' research

Therefore, the biggest market opportunity is for the European Union to consider the abolition of all tariffs and quotas on Ukrainian exports and geopolitical stability in Italy. Many opportunities equal 200 which depicts the importance of considering all of them while entering the Italian honey market. The least important opportunity is the death of 4 million bees in northern Italy in 2020 (environmental factor). The next step in the research is the analysis of the competitive position.

### 2.2 Competitive positions of Ukrainian honey producers in the Italian market

Any company tries to enter a new prospective market. However, considering the level of competition in the international markets, it is not possible everywhere. Therefore, before starting a new business, every entrepreneur should assess the strengths and weaknesses of main competitors and find out how he/she can compete with them. Moreover, by offering a unique value proposition companies may get many competitive advantages. For example, Ascania-Pack proposes not just a standard sort of honey but many unique cream honey, marinades, tea with honey, etc.

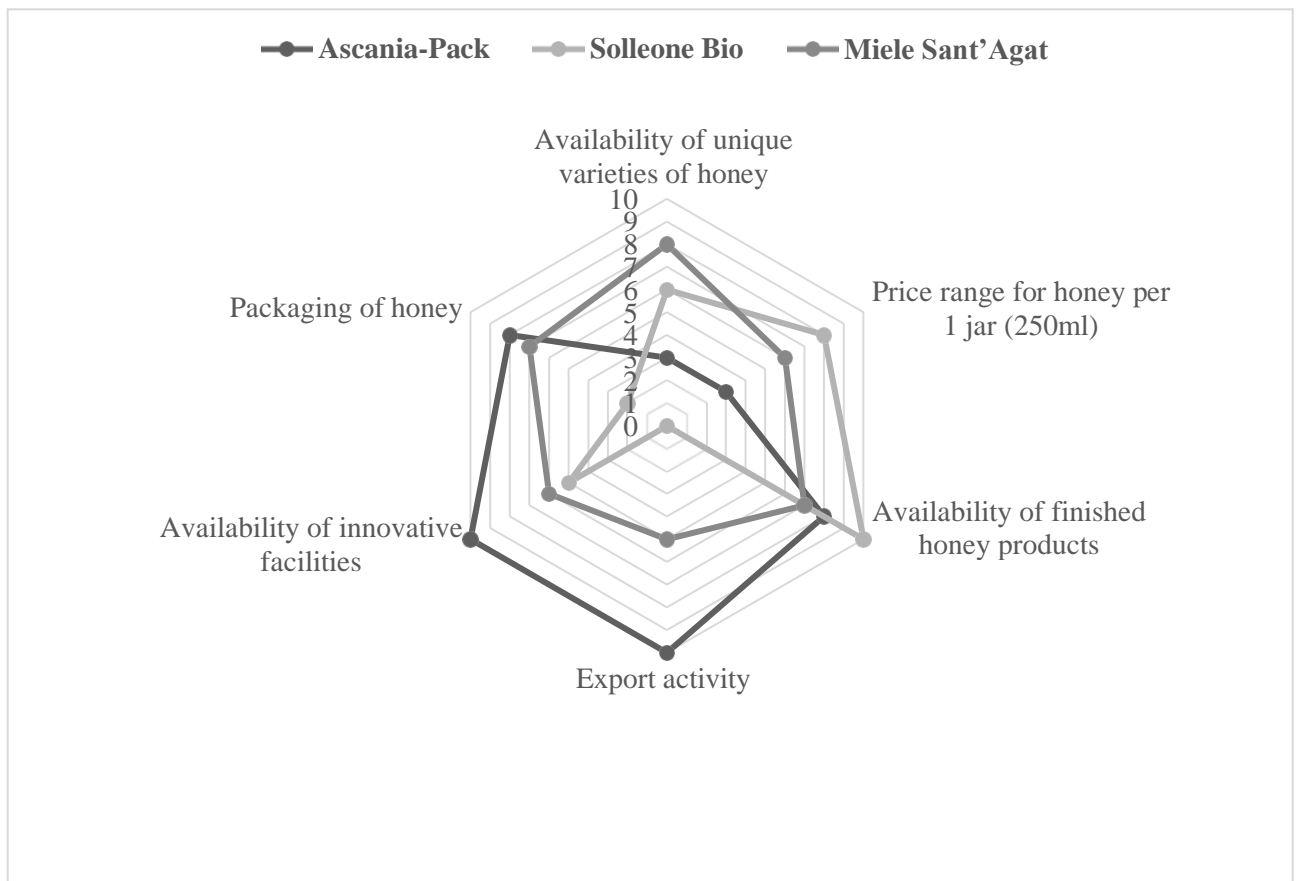
Different tools can be implemented to evaluate the competitive positions of Ukrainian honey producers. The most popular are:

- Competitive analysis
- Porter's Five Forces
- Market positioning
- SWOT analysis
- Competitive strategies
- Industry dynamics

It should be noted that there are six main competitors for Ascania-Pack in the Italian honey market: Solleone Bio, CONAPI, Miele Sant'Agata, Miele del supermercato, Mielizia and Miele artigianale. However, for conducting the exact research, just two of the closest competitors should be picked and considered. Solleone Bio and Miele Sant'Agata will be included in the detailed analysis (Appendix 6).

According to Appendix 6, Ascania-Pack has the highest mark compared to other competitors (Solleone Bio and Miele Sant'Agata). Ukrainian honey producers outbid Italian rivals in many parameters such as volume of honey production, the breadth of the product range, availability of finished honey products (e.g. cream honey, tea with honey, etc), availability of innovative facilities, export activity, and the number of countries importers of honey of this company. It indicates that Ascania-Pack has enough power to enter the Italian market with unique and advanced products. The only concern here is the price (12.1 euro per 1 jar) and availability of unique varieties of honey. In this context, Ukrainian producers should work more to find out how to minimize costs.

Therefore, it would be useful to create the polygon of competitiveness (Fig. 2.1) to visualize the current situation in the Italian honey market.



**Fig. 2.1.** The polygon of competitiveness of entities in the Italian honey market

Reference: developed based on the author's research

According to Michael Porter's strategy, Ascania-Pack implements the *strategy of broad differentiation* (in the coordinate system "strategic goal - competitive advantage").

It can be justified by the following *reasons*:

- The company does not target a certain segment. The main aim is to produce different honey products to satisfy buyers' needs (product-differentiated marketing as a basic market coverage strategy was chosen).
- The company proposed unique sorts of honey to have a competitive advantage over other companies. Moreover, Ascania-Pack would be better to sell marinades with honey in the Italian market considering the novelty of this product to the market. Consequently, the competitive advantage is the product that differs from the competitors.
- The priority in producing honey is to form additional value for the product for the consumers.

- The priority in the marketing: Ascania-Pack produces unique sorts of honey and should develop patriotic packaging. Buyers are ready to pay more for these features (the prices are higher than average, considering all advantages).

- The support of the strategy: the company creates its brand by emphasizing innovations and different features.

So, Ascania-Pack has an opportunity to set high prices and get more new customers by using this strategy. Moreover, the company can create high exist barriers for other firms who have the desire to enter the Italian honey market. However, this strategy has its drawback which is connected with buyers' possibility to buy Ascania-Pack honey because of the high prices. Even unique features will not help with getting customers' loyalty.

Moving on, another approach to forming a competitive strategy belongs to Philip Kotler. Based on the market share of Ascania-Pack, it is obvious that the company should implement **the market-follower strategy**. According to this strategy, the company should not invest much money in development and growth. Ascania-Pack will operate independently from the leader without the desire to get its position.

Ascania-Pack is recommended to enter the market with unique varieties of honey and marinades for food that was not presented yet. Moreover, the war between Ukraine and Russia since the 24th of February made all Italians conscious of Ukrainian goods. Therefore, the company may use this opportunity and promote domestic (Ukrainian) honey with patriotic packaging. It will help to get a bigger market share in the short-term period.

For summarizing, Ascania-Pack is recommended to use the strategy of broad differentiation (according to Porter) and the market follower strategy (according to Philip Porter). These approaches will guarantee the company's presence in the Italian market.

### 2.3. Primary research on consumer motivation in the Italian honey market

As mentioned before, the Italian honey market has experienced significant growth in recent years due to increasing demand for natural and locally sourced

products. Consumer motivations for purchasing honey can vary, ranging from taste preferences to health benefits. Understanding these motivations is essential for businesses looking to succeed in the market. In this subchapter, we present the results of our primary research on consumer motivation in the Italian honey market aimed at identifying the key factors that drive purchasing decisions.

Conducting a survey will guarantee precise results and a deeper understanding of consumer market behavior in the Italian honey market. However, we will start by formulating research questions (Table 2.17). This will help us focus our efforts on a specific area of inquiry and choose the most appropriate aspects to analyze.

**Table 2.15**

**The research question for Ascania-Pack**

	<b>Questions</b>	<b>Hypotheses</b>	<b>Source of data (Primary/Secondary)</b>
1	For what reasons do Italians buy honey?	<ul style="list-style-type: none"> <li>○ For enjoyment</li> <li>○ For treatment</li> <li>○ To substitute the sugar</li> <li>○ For cooking</li> <li>○ Cosmetics need</li> <li>○ Other_____</li> </ul>	Primary
2	What features of honey are the most important for consumers?	<ul style="list-style-type: none"> <li>○ The price</li> <li>○ Quality</li> <li>○ The taste of honey</li> <li>○ The varieties of tastes</li> <li>○ The state of honey (liquid or crystallized)</li> <li>○ Availability of quality certificates</li> <li>○ The honey's composition (no chemicals, pesticides)</li> <li>○ Origin</li> </ul>	Primary Secondary
3	What is the attitude towards honey produced in Ukraine?	<ul style="list-style-type: none"> <li>○ Positive</li> <li>○ Negative</li> <li>○ Neutral</li> </ul>	Primary
4	Do customers plan to buy honey or is it a spontaneous purchase?	<ul style="list-style-type: none"> <li>○ Plan in advance</li> <li>○ Spontaneous purchase</li> </ul>	Primary Secondary

**Table 2.15 (continued)**

5	Which of the following new honey products would Italian customers choose?	<ul style="list-style-type: none"> <li>○ Creamy honey with lemon &amp; mint/ginger &amp; lemongrass/cranberry</li> <li>○ Fruit team with honey</li> <li>○ Marinade with honey (Herbs &amp; Lemongrass, orange curry, cherry BBQ)</li> </ul>	Primary
6	What varieties of honey are most preferred?	<ul style="list-style-type: none"> <li>○ Acacia honey</li> <li>○ Linden honey</li> <li>○ Meadow honey</li> <li>○ Flower honey</li> <li>○ Buckwheat honey</li> <li>○ Meadow honey with a mix of nuts</li> <li>○ Meadow honey with hazelnut/walnut/apricot</li> </ul>	Primary
7	What promotion channels are most appealing to Italian customers to get news about honey?	<ul style="list-style-type: none"> <li>○ Social media</li> <li>○ TV advertisement</li> <li>○ Word of Mouth</li> <li>○ Email marketing</li> <li>○ Videos&amp;Blogs</li> <li>○ Other</li> </ul>	Primary Secondary
8	What are the most popular social networks among Italians?	<ul style="list-style-type: none"> <li>○ Instagram</li> <li>○ Facebook</li> <li>○ What's App</li> <li>○ Viber</li> <li>○ YouTube</li> <li>○ TikTok</li> <li>○ Other_____</li> </ul>	Primary Secondary
9	What EU norms should be taken into account when exporting Ukrainian honey to the Italian market?	None	Secondary
10	How can Ukrainian honey producers get a quota for a duty-free tariff?	None	Secondary

**Table 2.15 (continued)**

11	Are Italians ready to pay 12-14 euros for cream honey per jar? (250 ml)	<input type="radio"/> Yes <input type="radio"/> No	Primary
----	---	---	---------

*Reference:* developed based on the authors' research

According to Table 2.17, we created 11 questions to conduct the final survey of the Italian honey market. Most of them need primary sources of data. It means that the interviewers' answers are crucial to learning more information.

### **The survey for the Ascania-Pack Company**

We invite you to take part in marketing research on customer motivations in the Italian market for Ukrainian honey. The research is conducted by Anastasia Shkiria, a second-year master's student at Taras Shevchenko National University of Kyiv.

Your opinion is so important for determining the short-term level of demand for honey and the development of recommendations for increasing the culture of consumption of this product in Italy. Thank you for your answers!

Please mark the correct answer with **X**.

#### **1. Do you consume honey?**

Yes	No

#### **2. Range from 1-10 the most common reason for buying honey (where 1 is the least popular reason and 10 is the most popular one)**

For enjoyment	For treatment	To substitute the sugar	For cooking	Cosmetic purpose

**3. Do you plan to buy honey in advance or is it a spontaneous purchase?**

In advance	A spontaneous purchase

**4. Please rank which of the following characteristics are the most important for you when you buy honey from 1-5 (where 5 is the most important criterion)**

Quality	Additional characteristics (certificates, adding unique ingredients, etc)	Price

**5. Range from 1-10 the most important quality parameters for you (where 1 is the least important and 10 is the most important one)**

Taste of honey	Pollen content	State of honey (liquid or crystallized)	Honey's composition (no chemicals, pesticides)	Honey's color	Aroma

**6. Range from 1-10 the most important honey additional characteristics for you (where 1 is the least important and 10 is the most popular one)**

Adding unique ingredients to honey ( <i>meadow honey with hazelnut/walnut/apricot</i> )	Varieties of tastes	Promotions (extra gifts on purchase)	Availability of quality certificates	Origin	Creamed honey

**7. Which of the following new honey products would you like to try the most?**

- Creamy honey with lemon & mint/ginger & lemongrass/cranberry
- Fruit tea with honey
- Marinade with honey (Herbs & Lemongrass, orange curry, cherry BBQ)

**8. What price are you ready to pay for a jar (250ml) in euros?**

**9. Are you ready to pay 12-14 euros for cream honey per jar? (250 ml)**

Yes	No

**10. Which social media do you use in your everyday life? (You can mark more than 1 option)**

Instagram	Facebook	What's App	Viber	YouTube	TikTok	Other

**11. Do you know that Ukraine is one of the biggest honey exporters in the world?**

Yes	No

**12. Do you consider consuming honey produced in Ukraine?**

Yes	No	I do not care

Thank you for your collaboration!

Please, write your name and phone number.

---

This survey includes 12 questions that are aimed to analyze consumers' motivations and market behavior while buying honey. The logic of the survey's

question goes from the economic interests of consumers to the economic interests of the interviewer. In this way, people will be interested in providing answers and sharing their opinions. All questions cover a wide range of topics, including consumer motivations, product preferences, attitudes towards specific honey origins, purchasing behavior, preferences for new honey products, preferred promotion channels, popular social networks, and awareness of Ukrainian position in the international honey markets.

The survey will be distributed to a sample of Italian consumers, who will provide their responses by selecting the appropriate choices and rating certain criteria on a scale. The data collected from the survey will be analyzed to draw meaningful insights and conclusions about consumer market behavior in the Italian honey market.

By conducting this survey and analyzing the results, the study aims to provide valuable insights for Ascania-Pack, a Ukrainian honey producer, to understand the Italian market better, identify opportunities for market growth, and develop appropriate marketing strategies to enhance the consumption culture of honey in Italy.

By focusing on the context of questions, it is clear that question 2 helps identify the main motivations behind honey purchases. While the fourth highlights the main elements of honey that will be analyzed: quality, price, and additional characteristics (certificates, adding unique ingredients, etc). After each of mentioned features is investigated in detail according to the elements and their importance for consumers using a scale from 1-10. For example, as quality parameters respondents rate the taste of honey, pollen content, state of honey (liquid or crystallized), honey's composition (no chemicals, pesticides), honey's color, and aroma from the most valuable to the least ones.

Considering the high competition in the Italian honey market, question 7 helps with understanding which unique products (creamy honey with lemon & mint/ginger & lemongrass/cranberry; fruit tea with honey; marinade with honey (Herbs & Lemongrass, Orange curry, cherry BBQ)) can have the highest demand among Italian

consumers. Questions 11 and 12 show the attitude toward Ukrainian honey and the desire to consume it. In this way, it is easier to see the situation in the market and forecast buyers' loyalty.

For approbation, seven people were interviewed. Previously, the second question was "Do you want to consume honey produced in Ukraine?". 28.5% of respondents (2 people) said that they did not like this direct question and recommended changing it somehow. Therefore, questions 11 and 12 were created to find out Italians' attitudes toward Ukrainian honey.

Also, 57.1% asked to explain to them how to evaluate each characteristic using a range from 1-10. However, it did not spoil the results. Overall, all questions were clear and understandable.

So, by conducting the survey, the consumer market behavior model in the Italian honey market will be created and reasoned in subchapter 3.1.

## CHAPTER II: CONCLUSIONS

After creating 14 tables for assessing six groups of macroeconomic factors, it was concluded that political and legal, and economic threats are the most valuable to consider. The most significant market threats for Ascania-Pack in the Italian honey market are many different EU regulations for quality control of imported honey in the Italian market and an increase in the level of the Italian shadow economy. To solve these problems, the company should create long-term contracts with Italian buyers/suppliers and offer unique varieties of honey that are not sold by unofficial sellers. The least important factor is the fact that honey bees destabilize natural ecosystems.

The biggest market opportunities are the abolition of all tariffs and quotas on Ukrainian exports in Europe and geopolitical stability in Italy. The least important opportunity is the death of 4 million bees in northern Italy in 2020 (an environmental factor).

By completing a competitive analysis, it was concluded that Solleone Bio and Miele Sant'Agata are the biggest Ascania-Pack rivals. Analysis of the strengths and weaknesses of the entity in comparison with direct competitors showed that Ascania-Pack has the highest mark compared to others. The Ukrainian honey producer outbids Italian rivals in many parameters, such as volume of honey production, the breadth of the product range, and availability of finished honey products (e.g., cream honey, tea with honey, etc.), availability of innovative facilities, export activity, and the number of countries importing honey from this company.

According to Michael Porter's strategy, Ascania-Pack implements the strategy of broad differentiation (in the coordinate system "strategic goal - competitive advantage").

The survey includes 12 questions answering which it will be possible to create the consumer market behavior model in the Italian honey market.

## CHAPTER III

### DEVELOPING CONSUMER MARKET BEHAVIOR MODELS IN THE ITALIAN HONEY MARKET

#### 3.1. Models of consumer behavior based on the research results

This chapter serves as a bridge between theoretical understanding and practical applications, offering a systematic approach to interpreting consumer behavior in the Italian honey market through empirical research results. By uncovering the intricate web of factors that influence consumers' choices, these models contribute to the advancement of marketing knowledge and provide valuable tools for businesses to thrive in an increasingly competitive marketplace.

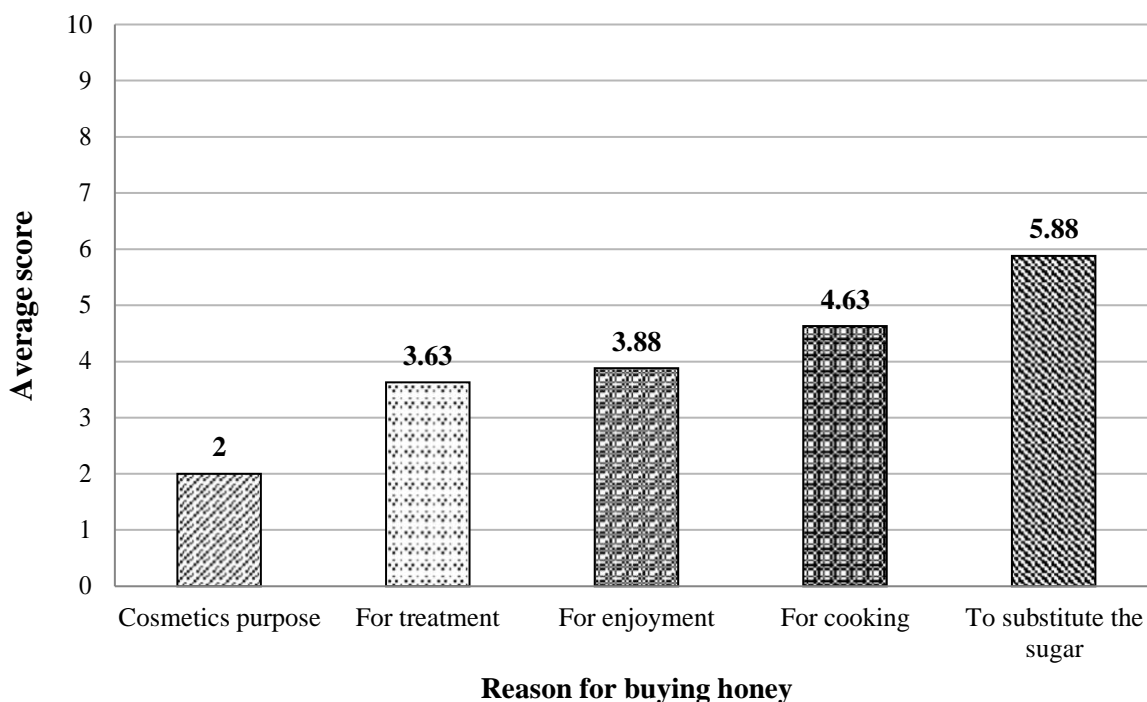
Understanding consumer behavior is crucial for businesses and marketers aiming to develop effective strategies and tailor their offerings to meet customer needs and preferences. In the ever-evolving marketplace, where consumer choices are influenced by a multitude of factors, it becomes imperative to delve into the intricacies of consumer behavior and explore the underlying motivations behind purchasing decisions.

Various existing consumer behavior models and theories proposed by renowned researchers in the field were described and analyzed in the first chapter. By integrating these established frameworks with our empirical findings, comprehensive and robust models will be developed that encompass a wide range of consumer behaviors and decision-making processes.

The process of developing models of consumer market behavior will start with an analysis of the survey's results. 40 people of different ages from Italy were interviewed using Google Forms (<https://forms.gle/sebb27pQmuoDejWE8>).

Of them, 5% (2 respondents) answered that they do not consume honey and finished the survey. Other 38 people confirmed that they eat this product. This indicates the popularity of honey among Italians.

Moving on to the answers to the second question, it would be better to create the histogram concerning the average weighting score of the main reasons for buying honey (Fig. 3.1).



**Fig. 3.1.** Average weighting score of reasons for buying honey

*Reference:* developed based on the survey's results

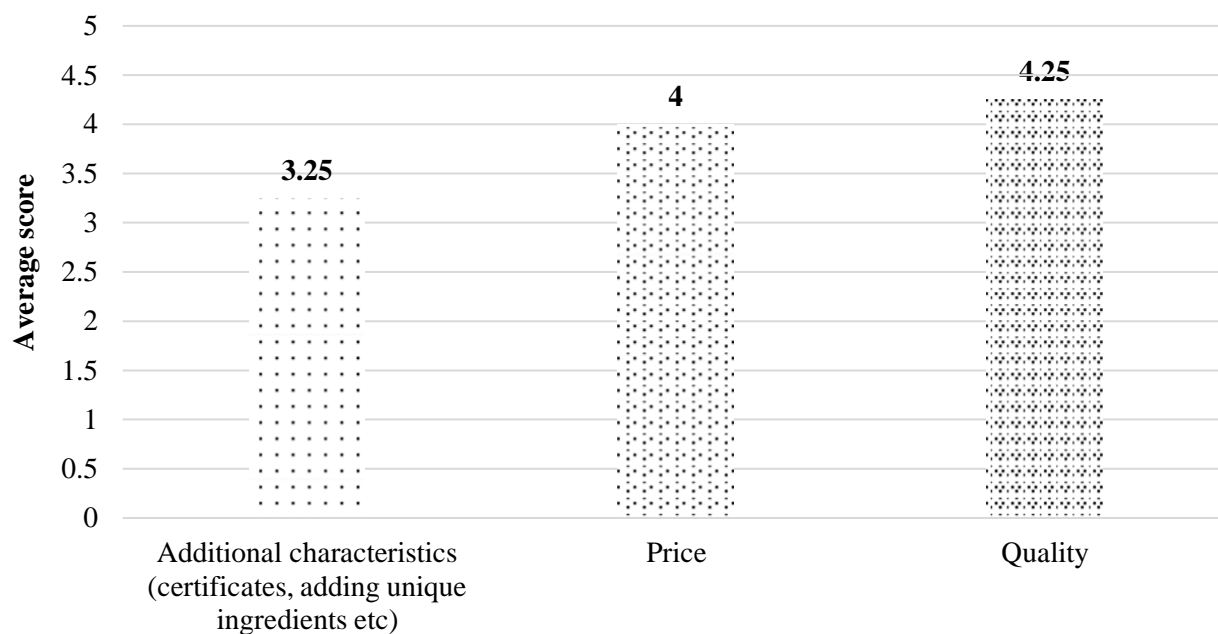
According to Fig. 3.1, the most popular reason with a score of 5.88 among Italians to buy honey is to substitute sugar. It means that Ascania-Pack while creating the promotional channel should pay attention to this feature and prioritize it. Meanwhile, the least important reason is for cosmetics purposes. Nowadays, not many people buy honey to create beauty products by themselves.

“For cooking” is also a popular reason to make a purchase considering that it got a score of 4.63. “For treatment” and “For enjoyment” have approximately the same scores and are equal to customers. Considering that no characteristic got at least 7.0, they are not so valuable to customers.

Moving on, the third question gives an overview of whether Italians plan a purchase. Therefore, only 25.6% (10 people) said that buying honey is a spontaneous decision. Other 29 people confirmed that they plan this purchase. It means that

Ascania-Pack can develop some promotional campaigns and add additional features to motivate people to buy honey when they do not plan it.

The fourth question was one of the most important as it evaluated the most important characteristic of Italian honey consumers (Fig. 3.2).



**Fig. 3.2.** Average weighting score of main honey's characteristics

*Reference:* developed based on the survey's results

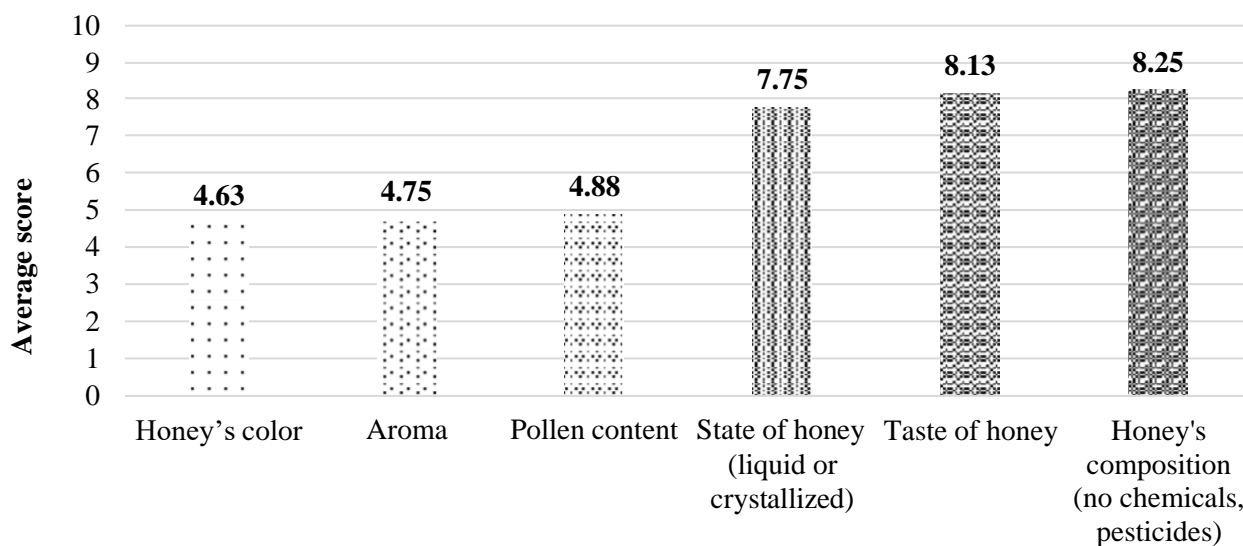
Based on the evaluation of the responses in the survey, the analysis indicates that quality is the most significant honey feature for customers, as depicted in Figure 3.2 with a score of 4.25. Also, such high scores indicate that people value these features.

Understanding that quality is the key factor influencing customer choices can help honey producers and marketers focus their efforts on ensuring and communicating the high quality of their products. Additionally, while price may not be the primary determinant, it remains a consideration for customers. Therefore, Ascania-Pack should strike a balance between offering competitive pricing and emphasizing the superior quality of their honey.

Moreover, by taking into account the additional characteristics that customers find important, such as packaging, brand reputation, or sustainability practices, honey producers can differentiate themselves in the market and cater to specific consumer

segments. These additional characteristics may not be the sole driving factors for customers, but they can contribute to overall customer satisfaction and loyalty.

Moving on, the fifth question determines, which quality elements are the most valuable to Italian honey consumers (Fig. 3.3).



**Fig. 3.3.** Average weighting score of main quality elements of honey

Reference: developed based on the survey's results

According to the answers and further analysis, it becomes evident that within the broad category of quality, the specific component that customers value the most in honey is its composition. This indicates a growing consciousness among consumers regarding the ingredients and nutritional value of the products they purchase. Honey producers need to highlight the composition of their honey and provide transparent information about its natural and beneficial properties to cater to this consumer demand.

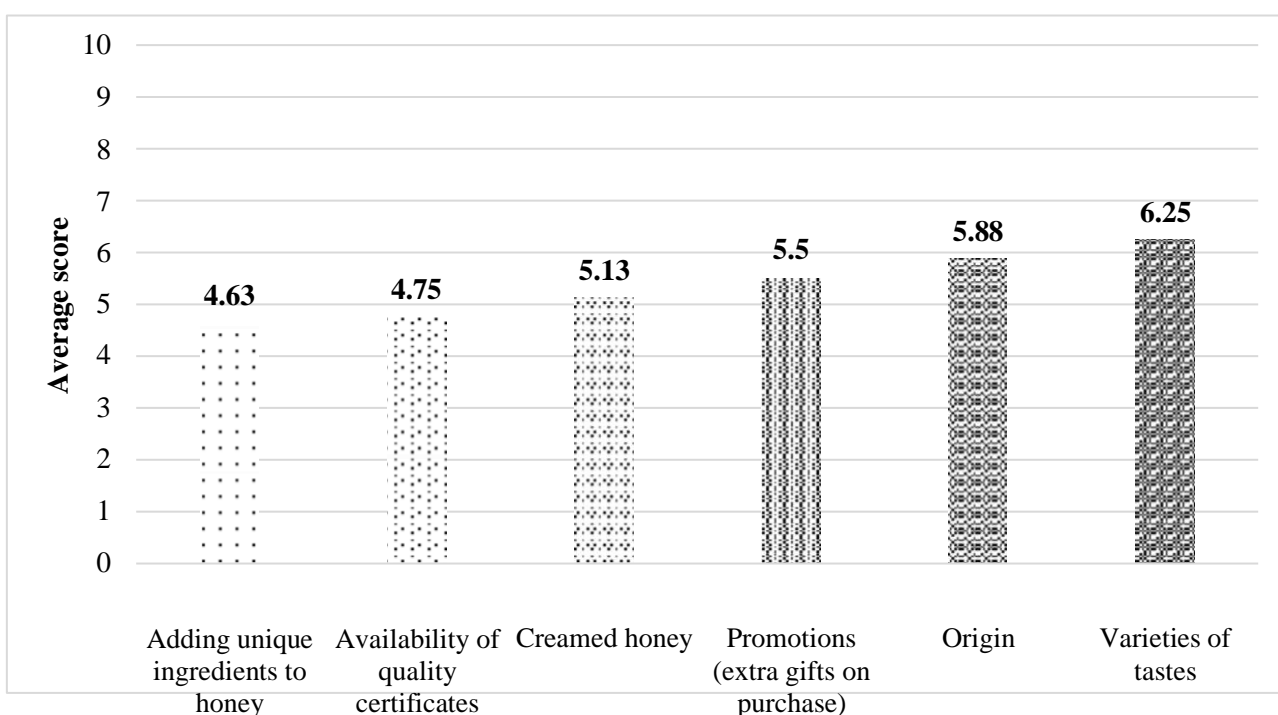
On the other hand, the color of honey was identified as the least important component within the quality category. While color may not hold as much significance for customers, it is still important for honey producers to maintain a visually appealing product, as it contributes to the overall sensory experience and perceived quality.

The taste of honey and its state (e.g., liquid, crystallized) were identified as valuable elements that attract customers. These factors contribute to the overall

enjoyment and usability of honey. Ascania-Pack should focus on ensuring consistent taste profiles and offering honey in various states to accommodate different preferences and usage scenarios.

In terms of aroma and pollen content, the analysis reveals that they have relatively similar scores (4.75 and 4.88, respectively) and are not as important compared to other features. While aroma and pollen content may not be the primary considerations for customers, they can still contribute to the overall sensory experience and authenticity of the honey. Honey producers may consider highlighting these characteristics as unique selling points or appealing to niche markets that specifically value these attributes.

By understanding the relative importance of each quality component, Ascania-Pack can prioritize its efforts in product development, marketing, and communication strategies. Emphasizing the composition, taste, and state of honey can help businesses cater to the evolving preferences of consumers who seek high-quality and natural products. Additionally, while aroma and pollen content may have less impact, they can still be leveraged as differentiating factors or used to target specific customer segments. The next step is to analyze the responses to question 6 which includes different additional characteristics for customers (Fig. 3.4).



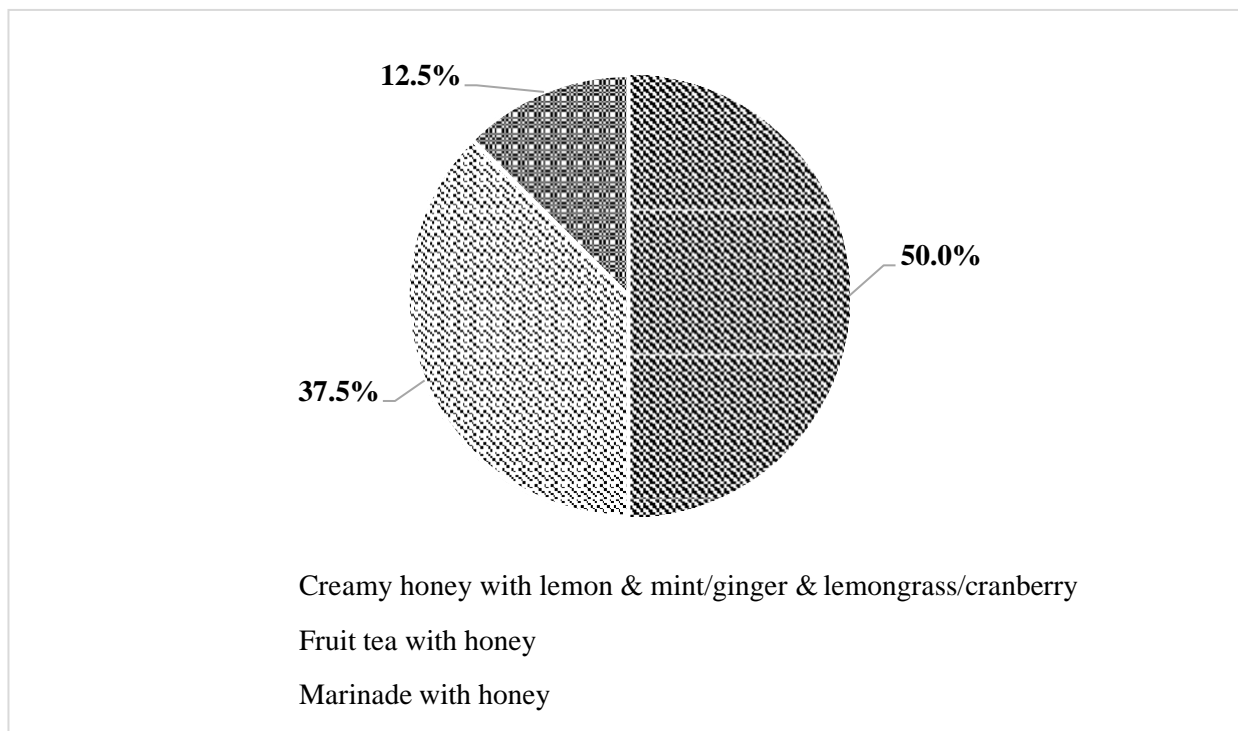
**Fig. 3.4.** Average weighting score of main additional characteristic elements of honey

*Reference:* developed based on the survey's results

According to Fig. 3.4, varieties of tastes with a score of 6.25 is considered the most important feature for Italians in the additional characteristics. Origin, promotions and creamed honey (5.88, 5.50, and 5.13, respectively) also value a lot for buyers. This means that Ascania-Pack should work on developing these features following people's desires to satisfy their needs.

While the average weighting scores for unique ingredients and certificates were relatively low, Ascania-Pack should still consider incorporating these features into its products to differentiate itself from competitors in the Italian market. For example, the company could explore the use of organic or sustainably sourced ingredients, or obtain certifications for its products that reflect these values.

Moving on, question 7 helps with understanding, which unique honey products can have demand in the Italian market (Fig. 3.5).



**Fig. 3.5.** The percentage of demand to new honey products

*Reference:* developed based on the survey's results

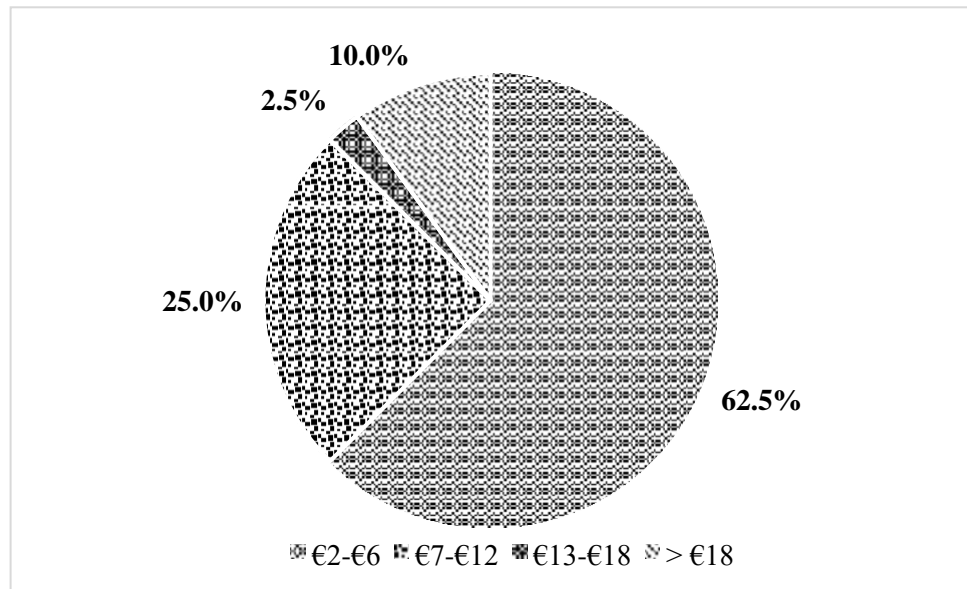
Based on the survey's results presented in Fig. 3.5, Ascania-Pack should focus on developing creamy honey with lemon & mint/ginger & lemongrass/cranberry flavors to meet the demand of Italian consumers. These flavors are particularly desirable and could help the company to stand out in the competitive Italian honey market.

In addition to honey products, Ascania-Pack should also explore opportunities in the fruit tea market, which was identified as a desirable product by the survey respondents. However, as fruit tea with honey is not a new or unique product, the company should consider ways to differentiate its products from competitors, such as using high-quality ingredients or offering unique flavor combinations.

On the other hand, marinade with honey was found to have the lowest score, indicating that customers are not interested in trying this product. Therefore, Ascania-Pack should avoid investing in this product and focus its efforts on more promising product opportunities.

Overall, by developing unique and desirable honey and fruit tea products that meet the preferences of Italian consumers, Ascania-Pack can increase its marketshare and establish itself as a trusted and reputable brand in the Italian market.

The next question describes the price strategy that can be implemented in the Italian honey market by Ascania-Pack. It was an open question and respondents were supposed to write their ideas about affordable prices for a honey jar (250 ml).

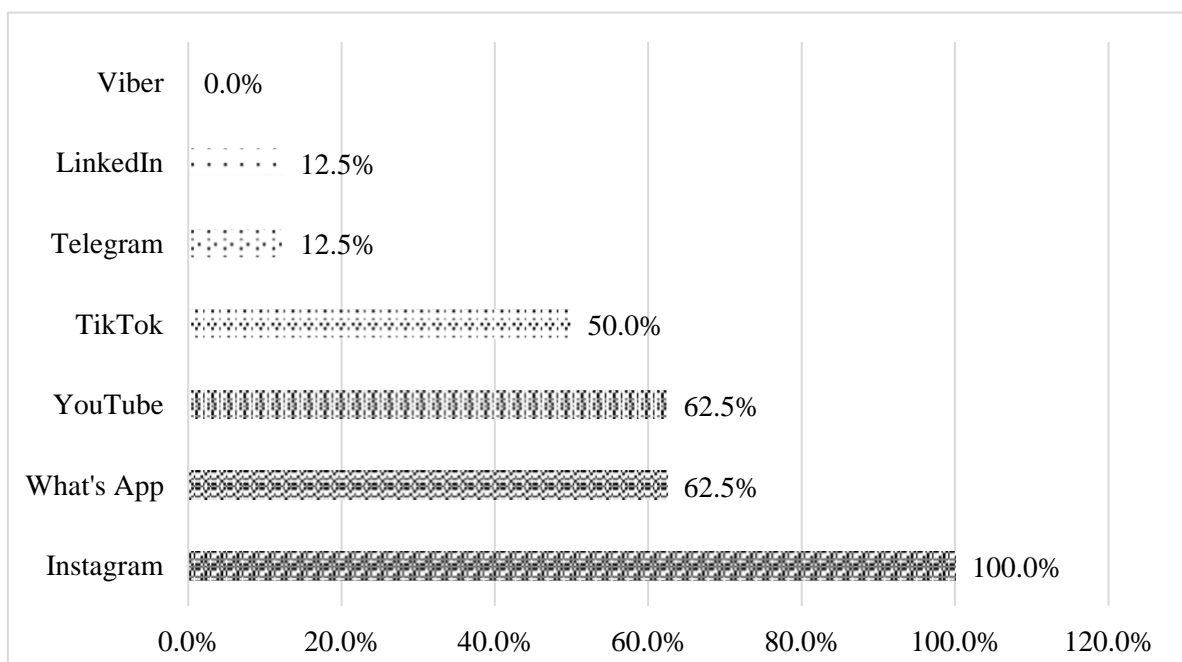


**Fig. 3.6.** The percentage of Italian consumers' willingness to pay for different prices range

*Reference:* developed based on the survey's results

According to the results in Fig. 3.6, Italians will not pay for honey products. 62.5% of respondents said that they are ready to pay not more than 6 euros per 1 jar (250 ml). 25% confirmed that the price of €7-€12 is affordable for them.

By answering the next question “Are you ready to pay 12-14 euros for cream honey per jar? (250 ml)” 50% of respondents said “Yes” and 50% answered “No”. Therefore, it would be difficult to prognosis whether cream honey with this price will have demand in the Italian market.



**Fig. 3.7.** The percentage distribution of Italian social media usage during a day

*Reference:* developed based on the survey's results

Moving on to the promotional channels, respondents were able to pick 3 social media that they use the most during the day (Fig. 3.7).

According to Fig. 3.7, Instagram, What's App and YouTube are the most popular social media in Italy and should be used as promotional channels for Ascania-Pack while entering the new honey market. Telegram, LinkedIn, and Viber were ranked as the least popular. Therefore, there is no need to use them.

Moving on to the last two questions, 64.1% of respondents said that they do not know that Ukraine is one of the biggest honey exporters in the world. While 15 people confirmed that they know about this fact. Also, 76.9% (30 people) answered that they consider consuming honey produced in Ukraine and 10.25% answered that they will refuse to buy honey with such origin.

Overall, the results can be considered correct considering that quality elements got the highest scores among price and additional characteristics. This means that Ascania-Pack should pay all attention to the taste of honey and honey consumption.

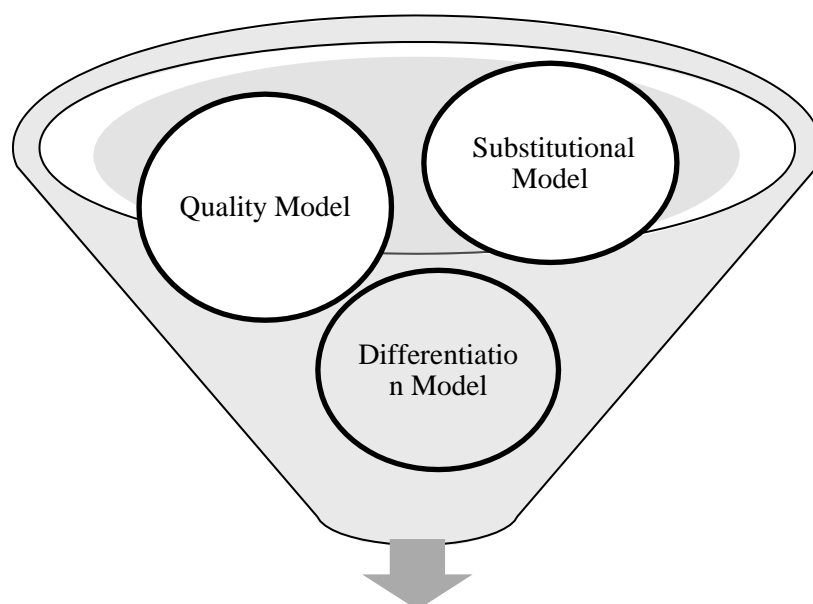
Based on the research findings, the Italian consumer market behavior in the honey market can be modeled as follows:

- The most popular reason for Italians to buy honey is to substitute sugar, followed by “for cooking” and “for treatment”
- Quality is the most significant honey feature for customers, with composition being the most valued component. Taste and state (liquid/crystallized) were also identified as important elements. Aroma and pollen content was not as significant but could be leveraged as differentiating factors
- Additional characteristics such as origin, promotions, and creamed honey were also valuable to Italian buyers
- Creamy honey with lemon & mint/ginger & lemongrass/cranberry flavors were found to be particularly desirable to Italian consumers

- Ascania-Pack should consider incorporating unique ingredients and obtaining certifications to differentiate its products from competitors in the Italian market
- The fruit tea market was identified as a desirable product by survey respondents, but Ascania-Pack should differentiate its products from competitors through high-quality ingredients or unique flavor combinations
- Marinade with honey was found to have the lowest score and is not a promising product opportunity for Ascania-Pack.

Overall, Ascania-Pack should focus its efforts on developing high-quality honey products that emphasize the composition, taste, and state of honey, while also leveraging differentiating factors such as origin, promotions, and creamed honey. Ascania-Pack should also consider expanding into the fruit tea market with unique and desirable products that differentiate themselves from competitors.

Based on the analysis and findings in this research paper, three main models of consumer behavior in the Italian honey market should be developed: Substitutional, Quality, and Differentiation (Fig. 3.8).



**The consumer market behavior model**

**Fig. 3.8.** The models of consumer market behavior in the Italian honey market

*Reference:* developed by authors

*The Substitution Model* suggests that the primary reason for Italian consumers to buy honey is to replace sugar. This model assumes that Italian consumers are health-conscious and prefer natural sweeteners like honey over refined sugar. Companies like Ascania-Pack can leverage this model by positioning their products as a healthy alternative to sugar, highlighting the nutritional benefits of honey, and emphasizing the natural sweetness of honey. This model may also lead to opportunities for product innovation, such as honey-based sweeteners for baking and cooking.

*The Quality Model* suggests that the most critical factor driving honey purchases in Italy is the quality of the product. This model assumes that Italian consumers are discerning and value the composition, taste, and state of honey. Companies like Ascania-Pack can leverage this model by focusing on the quality of their honey products, investing in sourcing the best ingredients, and ensuring consistent taste and texture. Differentiation factors like origin, promotions, and creamed honey can also be leveraged to drive sales in this model.

*The Differentiation Model* suggests that the Italian honey market is highly competitive, and companies need to differentiate their products to succeed. This model assumes that Italian consumers are open to trying new flavors and are interested in unique ingredients and certifications. Companies like Ascania-Pack can leverage this model by offering unique honey flavors like lemon & mint/ginger & lemongrass/cranberry, using high-quality ingredients, and obtaining certifications that differentiate their products from competitors. This model also suggests that Ascania-Pack could enter the fruit tea market, using unique and desirable products to differentiate themselves from competitors.

Overall, a combination of these models can be used to describe the behavior of the Italian consumer market in the honey industry. Ascania-Pack should focus on developing high-quality honey products that emphasize the composition, taste, and state of honey, while also leveraging differentiating factors such as origin, promotions, and creamed honey. The company should also consider expanding into

the fruit tea market with unique and desirable products that differentiate it from competitors.

Also, it is crucial to connect developed and proposed models of consumer market behavior with the famous ones that were discussed in Chapter I to have an overview (Table 3.1).

**Table 3.1**

**Connections of newly developed models of behavior in the consumer market with existing ones**

<b>New models</b>	<b>Relevant existing model</b>	<b>Common issues</b>	<b>Differences</b>
The Substitution Model	Theory of Planned Behavior	Both assume that attitudes and preferences are key determinants of consumer behavior	In the Substitution Model, Italian consumers prefer natural sweeteners like honey over refined sugar due to health-conscious attitudes, while in the Theory of Planned Behavior, attitudes towards a product or behavior play a crucial role in predicting consumer intentions
The Quality Model	The Cognitive Approach	Both emphasize the importance of information processing and evaluation in consumer decision-making	In the Quality Model, Italian consumers value the composition, taste, and state of honey, while in the Cognitive Approach, consumers are believed to engage in a long process of evaluating available options to make the best choice
The Differentiation Model	The Behavioristic Approach	Both focus on external factors that influence consumer preferences and actions.	In the Differentiation Model, Italian consumers are open to trying new flavors and unique ingredients, while in the Behavioristic Approach, external events are believed to influence consumer behavior.

*Reference: developed by authors*

Table 3.1 compares three new models of consumer behavior – the Substitution Model, the Quality Model, and the Differentiation Model – with relevant existing models: the Theory of Planned Behavior, the Cognitive Approach, and the Behavioristic Approach, respectively.

The Substitution Model and the Theory of Planned Behavior share a common assumption that attitudes and preferences play a key role in determining consumer behavior. However, the Substitution Model focuses specifically on Italian consumers' preference for natural sweeteners like honey over refined sugar due to health-conscious attitudes, while the Theory of Planned Behavior emphasizes the role of attitudes toward a product or behavior in predicting consumer intentions more broadly.

The Quality Model and the Cognitive Approach both emphasize the importance of information processing and evaluation in consumer decision-making. The Quality Model specifically highlights how Italian consumers value the composition, taste, and state of honey, while the Cognitive Approach suggests that consumers engage in a long process of evaluating available options to make the best choice.

Finally, the Differentiation Model and the Behavioristic Approach both focus on external factors that influence consumer preferences and actions. The Differentiation Model highlights how Italian consumers are open to trying new flavors and unique ingredients, while the Behavioristic Approach emphasizes the role of external events in shaping consumer behavior.

Overall, the new models offer nuanced perspectives on consumer behavior, highlighting specific factors that may influence Italian consumers in particular, such as health-consciousness and a willingness to try new flavors. At the same time, the models also build on and extend existing theories of consumer behavior, providing new insights into the processes underlying consumer decision-making.

### 3.2. Cost-effectiveness of marketing research

The success of implementing any model of consumer market behavior depends largely on the effectiveness of the underlying marketing research. However, conducting extensive marketing research can be costly, and companies often struggle to justify the expense. Therefore, it is essential to evaluate the cost-effectiveness of marketing research to determine whether the benefits outweigh the costs for Ascania-Pack. The cost-effectiveness of the marketing research carried out for the proposed entry of a Ukrainian company into the Italian market will be assessed in this section. It would be better, to begin with estimating the marketing budget for conducting marketing research (Table 3.2). All essential elements of this process were added and estimated considering how much time and effort should be used to conduct the research.

**Table 3.2**

#### **The marketing budget for the conducting marketing research**

<b>No</b>	<b>Actions</b>	<b>Description</b>	<b>Costs, €</b>
1	Analysis macro marketing environment	This stage involved the construction of 14 tables to identify the biggest opportunities and threats for the Ukrainian producer in the Italian market	7 000
2	Competitive analysis	Conducting a competitive analysis of the biggest honey producers in Italy involves researching and analyzing market share, pricing strategies, marketing campaigns, and product features. Also, the analysis of strengths and weaknesses	5 000
3	Survey and data analysis	Conducting a survey of 40 respondents and analyzing the data can be a time-consuming and resource-intensive process	10 000
4	Model development	Based on the results of the survey and data analysis, three consumer behavior models were developed	4 000
<b>Overall</b>			26 000

*Reference:* developed by the authors

According to Table 3.2, the overall cost of conducting marketing research is €26,000. Considering the scale of the work, this is an insignificant amount. Some extra expenses can be added considering that all data should be analyzed and presented. However, it was decided to include the most important steps in the marketing research analysis.

The next step in assessing the cost-effectiveness of marketing research will be evaluating the potential returns on investment (ROI) resulting from the implementation of the proposed consumer behavior models. This analysis will help to determine whether the marketing research was a worthwhile investment for Ascania- Pack and provide insights into how the company can optimize its marketing research strategies to achieve maximum returns.

$$\text{ROI} = \frac{\text{Gain from Investment} - \text{Cost of Investment}}{\text{Cost of Investment}} \quad (3.1)$$

It is assumed that the cost of conducting marketing research will be €26,000 (according to Table 3.2), and the estimated gain from the insights obtained should be €50,000. The research indicates that there is a strong demand for high-quality organic honey in the Italian market. Therefore, Ascania-Pack could expect to increase its revenue by a certain percentage by capitalizing on this opportunity.

Using the above formula, the ROI would be:

$$\text{ROI} = \frac{€50,000 - €26,000}{€26,000} = 0.92 \quad (3.2)$$

This means that for every euro invested in marketing research by Ascania-Pack, the company can expect to get a return of €0.92 in the Italian market. To further analyze the ROI, it is important to consider the time frame in which the gain from the investment will be realized. For instance, if the expected gain from the proposed consumer behavior models is spread over several years, the ROI would be different from that which is realized in a single year. Therefore, it is

recommended that Ascania-Pack evaluates the time frame of their expected gain and adjusts the ROI calculation accordingly.

The next indicator that will be used to estimate the effectiveness of marketing research in the Italian honey market is Payback Period (formula 3.3).

$$\text{Payback Period} = \frac{\text{Cost of investments}}{\text{Annual Cash Inflows}} \quad (3.3)$$

As it was mentioned previously, the cost of investment (of conducting the marketing research) is €26,000, while annual cash inflows can be €10,000. Therefore, the calculation will look like this:

$$\text{Payback Period} = \frac{€26,000}{€10,000} = 2.6 \text{ years} \quad (3.4)$$

The payback period is a crucial metric for Ascania-Pack as it helps the company to determine the amount of time it will take to recover the initial investment made in marketing research. In this case, the payback period is 2.6 years, which means that Ascania-Pack will recover the initial investment in 2 years and 7 months, assuming the cash inflows remain stable. This information is important for the company's financial planning, as it allows the company to make informed decisions regarding future investments in marketing research and the time frame for expected returns.

Moreover, a shorter payback period is generally more favorable as it indicates that the company can recover its investment faster, which provides more liquidity and financial flexibility. Additionally, the shorter payback period means that the company can redirect its resources towards other strategic initiatives, such as product development or expansion, sooner.

The next indicator that should be considered is Cost per Acquisition (CPA). This measures the cost incurred in acquiring a new customer. Considering that new models of consumer market behavior have been created and Ascania-Pack

will get recommendations about the marketing strategies – this means that it would become cheaper to acquire a new Italian customer.

$$CPA = \frac{\text{Old CPA} - \text{New CPA}}{\text{Old CPA}} \quad (3.5)$$

Considering that for now, it is impossible to get the exact figures, it would be better to use the approximate ones based on the Ascania-Pack's estimation. Therefore, Old CPA equals €34, while the new one should be no more than €20.

$$CPA = \frac{€34 - €20}{€34} = 0.41 \quad (3.6)$$

Based on this calculation, Ascania-Pack can expect to reduce its cost per acquisition by 41% after implementing the proposed consumer behavior models. This means that the company will be able to acquire new customers in the Italian market at a significantly lower cost, resulting in cost savings for the company. It is important to note that this is just an estimation based on the assumptions made, and the actual CPA may differ depending on the effectiveness of the marketing strategies implemented by the company.

In addition to cost savings, reducing the CPA can also lead to increased profitability for the company. By acquiring new customers at a lower cost, Ascania-Pack can increase its customer base in the Italian market, which in turn can lead to higher sales and revenue. Therefore, reducing the CPA can be a key factor in the success of the company's marketing efforts in the Italian market.

The next indicator is Net Promoter Score (NPS). This measures the likelihood of customers recommending Ascania-Pack to others.

$$NPS = \frac{\text{New NPS} - \text{Old NPS}}{\text{Old NPS}} \quad (3.6)$$

If the NPS increased from 20 to 40 after implementing the insights obtained from the research, then the improvement in NPS can be calculated as follows:

$$NPS = \frac{€40 - €20}{€20} = 1 \quad (3.7)$$

According to the calculations, the NPS score increased by 100%, from 20 to 40. This indicates that the implementation of the proposed consumer behavior models has had a positive impact on customer satisfaction and loyalty towards Ascania-Pack.

A higher NPS score means that the company is doing a better job of meeting customer needs and expectations, which can result in increased customer retention and acquisition. It can also lead to positive word-of-mouth advertising, as satisfied customers are more likely to recommend Ascania-Pack to others, ultimately contributing to the growth of the company. Therefore, the increase in NPS can be seen as a positive outcome of the marketing research conducted by Ascania-Pack. By focusing on the insights obtained from the research, the company was able to make improvements in its marketing strategies that positively impacted customer satisfaction and loyalty, ultimately leading to a more profitable business. To have an overview of effectiveness indicators, it would be better to create Table 3.2.

Table 3.2

## Indicator of effectiveness for Ascania-Pack

No	Indicator	Explanation
1	ROI = 0.92	For every euro invested in marketing research by Ascania-Pack, the company can expect to get a return of €0.92
2	Payback Period = 2.6 years	Ascania-Pack will recover the initial investment in 2 years and 7 months, assuming the cash inflows remain stable
3	CPA = 0.41	The company can expect to reduce its cost per acquisition by 41% after implementing the proposed consumer behavior models
4	NPS = 1	This indicates that the implementation of the proposed consumer behavior models has had a positive impact on customer satisfaction and loyalty towards Ascania-Pack

Reference: developed based on the calculations

In conclusion, the marketing research in the Italian honey market has provided valuable insights that can be leveraged to improve Ascania-Pack performance in the market. The ROI of 0.92 indicates that the investment made in the research is likely to generate a positive return. Additionally, the payback period of 2.6 years suggests that the company will recover its initial investment in a reasonable amount of time. The reduction in CPA by 41% indicates that the company can expect to acquire new customers at a lower cost after implementing the proposed consumer behavior models. Finally, the improvement in NPS by a factor of 1 indicates that the implementation of the proposed strategies has had a positive impact on customer satisfaction and loyalty towards Ascania-Pack.

The final and one of the most important parts of the thesis is a list of recommendations for Ascania-Pack based on the findings and results:

1. Ascania-Pack should focus on creating long-term contracts with Italian buyers/suppliers and offer unique varieties of honey to overcome the challenges posed by the many different EU regulations for quality control of imported honey in the Italian market and the increase in the level of the Italian shadow economy
2. The company should take advantage of the abolition of all tariffs and quotas on Ukrainian exports in Europe and geopolitical stability in Italy
3. Ascania-Pack should use the developed models of market consumer behavior (the Quality Model, the Substitution Model, the Differentiation Model) to understand Italians' consumer behavior and increase their loyalty to the Ukrainian brand
4. The company should focus on product quality and composition as the most valued components for Italian consumers. Ascania-Pack should also consider incorporating unique ingredients and obtaining certifications to differentiate its products from competitors in the Italian market
5. Creamy honey with lemon & mint/ginger & lemongrass/cranberry flavors were found to be particularly desirable to Italian consumers
6. The fruit tea market was also identified as a desirable product, but the company should differentiate its products through high-quality ingredients or unique

flavor combinations. Finally, marinade with honey was found to have the lowest score, and Ascania-Pack should avoid this product opportunity

7. Develop promotional campaigns and add features to motivate people to buy honey even when they do not plan it. Only 25.6% of respondents said that buying honey is a spontaneous decision

### CHAPTER III: CONCLUSIONS

In conclusion, this thesis developed and compared three models of consumer market behavior (the Substitutional Model, the Quality Model, and the Differentiation Model) and evaluated their effectiveness in the context of the Italian market for honey products. The research was conducted at €26,000, and the cost-effectiveness indicators were calculated to be favorable, with an ROI of 0.92, a Payback Period of 2.6 years, a CPA reduction of 41%, and an NPS improvement of 1. These indicators suggest that the investment made in the research is likely to generate a positive return and have a positive impact on customer satisfaction and loyalty towards Ascania-Pack.

Based on the research findings, several recommendations were proposed for Ascania-Pack. The company should focus on creating long-term contracts with Italian buyers/suppliers, take advantage of the abolition of tariffs and quotas on Ukrainian exports in Europe and the geopolitical stability in Italy, use the developed models of market consumer behavior to understand Italians' consumer behavior and increase their loyalty to the Ukrainian brand, focus on product quality and composition, consider incorporating unique ingredients and obtaining certifications to differentiate its products from competitors, offer creamy honey with lemon & mint/ginger & lemongrass/cranberry flavors, and avoid the marinade with honey product opportunity.

The company should also develop promotional campaigns and add features to motivate people to buy honey even when they do not plan to, as only 25.6% of respondents said that buying honey is a spontaneous decision.

Overall, implementing these recommendations will help Ascania-Pack succeed in the competitive Italian honey market and increase its market share.

## CONCLUSIONS

A comprehensive definition of consumer market behavior was created, and the main challenges in the international honey markets were identified, such as climate change, adulteration of honey, and declining bee populations. The study also identified several trends in the global honey market, including an increasing demand for quality honey and certain characteristics, new honey products, the growing popularity of manuka honey, rising interest in honeycomb, and the use of technology in the beekeeping industry.

Moreover, the thesis conducted a thorough analysis of the micro- and macroenvironment for Ascania-Pack in Italy, identifying political and legal, and economic threats as the most significant. The study recommended that Ascania-Pack should create long-term contracts with Italian buyers/suppliers and offer unique varieties of honey to address these challenges. The thesis also recommended several market opportunities, such as the abolition of tariffs and quotas on Ukrainian exports in Europe and geopolitical stability in Italy.

The study conducted a competitive analysis, which revealed Solleone Bio and Miele Sant'Agata as Ascania-Pack's biggest rivals. Ascania-Pack was found to have the highest mark compared to its competitors in terms of volume of honey production, product range, finished honey products, availability of innovative facilities, export activity, and the number of countries importing honey from the company.

Based on Michael Porter's strategy, Ascania-Pack implements the strategy of broad differentiation. The study also proposed the consumer market behavior models (the Substitutional Model, the Quality Model, and the Differentiation Model) for the Italian honey market, and several recommendations were provided for Ascania-Pack, including focusing on creating long-term contracts with Italian buyers/suppliers, offering unique and high-quality products, incorporating unique ingredients, and obtaining certifications to differentiate its products from competitors. The cost-

effectiveness indicators of the research were favorable, suggesting that the investment made in the research is likely to generate a positive return and have a positive impact on customer satisfaction and loyalty towards Ascania-Pack.

## REFERENCES

1. Ajzen, I. The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. doi: 10.1016/0749-5978(91)90020-T, 1991
2. Bernoulli, N., von Neumann, J., & Morgenstern, O. *Theory of Games and Economic Behavior*. Princeton University Press, 1953
3. Bilovodska O., Panasiuk Y., Shkiria A. The promotion of the Ukrainian honey producers on the international markets, 2021
4. Broderick A., Greenley G. & Mueller R. The Behavioural Homogeneity Evaluation Framework: multi-level evaluations of consumer involvement in international segmentation. *Journal of International Business Studies*, 38, 746–763 (2007).
5. Cateora Philip R. *International marketing*. – 9 ed. – Boston. Mass. etc.: Irwin: McGraw-Hill, 1996. – 772 p.
6. Chorna, L. O. *Behavioral Aspects of Consumer Demand: Analysis and Forecasting*. Nova Science Publishers, 2009
7. Cupman, J. *Consumer Behavior: A Practical Guide*. Sage Publications, 2020
8. Clementi F., Gallegati M., Kaniadakis G. A  $\kappa$ -generalized statistical mechanics approach to income analysis. DOI 10.1088/1742-5468/2009/02/P02037, 2009
9. De Mooij, Marieke (2011), *Consumer Behaviour and Culture: Consequences for Global Marketing and Advertising*, 2nd Ed. (Sage)
10. De Mooij, M., & Hofstede, G. Cross-cultural consumer behavior: areview of research findings. *Journal of International Consumer Marketing*, 23(1), 2011. 181-192.

11. Egan, M., Manfred, K., Bascle, I., Huet, E., & Marcil, S. (2009). The consumer's voice—Can your company hear it? Center for Consumer Insights Benchmarking.
12. El-Refaie, A. and Al-Turki, U. 'Categorizing Consumers' Buying Behavior: A Factor Analysis in Consumer Durable Market', *International Journal of Marketing Studies*, 4(4), pp. 56-70. Available at: [https://www.researchgate.net/publication/41891098\\_Categorizing\\_Consumers%27Buying\\_Behavior\\_A\\_Factor\\_Analysis\\_in\\_Consumer\\_Durable\\_Market/figures?lo=1](https://www.researchgate.net/publication/41891098_Categorizing_Consumers%27Buying_Behavior_A_Factor_Analysis_in_Consumer_Durable_Market/figures?lo=1), 2012
13. Faison, E. W. J. *Consumer Behavior: An Applied Approach*. John Wiley & Sons, 1977
14. Foxall, G. R. *Consumer Behaviour: A Practical Guide*. London: Kogan Page, 1990
15. Freud, S. *Beyond the Pleasure Principle*. International Psycho-Analytical Library, 1920
16. Frolenko, O.M. *Consumer Behavior Analysis: Decision-Making Models and Marketing Strategies*. John Wiley & Sons, 2016
17. Harrison, M. *Consumer Behavior: An Introduction*. Pearson, 2018
18. Garcia P. *Consumer behavior and international trade*. European University Institute, 2011
19. Golovashchenko, V.P. *Consumer Behavior: A Comprehensive Guide*. HarperCollins, 2018
20. Kanishchenko, O., Spivakovsky, S., Spivakovsky, T., & Elalfy Sh. *Marketing Strategies of Companies in Internationalization Process*. *Journal of Advanced Research in Law and Economics, Quarterly*, IX, 6(36), 2155-2163, 2018
21. Kanishchenko O. *Determining consumer preferences for characteristics of innovative products* / Kanishchenko O., Sergly & Tetiana Spivakovsky// ACBSP Fall 2018 Region 8 Conference in Paris, November 15-17, 2018

22. Kanishchenko O. International marketing: study text and cases: Textbook. K.: Publishing and polygraph center "Kyiv University", 2012. – 143 p
23. Kotler, P., & Keller, K. L. Marketing Management. Prentice Hall, 2011
24. Kochkina, N., Riccardi, M. Hofstede's Cultural Dimensions in Italian and Ukrainian Social Media, *Jurnal The Messenger*, Vol.13. No 1. (Web of Science), 2021
25. Kochkina, N., Tavoletti, E. "Current Trends and Consumer Motivation in the Ukrainian Wine Market", in Cavicchi, A., Santini, C. (Eds.), *Case Studies in the Wine Industry*, Woodhead Publishing, pp. 141-155. – 2019 (Scopus).
26. Laczko-Dobos, H. 'Packaging and labeling in the Halal food industry', *Journal of Applied Packaging Research*, 11(2), pp. 1-14. Available at: <https://core.ac.uk/download/pdf/199182744.pdf>, 2019
27. Li, C. Understanding Consumer Decision Making: The Means-End Approach to Marketing and Advertising Strategy. Routledge, 2016
28. Malhotra, N. K. Marketing research: An applied orientation. New York: Pearson, 2020
29. Mowen J., Minor M. Consume Behavior. 5th ed. New Jersey: Prentice Hall, inc., 1998 – 696 p.
30. Naboka, Y.V. Consumer Behavior: Trends and Developments. Springer, 2019
31. Pavlov, I. P. Conditioned Reflexes: An Investigation of the Physiological Activity of the Cerebral Cortex. Oxford University Press, 1927
32. Persky, J. Consumer Behavior. Houghton Mifflin, 1995
33. Popadynets N., Shults S., Barna M. Differences in consumer buying behaviour in consumer markets of the EU member states and Ukraine. UDC [339.1:330.123.4]:338.242.4:061.1 EU (477), 2017
34. Pavolini E., Ascoli U. The Italian Welfare State in a European Perspective: A Comparative Analysis. Policy Press, 2015
35. Pikulik, O.I. Consumer Decision Making: Models, Strategies, and Theories. Routledge, 2017

36. Prygara, O., & Zhurylo, V. The procedure of development of International market segmentation strategy. *Economic analysis*, 30 (1, Part 1), 2020. P.166-182.
37. Ryzhkova, T. and Reznikova, O. 'Marketing research of the behavior of honey consumers', *Researcher*, 4(12), pp. 43-50. Available at: [http://www.sciencepub.net/researcher/rsj121020/07\\_36674rsj121020\\_43\\_50.pdf](http://www.sciencepub.net/researcher/rsj121020/07_36674rsj121020_43_50.pdf), 2012
38. Senenko, I.A. *Consumer Psychology: Understanding Buyer Behavior*. Palgrave Macmillan, 2020
39. Sharma, A. and Kumar, A. 'Consumer Buying Behaviour: A Factor Analysis in Consumer Durable Market', *South Asian Journal of Management Research*, 2(2), pp. 33-42. Available at: <http://ssijmar.in/vol2no2/vol2no2.28.pdf>, 2012
40. Schiffman, L. G. and Kanuk, L. L. *Consumer Behavior*, 4th ed. Prentice-Hall, Englewood Cliffs, NJ, 1994
41. Schiffman L.G. *Consumer Behavior* / Leon G. Schiffman, Leslie Lazar Kanuk. – Pearson Prentice Hall, 2004. – 587 p.
42. Shtal, T. *The Psychology of Consumer Behavior: Theory and Practice*. Oxford University Press, 2019
43. Shestakovs'kyi, O. P., & Bilous, Ye. V. *Bazovi kul'turni osoblyvosti ukrayins'koho suspil'stva i mozhlyvosti yikh vykorystannya dlya sotsial'no-ekonomichnoho rozvytku : naukova dopovid'*. Kyiv, 2015.
44. Starostina, A. O. *Marketing Research of National and International Markets*. Kiev: Lazarite-Polygraph LLC, 2021
45. Starostina A. Transformation of consumer motivations in the Ukrainian market of high technology products / Starostina A., Kravchenko V., Zhurylo V// *Financial and Credit Activity Problems of Theory and Practice* 3(44):100-108
46. Starostina, A. O., & Kravchenko, V. A. *Nablyzhennia do yevropeiskoi modeli spozhyvanniaalkoholiu za rakhunok zmenshennia ryzykivukrainskykh spozhyvachiv na rynku vyna*[Approaching to the European model of

alcohol consumption on base of lowering risks of Ukrainian consumers at wine market]. *Visnik Kiivs 'kogo Nacional'nogo Universitetu imeni Tarasa Shevchenka. Ekonomika*, 9(186), 35-44 [in Ukrainian]. doi: 10.17721/1728-2667.2016/186-9/5, 2016

47. Starostina, A., & Kravchenko, V. (2011). *Sutnist' ta praktychne zastosuvannya metodyky konstruyuvannya katehorial'noho aparatu ekonomichnoyi nauky (na prykladi ponyat' "hlobalizatsiya" ta "pidpryyemnyts'kyy ryzyk")*. *Visnyk Kyyivs'koho natsional'noho universytetu imeni Tarasa Shevchenka. Ekonomika*, 128, 5-10, 2011

48. Starostina A., Bilovodska O., Shkiria A. Peculiarities of the business environment's natural honey producer on the Ukrainian consumer market, *The Journal of V. N. Karazin Kharkiv National University. Series: International Relations. Economics. Country Studies. Tourism*. 14, 96-106. (in Ukrainian), 2022

49. Starostina, A.; Kravchenko, V.; Petrovsky, M. An Innovative Technique to Define Marketing Research Objective. DOI: 10.18421/TEM112-59, 2022

50. Skinner, B. F. *Science and Human Behavior*. Free Press, 1953

51. Smith, J. A., & Amine, L. S. Modern vs Postmodern Consumer Segmentation in Intrnational Business: A Comparative Analysis and Research Agenda. In: Spotts H. (eds) *Revolution in Marketing: Market Driving Changes. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham, 2015

52. Solomon, M. R. *Consumer Behavior: Buying, Having, and Being*. Prentice Hall, 1995

53. Swinyard, W. R. and Smith, S. M. 'Why People (Don't) Shop for Products on the Internet', *Journal of Advertising*, 22(2), pp. 27-39. Available at: <https://www.sfu.ca/~zaichkow/JA%2094.pdf>, 1993

54. Tavoletti E., Kazemargi N. Business model innovation and digital transformation in global management consulting firms. *European Journal of Innovation Management*. DOI: [10.1108/EJIM-11-2020-0443](https://doi.org/10.1108/EJIM-11-2020-0443), 2021
55. Teslenok, I.M. *Consumer Behavior: Understanding the Psychology of Purchasing*. Random House, 2021
56. Théophile Bindeouè Nassè. *The concept of consumer behavior*. Simon Diedong Dombo University of Business and Integrated Development Studies, 2021
57. Tu, J.-C.; Hsu, C.-F.; Creativani, K. A Study on the Effects of Consumers' Perception and Purchasing Behavior for Second-Hand Luxury Goods by Perceived Value. *Sustainability* 2022, 14,10397. <https://doi.org/10.3390/su141610397>
58. Truman, O. *Consumer Behavior: Building Marketing Strategy*. McGraw-Hill Education, 2017
59. Watson, J. B. Psychology as the Behaviorist Views It. *Psychological Review*, 20(2), 158-177, 1913
60. Woodruff, R.B. Customer value: The next source for competitive advantage. *J. Acad. Mark. Sci.* 1997, 25, 139–153.
61. Zhang, S.Q. Research on the influence of customer satisfaction and trust on loyalty. *J. Manag.* 2004, 21, 611–627.
62. Zhurylo V., Prygara O. Influence of marketing communicative strategies on consumer behaviour: a case of the high-technology market of Ukraine. *Baltic journal of economic studies* 3 (3), 4-12, 2017
63. AgroPolit.com. [Online]. Available at: <https://agropolit.com/news/21487-v-ukrayini-rekordno-zrostayut-tsini-na-med>
64. An Innovative Technique to Define Marketing Research Objective. [Online]. Available from: [https://www.researchgate.net/publication/361086658\\_An\\_Innovative\\_Technique\\_to\\_Define\\_Marketing\\_Research\\_Objective](https://www.researchgate.net/publication/361086658_An_Innovative_Technique_to_Define_Marketing_Research_Objective)
65. Certificate of Halal quality. Available at: [http://komorasns.cz/assets/attachments/askania\\_priloha2.pdf](http://komorasns.cz/assets/attachments/askania_priloha2.pdf)

66. Consumer behavior in marketing – patterns, types, segmentation. [Online]. Available at: <https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-types-segmentation/>
67. Consumer Behavior Theories Every Marketer Should Know. [Online]. Available at: <https://onlinemasters.ohio.edu/blog/consumer-behavior-theories-every-marketer-should-know/>
68. Consumer Behavior (definition). [Online]. Available at: <https://www.ama.org/topics/consumer-behavior/>
69. Consumer Behavior (definition). [Online]. Available at: <https://www.studysmarter.co.uk/explanations/marketing/customer-driven-marketing-strategy/consumer-behavior/>
70. Countries by honey production. [Online]. Available at: <https://www.atlasbig.com/en-in/countries-by-honey-production>
71. Climate change in Italy has beekeepers on the brink. Available at: <https://phys.org>
72. Eurostat. [Online]. Available at: [https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Ukrainian citizens in the EU](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Ukrainian_citizens_in_the_EU)
73. EU considers ending all tariffs and quotas on exports from Ukraine. Available at: <https://gmk.center/en/news/eu-considers-ending-of-all-tariffs-and-quotas-on-exports-from-ukraine-bloomberg/>
74. EU-Ukraine relations. Available at: <https://www.eurointegration.com.ua/tags/eu-ukraine/>
75. Evaluating Consumer Behavior to Boost Your Business. [Online]. Available at: <https://online.ben.edu/programs/mba/resources/evaluating-consumer-behavior-to-boost-your-business>
76. Export value of honey leading countries worldwide in 2021 (in million U.S. dollars). [Online]. Available at: <https://www.statista.com/statistics/755194/export-value-leading-honey-exporter-worldwide/>

77. European Union Honey Market Presentation. [Online]. Available at: [https://agriculture.ec.europa.eu/system/files/2022-10/market-presentation-honey\\_autumn2022\\_en.pdf](https://agriculture.ec.europa.eu/system/files/2022-10/market-presentation-honey_autumn2022_en.pdf)
78. Food and Agricultural Import Regulations and Standards Report - Italy. Available at: [https://agriexchange.apeda.gov.in/IR\\_Standards/Import\\_Regulation/FoodandAgriculturalImportRegulationsandStandardsReportRomeItaly262019.pdf](https://agriexchange.apeda.gov.in/IR_Standards/Import_Regulation/FoodandAgriculturalImportRegulationsandStandardsReportRomeItaly262019.pdf)
79. GrandViewResearch. [Online]. Available at: <https://www.grandviewresearch.com/industry-analysis/honey-market>
80. GMK Center. [Online]. Available at: <https://gmk.center/en/news/eu-considers-ending-of-all-tariffs-and-quotas-on-exports-from-ukraine-bloomberg/>
81. Government considers making Irish honey. [Online]. Available at: <https://www.buzz.ie/news/irish-news/government-consider-making-irish-honey-24232383>
82. Honey exports by country. Available at: <https://oec.world/en/profile/hs/honey>
83. International Consumer Buying Behavior. [Online]. Available at: [https://projectblue.blob.core.windows.net/media/Default/Market%20Insight/Horizon InterConsumer-march2018.pdf](https://projectblue.blob.core.windows.net/media/Default/Market%20Insight/Horizon_InterConsumer-march2018.pdf)
84. In Ukraine, record-high prices for honey. Available at: <https://agropolit.com/news/21487-v-ukrayini-rekordno-zrostayut-tsini-na-med>
85. Italy Shadow Economy. Available at: [https://www.theglobaleconomy.com/Italy/shadow\\_economy/](https://www.theglobaleconomy.com/Italy/shadow_economy/)
86. Italy Unemployment Rate. Available at: <https://www.macrotrends.net/countries/ITA/italy/unemployment-rate>
87. Italy Population. Available at: <https://www.worldometers.info/world-population/italy-population/>
88. Italy: Food & Beverage Market. Available at: <https://amp24.ilsole24ore.com/pagina/AEFgNvFB>

89. Italy: largest market for Ukrainian honey in the EU. Available at: <https://ec.europa.eu/eurostat/web/products-eurostat-news/-/ddn-20211129-2>
90. Italy: mystery as four million bees die overnight. Available at: <https://www.wantedinmilan.com/news/italy-mystery-as-four-million-bees-die-overnight.html>
91. Import to EU. [Online]. Available at: <https://trade.ec.europa.eu/access-to-markets/en/results?product=0409&origin=UA&destination=IT#tariffs>
92. Kajabi. Consumer Behavior. [Online]. Available at: <https://kajabi.com/blog/consumer-behavior>
93. List of Free Trade Areas of Ukraine. Available at: <https://me.gov.ua/Documents/List?lang=uk-UA&id=c6f1c10b-791e-4067-8580-09e2f2739f8e&tag=ZonaVilnoiTorgivliMizhUkrainoiuTas>
94. Macrotrends. [Online]. Available at: <https://www.macrotrends.net/countries/ITA/italy/unemployment-rate>
95. MinFin. [Online]. Available at: <https://minfin.com.ua/currency/converter/eur-uah/>
96. MODELS OF CONSUMER BEHAVIOR. [Online]. Available at: [https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba\\_4321/Unit-03.pdf](https://www.ebookbou.edu.bd/Books/Text/SOB/MBA/mba_4321/Unit-03.pdf)
97. Morning Future. [Online]. Available at: <https://www.morningfuture.com/en/2018/07/20/beekeeping-work-bee-honey-technology-challenge-italy/>
98. Natural honey price in Ukraine. [Online]. Available at: <https://www.selinawamucii.com/insights/prices/ukraine/natural-honey/>
99. OEC Honey. [Online]. Available at: <https://oec.world/en/profile/hs/honey>
100. OECD (2022), Integrating Consumer Behaviour Insights in Competition Enforcement, OECD Competition Policy Roundtable Background Note, [www.oecd.org/daf/competition/integrating-consumer-behaviour-insights-in-competition-enforcement-2022.pdf](http://www.oecd.org/daf/competition/integrating-consumer-behaviour-insights-in-competition-enforcement-2022.pdf).

101. PhysOrg. Climate change pushes Italy beekeepers to the brink. [Online]. Available at: <https://phys.org/news/2019-10-climate-italy-beekeepers-brink.html>
102. Production of LLC Ascania Pack complies with the standards of Halal. Available at: <https://ascania-pack.com/en/blog/production-of-llc-ascania-pack-complies-with-the-standards-of-halal>
103. Statista. [Online]. Available at: <https://www.statista.com/statistics/1293403/cee-ukrainian-refugees-by-country/>
104. Statistics Canada. [Online]. Available at: <https://www150.statcan.gc.ca/n1/daily-quotidien/201217/dq201217d-eng.htm>
105. Scientific American. [Online]. Available at: <https://www.scientificamerican.com/article/the-problem-with-honey-bees/>
106. Scientific American. Bees Gone Wild [Online]. Available at: <https://blogs.scientificamerican.com/observations/bees-gone-wild/>
107. The GlobalEconomy.com. [Online]. Available at: [https://www.theglobaleconomy.com/Italy/shadow\\_economy/](https://www.theglobaleconomy.com/Italy/shadow_economy/)
108. The honey market Italy. [Online]. Available at: <https://www.businesscoot.com/en/study/the-honey-market-italy>
109. The best of American International Education. [Online]. Available at: <https://www.wantedinmilan.com/news/italy-mystery-as-four-million-bees-die-overnight.html>
110. The problem with honey bees. Available at: <https://www.scientificamerican.com/article/the-problem-with-honey-bees/>
111. The conference “Shevchenkivska vesna – 2021” with the abstract “Specificities of the business environment of the natural honey producer “Ascania- Pak” on the Ukrainian segment of the world market”
112. The conference “Shevchenkivska vesna – 2022” with the abstract “The analysis of political and legal environment for Askania-Pack on the European market”

113. United States Department of Agriculture. [Online]. Available at: [https://agriexchange.apeda.gov.in/IR\\_Standards/Import\\_Regulation/FoodandAgriculturalImportRegulationsandStandardsReportRomeItaly262019.pdf](https://agriexchange.apeda.gov.in/IR_Standards/Import_Regulation/FoodandAgriculturalImportRegulationsandStandardsReportRomeItaly262019.pdf)

114. Ukrainian citizens in the EU. Available at: [https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Ukrainian\\_citizens\\_in\\_the\\_EU](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Ukrainian_citizens_in_the_EU)

115. Worldometer (Italy population). [Online]. Available at: <https://www.worldometers.info/world-population/italy-population/>

116. Worldometer (Current World population). [Online]. Available at: <https://www.worldometers.info/world-population/>

117. World Economic Forum. [Online]. Available at: <https://www.weforum.org/agenda/2021/06/italy-recovery-technological-innovation/>

118. What is Consumer Buying Behavior? [Online]. Available at: <https://www1.udel.edu/alex/chapt6.html#contents>

119. Wellness Now a \$4.2 Trillion Global Industry. Available at: <https://globalwellnessinstitute.org/press-room/press-releases/wellness-now-a-4-2-trillion-global-industry/>

120. World Population Ageing 2019 Highlights. Available at: <https://www.un.org/en/development/desa/population/publications/pdf/ageing/WorldPopulationAgeing2019-Highlights.pdf>

121. Європейська правда. [Online]. Available at: <https://www.euointegration.com.ua/tags/eu-ukraine/>

122. Міністерство економіки України. [Online]. Available at: <https://me.gov.ua/Documents/List?lang=uk-UA&id=c6f1c10b-791e-4067-8580-09e2f2739f8e&tag=ZonaVilnoiTorgivliMizhUkrainoiuTas>

## APPENDIX

### Appendix 1

#### The structure of the “consumer market behavior” category in the approaches of different authors

No	The author, year	The essence of the notion	The content of the notion	The result of the notion
1	P.D. Bennett, 1995	A dynamic interaction	Affect and cognition, behavior, and environmental events through which	People exchange aspects of their lives
2	P. Kotler and K. Keller, 2011	The study	Of the ways of buying and disposing of goods, services, ideas, or experiences by individuals, groups, and organizations	To satisfy their needs and wants
3	B. M. Enis, 1974	A process	Which through inputs and their use through processes and actions	Leads to satisfaction of needs and wants
4	L. O. Chorna, 2009	An emotional and physical activity	That people manifest when choosing, paying for, using, and terminating goods and services	In case the need is met
5	P. Kumar, 2010	The buying behavior of final consumers, both individuals, and households	Who buy goods and services for personal consumption	-

**Appendix 1 (continued)**

6	E. W. J. Faison, 1977	The assumption	That people have a series of needs that lead to drive state	-
7	D. V. Raiko, 2014	A purposeful or situational activity of individuals	Which can be expressed through a system of economic, social, and psychological factors	-
8	J. Engel, 1986	Those acts of individuals	Directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts	-
9	P. Kotler, 1994	The study	Of how people buy, what they buy when they buy and why they buy	-
10	Kajabi (website)	The series of behaviors or patterns	That consumers follow before making a purchase	-
11	L. Schiffman, H. Hansen and L. Kanuk, 2007	The behavior	That consumers display in searching for, purchasing, using, evaluating, and disposing of products and services	That they expect will satisfy their needs
12	R. Blackwell, P. Miniard, and J. Engel, 2006	A complex, dynamic issue	Which cannot be defined easily and commonly	-

**Appendix 1 (continued)**

13	M. Solomon, 1995	The study	Of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences	To satisfy needs and desires
15	American Marketing Association (website)	The study of how customers, individual and organizations	-	Satisfy their needs and wants by choosing, purchasing, using and disposing of goods, ideas and services
16	Study Smarter (website)	The study	Their buying choices, i.e., why they buy or don't buy a specific product or service, the processes of decision-making, and the motivations behind those decisions	-
17	Brow, 2018	The decision processes and acts of people	Involved in buying and using products	-
18	V. Bhargava, 1986	The study of individuals, groups, or organizations and the processes	They use to select, secure, use, and dispose of products, services, experiences, or ideas	To satisfy needs and the impacts that these processes have on the consumer and society

*Reference:* developed by the authors

**Classification of existing approaches to the definition of the concept of  
“consumer market behavior”**

No	The author, year	The essence of the notion			The content of the notion	The result of the notion
		The study	The interaction	The activity		
1	P.D. Bennett, 1995		+		+	+
2	P. Kotler and K. Keller, 2011	+			+	+
3	B. M. Enis, 1974				+	+
4	L. O. Chorna, 2009			+	+	+
5	P. Kumar, 2010				+	-
6	E. W. J. Faison, 1977				+	-
7	D. V. Raiko, 2014			+	+	-
8	J. Engel, 1986				+	-
9	P. Kotler, 1994	+			+	-
10	Kajabi (website)				+	-
11	L. Schiffman, H. Hansen and L. Kanuk, 2007				+	+
12	R. Blackwell, P. Miniard, and J. Engel, 2006				+	-
13	M. Solomon, 1995	+			+	+
14	V. V. Zhurilo, 2018				+	-
15	American Marketing Association (website)	+			-	+
16	Study Smarter (website)	+			+	-

**Appendix 2 (continued)**

17	A. Brow, 2018				+	-
18	V. Bhargava, 1986	+			+	+

*Reference:* developed by the authors

**The evaluation of the existing approaches to the definition of the concept of  
“consumer market behavior”**

No	The author, year	Evaluation (marks)				
		The presence of components	Prevalence of definition	Theoretical validity	Practical accessibility	Total score
1	P.D. Bennett, 1995	5	4	5	4	18
2	P. Kotler and K. Keller, 2011	5	4	4	4	17
3	B. M. Enis, 1974	5	3	2	2	12
4	L. O. Chorna, 2009	5	4	4	3	16
5	P. Kumar, 2010	3	3	3	3	12
6	E. W. J. Faison, 1977	3	2	3	3	11
7	J. Engel, 1986	3	3	4	4	14
8	D. V. Raiko, 2014	3	3	3	3	12
9	P. Kotler, 1994	3	4	4	4	15
10	Kajabi (website)	3	2	3	3	11
11	L. Schiffman, H. Hansen and L. Kanuk, 2007	5	3	4	4	16
12	R. Blackwell, P. Miniard, and J. Engel, 2006	3	2	1	1	7
13	M. Solomon, 1995	5	4	4	5	18
14	V. V. Zhurilo, 2018	3	4	4	5	17

**Appendix 3 (continued)**

15	American Marketing Association (website)	3	4	4	3	14
16	Study Smarter (website)	3	3	3	3	12
17	A. Brow, 2018	3	2	3	3	11
18	V. Bhargava, 1986	5	3	4	4	16

*Reference:* developed by the authors

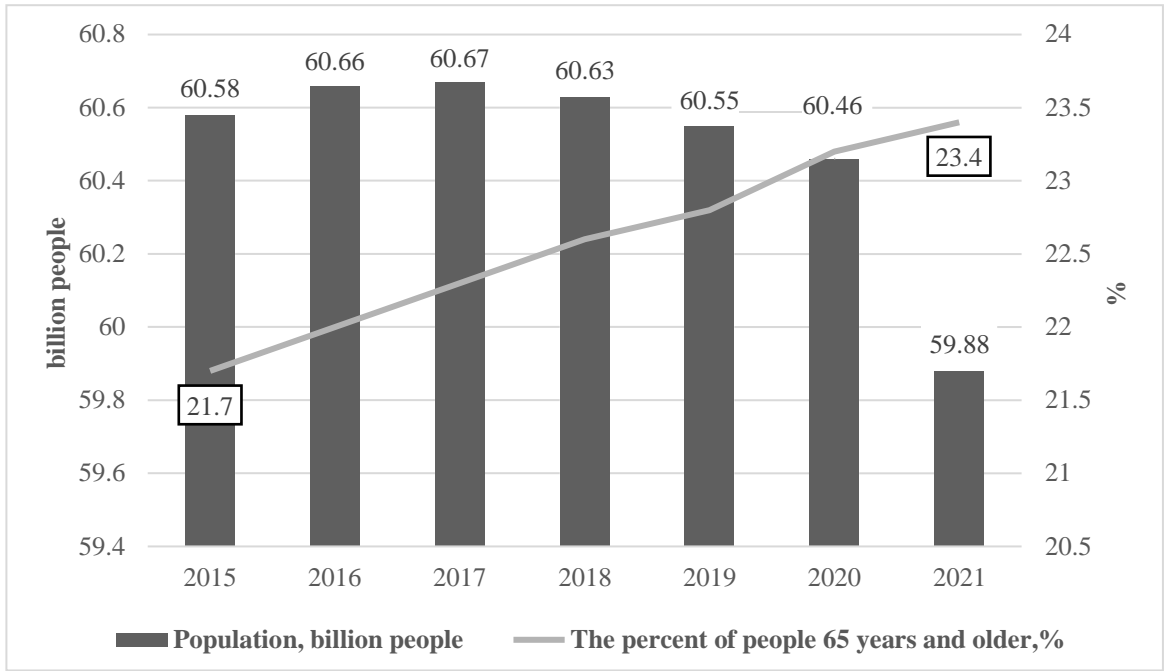
### Trends' influence on Ascania-Pack's operation in the Italian honey market

Trend's name	Description	How Ascania-Pack can deal with it
Increase in requirements for the quality and certain characteristics of exported honey	Due to the rise of counterfeit honey and honey fraud, consumers are becoming more aware of the need to buy high-quality and authentic honey	Ascania-Pack has acquired all essential certificates and complies with the standards of Halal [25], along with its laboratory, ensuring the high quality of its products
Popularizing of new honey products	Creamed honey, honeycomb, and flavored honey are becoming popular, and companies are creating new blends of honey with various flavors and health benefits	Ascania-Pack has fruit tea with honey, marinade for meat and fish, creamy honey with different tastes, and meadow honey. Considering that the Italian market does not have many suppliers of such products – Ukraine can become quite popular in this niche
An increasing demand for natural and organic honey	Consumers are seeking honey that is free from pesticides, antibiotics, and other chemicals	Ascania-Pack proposes just natural and organic honey such as <b>polyfloral</b> types of honey: <ul style="list-style-type: none"> <li>- forest motley grass</li> <li>- meadow motley grass</li> <li>- liquid honey with F/G ratio <math>\geq 1.2</math></li> </ul> <b>Monofloral</b> types of honey: <ul style="list-style-type: none"> <li>- sunflower;</li> <li>- linden;</li> <li>- acacia</li> </ul>
The decrease in the price of Ukrainian natural honey exported to the world market	In 2023 the approximate price range for Ukraine Natural Honey is between \$1.82 and \$1.98 per kilogram	This trend has a positive and negative influence on the Ascania-Pack. On one hand, it helps the company to enter the Italian honey market with lower prices compared to rivals. On the other hand, some importers believe that low prices indicate low quality

**Appendix 4 (continued)**

Shifting supply chains	An increase in direct trade and smaller-scale production, as well as greater scrutiny of large-scale producers and distributors	In 2012, 33% of the honey was supplied to traders and 67% to packers. By the end of 2018, most of the honey was supplied to packers. This means that Ascania-Pack is following current trends and wants to become a separate, private supplier of Ukrainian honey
Increased use of technology	To be competitive in international honey markets, producers should implement innovations and some changes	Ascania-Pack has a laboratory that controls the quality of its products and implements new technologies to optimize all processes
Honey in the beauty industry	Honey is increasingly being used in the beauty industry as an ingredient in skincare and haircare products, due to its moisturizing and antibacterial properties	For now, Ascania-Pack develops honey products and portions. Potentially in the future, the company can supply honey to the beauty industry

*Reference:* developed by the authors



**Fig.** Italian population during 2015-2021 [87], billion people

*Reference:* developed by the authors

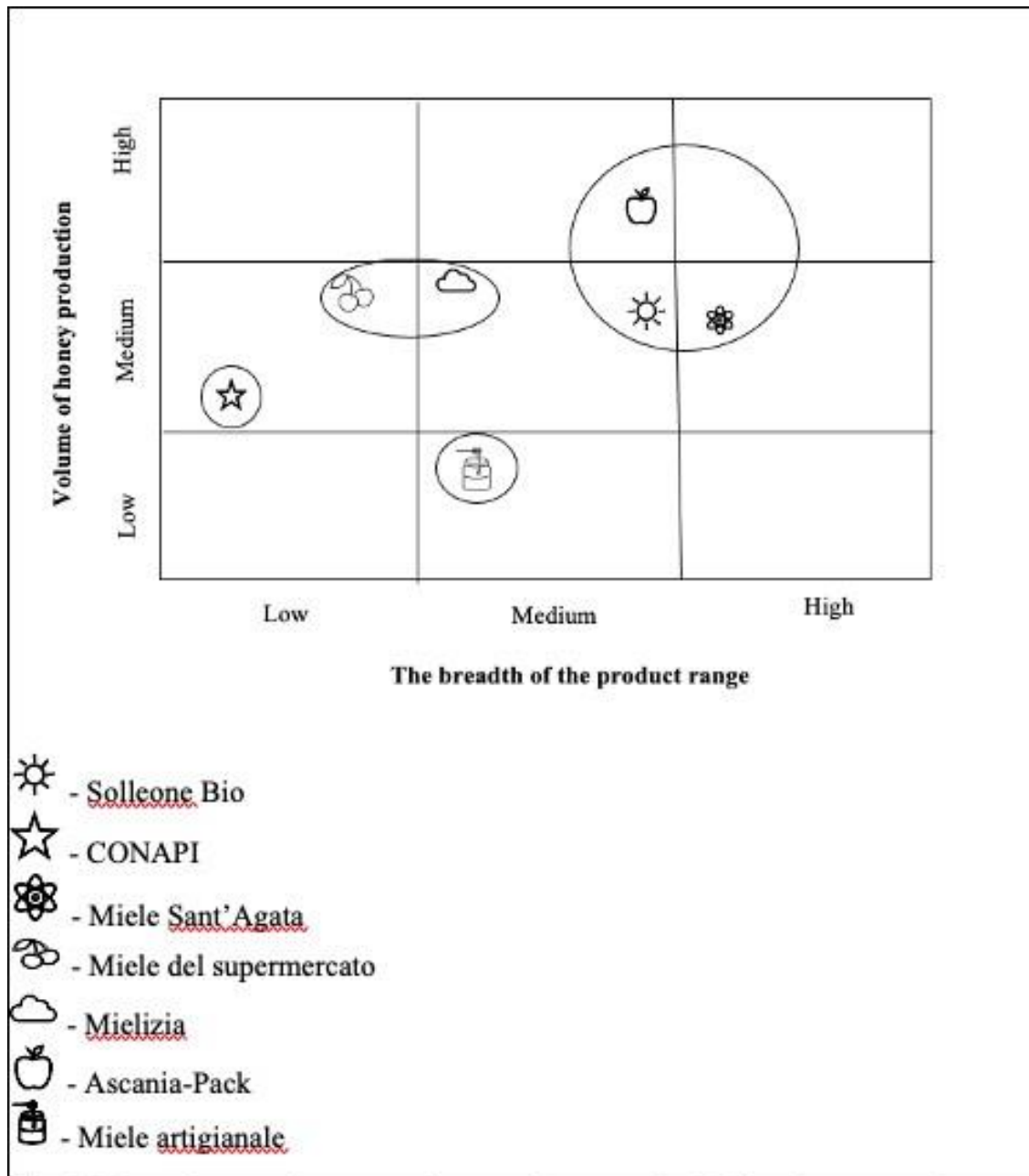
**Analysis of strengths and weaknesses of the entity in comparison with direct competitors**

No	Indicators	Ascania-Pack	Solleone Bio	Miele Sant'Agata
	<i>Production capacity</i>	<i>Evaluation scales 1-10</i>	<i>Evaluation scales 1-10</i>	<i>Evaluation scales 1-10</i>
1	Volume of honey production, in thousands of tons	48.4	12.4	10.8
2	The breadth of the product range, the number	13	10	6
	<b>Point estimate</b>	<b>10</b>	<b>7</b>	<b>4</b>
	<i>Product</i>			
1	Availability of unique varieties of honey (e.g. cherry honey, lime tree honey, etc), the number	5	6	8
2	Availability of finished honey products (e.g. cream honey, tea with honey, etc), the number	5	0	4
3	Packaging of honey (availability of different sizes)	Availability of all possible sizes (40g, 100g, 250g, 400g, 500g, 1l, 3l, 10l)	Availability just of 250ml jar	Availability of 40g, 100g, 250g, 400g, 500g, 1l
	<b>Point estimate</b>	<b>7</b>	<b>4</b>	<b>8</b>
	<i>A unique trade offer</i>			
1	Availability of own laboratory quality control of products	+ Honey goes through 3 stages of input and output control	+	+ Private laboratory
2	Availability of innovative facilities	Workshop to produce modern beehives and implementation of innovative methods to produce honey	Just the availability of a private laboratory	Just the availability of a private laboratory

## Appendix 6 (continued)

	<b>Point estimate</b>	<b>9</b>	<b>5</b>	<b>6</b>
	<i>The companies foreign and economic activity</i>			
1	Export activity, in thousands of tons	12.4	0.0	1.8
2	The number of countries importers of honey of this company	27	1	6
	<b>Point estimate</b>	<b>10</b>	<b>0</b>	<b>4</b>
	<i>Price</i>			
1	The price range for honey per 1 jar (250ml), euro	12.1	10.0	5.00
	<b>Point estimate</b>	<b>4</b>	<b>5</b>	<b>8</b>
	<b>Sum</b>	<b>40</b>	<b>21</b>	<b>24</b>

*Reference:* developed by the authors









## Appendix 7







**Fig. Map of strategic groups of competitors in the Italian honey market**

Reference: developed based on authors' research

**Ten-point score assessment table**

Parameter	Scale of points										
	0	1	2	3	4	5	6	7	8	9	10
Volume of honey production											
The breadth of the product range						 					

**Zero core scale**

Parameter	Scale of points										
	-5	-4	-3	-2	-1	0	1	2	3	4	5
Volume of honey production											
The breadth of the product range						 					




















 Ascania-Pack

 Solleone Bio

 Miele Sant'Agata

Reference: developed based on authors' research

## Competitive positions of key players in the Italian honey market

Parameter	W	Point assessment diapason			Current point										
		Low (0,0-3,3)	Medium (3,4-6,6)	High (6,7-10,0)	0	1	2	3	4	5	6	7	8	9	10
Availability of unique varieties of honey (e.g. cherry honey, lime tree honey, etc)	0,2	Less than 5 varieties	5-10	> 10											
The price range for honey per 1 jar (250ml), euro	0,05	>10 euro	6-10 euro	Less than 6 euro											
Availability of finished honey products (e.g. cream honey, tea with honey, etc)	0,1	No products, except honey	2-3 other product categories	>3											
Export activity	0,25	Honey is presented only in the Italian market	Export to 1-6 foreign markets	>7 foreign markets											
Availability of innovative facilities	0,15	Absence	Availability of a private laboratory	The private laboratory and workshop to produce modern beehives											
Packaging of honey	0,25	Availability just of 250ml jar	Availability of 250ml, 400ml, 1l jars	Availability of all possible sizes (40g, 100g, 250g, 400g, 500g, 1l, 3l, 10l)											

Reference: developed based on authors' resea