

of its activity, to pay attention to positive and negative moments in its development, to take a leading place in the market structure.

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### **CHOCOLATE CONSUMERS' PREFERENCES: THE ROLE OF PALATABILITY TRAITS AND TASTINGS IN PRODUCT SELECTION**

The purpose of the study: to develop a marketing strategy to find out the opinion of consumers about the role of product taste and tasting when choosing chocolate products.

The result of the study: a questionnaire was developed on the topic of the study; a survey of consumers was conducted; the results of the study are analyzed and visualized on graphs.

The market for chocolate products has its own specifics, but, as with any product, it is important to take into account the opinion of the consumer, which he is guided by when choosing this type of product. Knowing the preferences of the target audience is the key to a successful marketing strategy. Taking into account this factor, it seems relevant to study the opinion of the consumer of chocolate products.

In marketing, one of the effective methods for identifying the attitude of the target audience to the problem under study is a questionnaire survey of consumers [1; 2].

The author conducted an anonymous Internet survey of 140 consumers. To obtain objective data, a quota sample was made (7 age groups were taken with an equal number of respondents), gender parity was observed. Age categories of surveyed consumers: 14–18, 19–24, 25–34, 35–44, 45–54, 55–64, over 65 years old. Respondents have different social status and income levels, live in the Republic of Belarus, Lithuania, Germany, Bulgaria, Russia.

Respondents were asked to answer two questions, choosing one of the four proposed answers:

1. What plays a decisive role for you when choosing chocolate products?

Answer options:

- a) quality;
- b) price;
- c) producer;
- d) taste.

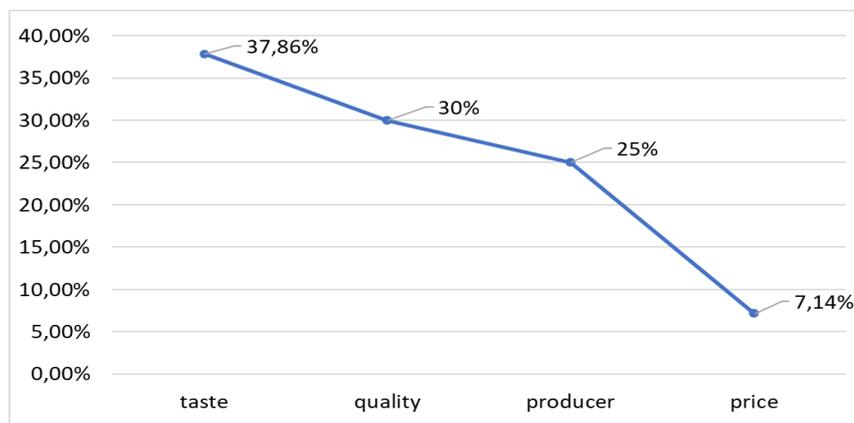
2. What promotional activities for chocolate products are most effective for you?

Answer options:

- a) discounts;
- b) promotional offers (for example, the 2nd chocolate bar as a gift);
- c) contests and prize drawings;
- d) tastings.

The results of the survey on the first question: 53 respondents (37.86%) chose the option "taste"; 42 respondents (30%) – quality; 35 respondents (25%) – producer; 10 respondents (7.14%) – the price.

The results of the survey on the first question are visualized in Figure 1:



**Figure 1 – Consumer priorities when choosing chocolate products**

Source: survey data

The answers to the second question of the questionnaire were distributed as follows: 55 respondents (39.29%) chose tastings; 38 respondents (27.14%) – discounts; 26 respondents (18.57%) – promotional offers; 21 respondents (15%) – contests and prize drawings.

The results of the survey on the second question are shown in Figure 2:



**Figure 2 - The most effective measures to promote the sale of chocolate products**

Source: survey data

Thus, for most consumers, the main priority when choosing chocolate products is its taste, the least attention is paid to the price; tastings are the most effective sales promotion measures for chocolate products, contests and sweepstakes are less effective. Based on the research data, it is possible to determine the main role of the taste channel of sensory perception when choosing chocolate products by the consumer.

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### **THE EFFECTIVENESS OF VARIOUS TYPES OF ADVERTISING IN BELARUS AND GREAT BRITAIN**

Today, it is impossible to find a person who does not have at least a passing acquaintance with advertising. This is due to the fact that it is present almost everywhere [1].

Advertising is therefore information that is conveyed to the consumer in a variety of ways, containing information about a particular product, service, etc. This is done in order to popularise products and draw attention to the advertised object. In short, advertising is information disseminated to attract customers [1].

The aim of this article is to analyse the effectiveness of different types of advertising in Belarus and Great Britain. The analysis shows that television advertising is the most common type of advertising in Belarus. It accounts for 60%. Television is an ideal advertising tool for companies that need to "show the face of the product" or create an atmosphere of excitement around it. Many believe that television advertising is the most effective because it conveys visual images - the most visual and persuasive of all. The peak viewing time on weekdays and weekends is between 18:00 and 23:15. If advertising is shown in prime time, people will watch that content [2; 3].

The Belarusian population also prefers Internet advertising. It accounts for 52%. Internet advertising has many advantages, but it should be noted that a large percentage of the population in Belarus is elderly, so this type of advertising is not as relevant as television [2; 3].