

Logistics – the presence or absence of a developed transportation network can affect the speed of delivery of goods. It is necessary to take into account local conditions for the storage and distribution of goods. Doing business across borders and regions is a complex yet exciting process that requires careful analysis and adaptation.

Globalization offers new opportunities for companies looking to expand, but success in the international arena depends on the ability to understand and accommodate the unique characteristics of each market. In conclusion, successful business in different countries requires not only applying universal business strategies, but also being prepared for the changes and challenges that may arise in the course of international operations. A proactive approach based on in-depth research and understanding of local conditions is the key to success in the global arena.

Reference

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CONFECTIONERY CONSUMERS BEHAVIOR AND FACTORS DETERMINING THEM

Поведение потребителей кондитерских изделий и факторы, их обуславливающие

In the context of economic sanctions in order to ensure national economy security and its entities, it is necessary to maintain the production volumes and consumer goods sales that were previously achieved under stable conditions of economic development.

In 2023 it was possible to basically overcome the negative consequences of unfriendly countries sanctions pressure on the national economy and in general ensure a balance in the main economic indicators of its development. In the expired period compared with the previous one GDP volume in comparable prices increased by 3.9 %; industrial production by 7.7 %; population real monetary income by 6.3 %; wholesale turnover by 13.3 %; retail – by 8.5 % [2]. The necessary commodity resources availability, population growth of purchasing funds and the decrease in inflation to 5.8 % contributed to increasing in the one-day per capita turnover by 12.38 % (from 20.1 to 23.5 rubles). However not all groups of retail turnover assortment structure managed to ensure positive consumption trends. A decrease in sales was allowed for the product group i.e

confectionery (the object of the study) despite the fact that domestic production in the country is developed in sufficient volumes for both domestic consumption and export. According to the head of the Belpishcheprom concern their sales peaked in 2020 and there has been a decline since 2021. And in 2023 sugar confectionery sales will grow by 3.8 % in current prices. (There is demand for confectionery. Belarusians annually consume about 23.5 kg of such products, consumption volume in the CIS countries in the reporting period increased by 2.3 %). The basis for further growth in these products sales is the assortment diversification based on deep trends knowledge in changing consumer behavior.

To study the reasons for this trend we conducted a sociological survey, the sample of which was representative. According to the results the overwhelming majority buy confectionery (96.4 %). 68.3 % of them prefer domestic manufacturers products, 21.2 % – European, 10.5 % – Russian, Chinese and others. 43 % of respondents began to consume less confectionery in the last 2–3 years. The respondents highlight the following reasons for this: concern for health (39 %), the departure of some manufacturers from the market (13.3 %), increased purchasing power (13 %), increasing in prices for confectionery (9.1 %), increasing in spending on other needs (3.9 %), switching to substitute products, a change in the psycho-emotional background. The reasons for the growth in consumption are: increasing in income, stress levels increasing, the appearance of a loved one (I began to buy for him) and I fell in love with sweets even more.

In general consumer behavior in the Belarusian confectionery market is influenced by global trends: active comprehensive promotion of healthy lifestyle; changes in demographics; consumers desire to constantly try something new; competition development with substitute products manufacturers.

Thus to increase confectionery consumption manufacturers need to carry out the following activities: expanding the range, reducing the cost of production, conducting advertising campaigns, improving product quality, promoting the brand, and regularly receiving feedback from consumers.

References

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