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## MARKETING RESEARCH IN POSITIONING AND LAUNCHING OF YOGHURT DRINKS WITH A BALANCED CHEMICAL COMPOSITION

**M. Mardar**, Doctor of Sciences (Dr. Hab.) in Engineering, Professor\*, *E-mail*: marina\_mardar@mail.ru  
**N. Tkachenko**, Doctor of Sciences (Dr. Hab.) in Engineering, Professor\*\*, *E-mail*: nataliya.n-2013@yandex.ua,  
**A. Lilishentseva**, Ph.D. in Engineering, Docent\*\*\*, *E-mail*: Lilishenceva@yandex.ru  
**H. Burlaka**, M.S.\*, *E-mail*: burlaka\_hanna@hotmail.com  
\*Department of Marketing, Entrepreneurship and Trade,  
\*\*Department of dairy technology and technology of fats and perfume-cosmetic products,  
Odessa national academy of food technologies, Kanatna str., 112, Odessa, Ukraine, 65039  
\*\*\*Department of Commodity food, Belarus State Economic University

**Annotation.** This article presents the analysis of marketing environment of the enterprises that produce yogurt products in Ukraine. In order to carry out a deeper analysis of the marketing environment of the new yoghurt drinks with a balanced composition of the major nutrients in food and increased probiotic properties, PEST and SWOT-analyses were conducted, they identified environmental factors that have favorable and adverse effects as well as internal strengths and weaknesses of the new product. Based on the results of marketing research of consumer preferences, the core audience of new yoghurt drink with a balanced chemical composition and the elevated concentration of Bifidobacteria were defined. The received results led to justification of the expediency of elaboration of new yoghurt drinks with probiotic properties and balanced composition of basic food nutrients as well as to formulation of a strategy of new product promotion on the consumer market of Ukraine.

**Keywords:** market, new product, yoghurt drink, marketing research, product positioning.

## МАРКЕТИНГОВІ ДОСЛІДЖЕННЯ ПРИ ПОЗИЦІОНУВАННІ ТА ВИВЕДЕННІ НА РИНОК ЙОГУРТОВИХ НАПОЇВ ЗІ ЗБАЛАНСОВАНИМ ХІМІЧНИМ СКЛАДОМ

**М. Р. Мардар**, доктор технічних наук, професор, завідувач кафедри\* *E-mail*: marina\_mardar@mail.ru  
**Н. А. Ткаченко**, доктор технічних наук, професор, завідувач кафедри\*\*, *E-mail*: nataliya.n-2013@yandex.ua  
**А.Н. Лілішенцева**, кандидат технічних наук, доцент\*\*\*, *E-mail*: Lilishenceva@yandex.ru  
**Г. О. Бурлака**, магістр\*\* *E-mail*: burlaka\_hanna@hotmail.com  
\*кафедра маркетингу, підприємництва і торгівлі  
\*\*кафедра технології молока, жирів і парфумерно-косметичних засобів  
Одеська національна академія харчових технологій, м. Одеса, вул. Канатна, 112, 65039  
\*\*\* кафедра продовольчих товарів, Білоруський державний економічний університет

**Анотація.** У статті представлено аналіз маркетингового середовища підприємств з виробництва йогуртової продукції в Україні. Із метою проведення більш глибокого аналізу маркетингового середовища нових йогуртових напоїв зі збалансованим складом основних харчових нутрієнтів і підвищеними пробіотичними властивостями, проведено PEST- і SWOT-аналіз, який виявив фактори зовнішнього середовища, що здійснюють сприятливий і несприятливий вплив, а також внутрішні сильні і слабкі сторони нового товару. На підставі результатів маркетингових досліджень споживчих переваг визначено цільову аудиторію нових йогуртових напоїв зі збалансованим хімічним складом і підвищеною концентрацією біфідобактерій. Отримані результати дозволили обґрунтувати доцільність розробки нових йогуртових напоїв з пробіотичними властивостями і збалансованим складом основних харчових нутрієнтів, а також сформулювати стратегію просування нового продукту на споживчий ринок України.

**Ключові слова:** ринок, новий продукт, йогуртовий напій, маркетингові дослідження, позиціонування продукту.

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### Introduction

A wide range of yoghurt products is available on the domestic market: classic yogurts, yogurts with cereals, with fruit, vegetable, fruit and vegetable, fruit and berry and other fillings, and this all results in a high level of competition. Therefore, it is necessary to search new ways to attract customers and to gain their loyalty to this very trademark. Yoghurt products be-

long to 2 price segments, so price competition is not possible; hence there is a need to influence other factors [1]. For example, looking for new flavors, creating yoghurt products with improved consumer properties, the development of yogurt products with probiotic properties and/or balanced composition of major nutrients in food - protein, fat, carbohydrate etc.

It can be argued that an effective product launch is the main stage for the achievement of the best result

and, mostly, this is the most expensive stage in the new product development. Despite its importance, risks and expenses, associated with it, the problem of product launch remains poorly understood [2]. Generally, many researchers focus on the development of new food products, but they pay little attention the final phase – promotion of products on the market.

Statistics shows a relatively low consumption level of healthy foods in Ukraine, and this fact is explained by the low consumers' interest in this group of products. This is due to the insufficient information and lack of consumers' knowledge about these products. Therefore, the developer and / or the manufacturer of food products should not only develop and produce a product with improved consumer properties but also to take all necessary measures to ensure its effective distribution [3].

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#### Problem statement

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The creation of a high-quality marketable product should begin with carrying out of marketing research on the exposure of consumers' motivations and preferences. It is necessary to analyze the market and to study its assortment structure simultaneously. Implementation of these measures is aimed at developing of such a product that eventually would be competitive on the market, in other words its consumer properties and economic indicators will satisfy certain contingent of consumers, not yielding but even exceeding similar products, manufactured by other enterprises [4].

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#### Literature review

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Today around 15 major Ukrainian manufacturers are represented on the market of yogurt products, the number of trademarks which belong to them exceeds 25, the number of products' names exceeds 150 items. Strawberry, peach and pineapple yogurts dominate in the assortment structure of this products [5,6].

The largest manufacturer is LLC «Danone Ukraine», which gained a profit of 2.5 billion UAH over the last year. Generally the following companies are distinguished that now hold 85.0 % of the market – JSC «Galychyna», PJSC «JSC «Combinat Prydnistovskyi», LLC «Danone Ukraine», (Trademark «Galakton», Trademark «Biobalans», Trademark «Prostokvashino», Trademark «Aktual», Trademark «Litnii Den», Trademark «Kremez», Trademark «Biopremium») [5,6]. The main manufacturer on the market of drinking yoghurts are the companies "Hurmanica", "Danone", "Dobryana" and "Galychyna". On the basis of market research it was found that over 40 % of population consume yoghurt products in Ukraine. On the average, a resident of Ukraine consumes up to 2.5 kg of yogurt per year [6].

Considering the volume of manufacture of yogurt products (fig. 1), it is worth noting its decline [5,6]. This connected with the increase of price

for raw materials. Local manufacturers produce goods in smaller quantities, but at a higher price. In July of this year, the manufacture of yogurt products increased by 8.5 %, compared to the same period of 2015, and made up 39.1 thousand tons.

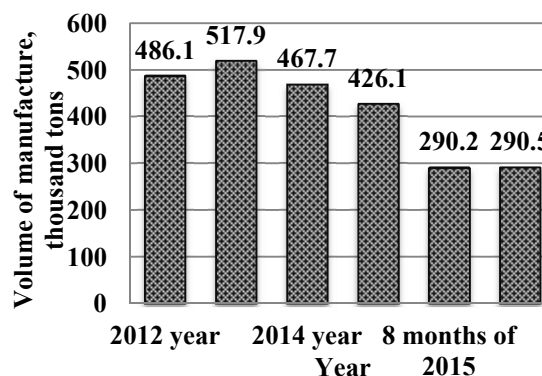


Fig. 1. The volume of manufacture of yoghurt products in 2012 – 2016, thousand tons [4].

Previously the export of dairy products, including yoghurt products, to the Russian market made up 85 % of total exports of this product category [6]. At the present time, the redistribution of export took place: so, in the first quarter of 2016 almost all yoghurt products were delivered to two countries – Moldova (71 %) and Georgia (23 %). TOP-5 of yoghurt markets in the first quarter of 2016 is as follows [7]: Moldova; Georgia; Armenia; Azerbaijan; United Arab Emirates.

Regarding the expansion of the free-trade zone with the EU – here we can observe positive changes, and starting from the tenth of January 2016, 10 Ukrainian manufacturers can export dairy products to Europe [6]. In general, domestic manufacturers are interested in the European market because the prices for dairy products in European countries are much higher than ours, and this factor will help the manufacturers to receive larger profit. However, in order to enter the European market all milk processing plants must resolve the issue regarding the national normative documents and legislative acts with EU requirements, and some of them must resolve the question of modernization of production.

Starting with the autumn of 2017 the opening of the market for dairy products of Ukrainian production is being expected in Japan, as a result of abolition of quarantine measures for dairy products [8].

**The aim of this paper** was to carry out marketing research of the consumers' needs in choosing yoghurt products in order to justify the expediency of development and implementation of a new yoghurt product with probiotic properties and balanced chemical composition at the consumer market of Ukraine.

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#### Marketing research

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One of the main conditions for effective functioning of any enterprise is a clearly formulated strate-

gy of its conduct. Properly chosen strategic policy of the enterprise in the financial aspect will help not only to strengthen positions on the market but also will contribute to the development of the enterprise on the whole as well as the effective promotion of a new product on the market [9].

To assess the prospects of the financial strategy of the enterprise such method of strategic analysis as

PEST-analysis was used: an instrument, designed for identification of political, economic, social and technological aspects of the environment that affect the company's business [10]. Table 1 shows the main key factors of the environmental impact on the enterprise activities, which manufacture yogurt products.

**Table 1 – Valuation of PEST-analysis**

<b>Political</b>		<b>Economic</b>	
<i>Factor</i>	<i>Value</i>	<i>Factor</i>	<i>Value</i>
Trade policy	0.11	Expenses on raw materials and materials	0.15
Military actions	0.11	Inflation rate	0.13
Tax policy	0.10	UAH rate	0.13
Political stability	0.09	Erosion of purchasing power	0.12
Government control in the field	0.07	Fiscal policy	0.10
		Expenses on energy resources	0.09
Bureaucracy and level of corruption	0.07	GDP dynamics	0.08
<b>Social-cultural</b>		<b>Technological</b>	
Changes in standards of living	0.15	New products	0.16
Consumption habits	0.15	Development of technologies	0.13
Changes in basic values	0.10	Tendencies of research and developmental work	0.13
Social stratification	0.10	Degree of technology usage	0.08
Attitude towards natural and eco-products	0.09	New patents	0.07
Population growth rate (migration, birth-rate)	0.05	Expenses on research	0.03
Level of health protection and education	0.03		
Influence of mass media	0.02		

Political factors, namely trade policy, military actions and tax policy have the greatest influence. No significant changes in trade policy – imports and exports – are expected in the nearest future. However, this factor makes a high impact, especially during the unstable situation in the country, both political and economic. One of the main reasons is the military situation that greatly influences internal and external trade, relations with the world, reorientation of the markets. Tax policy is unstable, taxes are constantly changing, and all that correspondingly influences the expenses of the enterprise and the price for finished products.

To the most important economic factors belong, first of all, expenses on raw materials and materials, inflation rate, currency rate, purchasing power. All these factors are at present time dependent on political factors and interrelated. Inflation and currency rate have an effect on all companies' expenses and, correspondingly, on the raw materials. While the price for the products increases, purchasing power decreases, leading to a decrease of sales volume and, respectively, the income.

Social and cultural factors have hardly changed in recent times. Standards of living have the biggest impact currently, though they became worse over the past two years. Consumption habits of the customers have an influence as well. The attitude towards natural and eco-products among consumers today is not entirely unambiguous. Some consumers prefer this product

group as safe and valuable sources of basic nutrients in food, vitamins, omega-3 fatty acids etc., and other consumers do not see the necessity for the use of natural and eco-products because of lower incomes and lower level of awareness.

Technological factors are gaining more and more strength every year. Modernization, automation, the use of advanced technologies make it possible to reduce production costs and to simplify the process of production, that is why it is necessary to make the most use of the technological advances of the last decade. It should be borne in mind that the consumer is constantly looking for a new product, that is why it is necessary to renew the assortment as well as to seek ways in order to make the consumers interested in a new, natural and inexpensive product with a balanced composition of major nutrients in food.

To develop an enterprise strategy while positioning a new product during its entry into a market it is essential also to consider the product's strengths and weaknesses, threats, opportunities and prospects of development: whether the customer's interest in the product is high, which yoghurt product he/she likes the most, how to improve its consumer properties. It is advisable to determine the product's weaknesses and how they can be changed. To accomplish this goal, a modern method of analysis in management and marketing – SWOT-analysis – was used [10]. SWOT is an abbrevi-

ation of the English words: strengths, weaknesses, opportunities, threats. The application of SWOT-analysis allows to organize all available information and to see a clear picture, to make carefully

weighed decisions regarding the product promotion. SWOT-analysis of a developed new yoghurt drink with probiotic properties and balanced chemical composition is given in Table 2.

Table 2 – SWOT-analysis matrix

<p><b>O (opportunities):</b> Narrow range of products for healthy nutrition Many suppliers of raw material (milk) Healthy Lifestyle Promotion Extensive communication channels.</p>	<p><b>SO – strategic decisions:</b> Entry into new markets or market segments Establishing long-term relationships with suppliers - Expansion of variety by means of development of a fundamentally new probiotic product with a balanced chemical composition with the use of natural ingredients</p>	<p><b>WO - strategic decisions:</b> Positioning of yoghurt products as the basis of healthy nutrition, the increase of public awareness about the benefits of the products.</p>
<p><b>T (threats):</b> Emergence of new similar products, substitute products Market saturation Erosion of purchasing power of the population Economic and political crises Consumer's conservatism The price increase for raw materials Intensive competition 1) Improvement of quality standards</p>	<p><b>ST - strategic decisions:</b> Flexible pricing policy Market segment penetration by way of change of product positioning, as radically new Conducting of a wide-ranging advertising campaign</p>	<p><b>WT – strategic decisions:</b> The use of merchandising as an effective method of product sales stimulating Carrying out of actions and tastings for making population familiar with a new product</p>

The strengths of the goods, that is the advantages of the developed yoghurt products, are [11]: balanced composition of major nutrients in food – proteins, fats, carbohydrates – 1:1:4; probiotic properties, caused by a high concentration of viable cells of bifido- and lactobacteria (not less than  $5 \cdot 10^8$  and  $1 \cdot 10^9$  CFU/cm<sup>3</sup>, respectively); only natural raw ingredients, used in the manufacturing process. Thanks to the above-mentioned factors, the developed yogurt drinks can be attributed to the products for healthy nutrition or to dietetic products, which is also a big plus for yoghurt production.

In order to provide a natural inclusion of enriched products into the list of traditional food it is necessary to use special means of customers' information support about this group of products. Packaging and marking of goods are one of the types of information support. Based on marketing research [12] it was found that a considerable part of respondents pay attention primarily to marking of products (72.3 %), because this information influences the creation of consumer preferences. That means that we shall also attribute the design of packaging and marking to the strengths of the goods, as these factors affect the formation of consumer preferences upon purchase and are one of the key ways of effective product promotion.

The following factors belong to the weaknesses of a new product: relatively short shelf life, but it should be noted that it is typical for almost all fermented milk products; poor public awareness about the products for healthy nutrition, which may lead to the fact that the consumer will not include it in the list of necessary purchases.

Regarding the opportunities, we should note that a wide range of yoghurt products for healthy nutrition

is not available and yoghurt products with a balanced chemical composition are absent at all on the market, that is why there is a possibility to sweep that market segment and those consumers for whom this characteristic is a key one upon choosing yoghurt products. Upon description of threats during a new product's entry into the market it should be noted that the main threat nowadays is the unstable economic, financial and political situation, inflation, resulting in a greatly reduced purchasing power, and as far as yogurt is not a staple food product, people refuse from it.

On the basis of analysis of strengths and weaknesses we offer the following strategic decisions:

*SO - Strategic decisions.* It is necessary to expand the market or to find a new one by sweeping that segment of consumers who previously refused from purchasing this or that product. One of the ways to do so is to completely change the essence of product positioning, to move from the stereotype «yoghurt-dessert» to «yogurt is the basis of healthy nutrition», and expand the assortment.

*WO- strategic decision.* People preferably learn about yoghurt products, new items in assortment and new trademarks due to outdoor advertising and advertisements at the sales outlet, the consumer does not see the need to learn more about this product. Therefore, it is necessary to make the consumer interested in obtaining information (eg., to conduct themed programs, seminars, roundtable discussions, whose sponsor will be the trademark – yoghurt manufacturer).

*ST - strategic decisions.* As it has already been mentioned, nowadays the consumers pay more attention to the price, which is caused by the erosion of purchasing power of the population. That is why flexibility of prices is important. The customers shall see

their benefit in purchasing certain yoghurt products: it can be bigger amount, cash savings for this or other purchase and so on.

*WT- strategy.* The consumers shall notice yoghurt products before buying them, and here merchandising plays an important role. Therefore, it is necessary to place products in the store in such a way that it will be noticeable. It is also important to conduct tastings, at which we will be able to make the population aware of the developed yoghurt drinks, and get a feedback.

On the basis of marketing research, conducted by us, it was found out that the target audience of a new yoghurt drink is mostly composed of women under 40 who buy it as

a dietetic natural product, and receive the average income (3001-7000 UAH). Over 80 % of the interviewed would like to see a new product on the shop shelves, namely yoghurt drink with a balanced chemical composition and a high content of bifidobacteria.

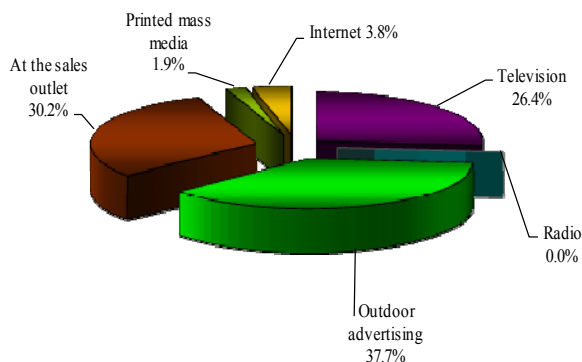
According to the results of conducted analyses of micro- and macro-environment, desk studies and questionnaires we can choose the market (target audience, positioning, competitive strategy) and product (product, marketing, price strategies, push and pull strategy) strategies. Competitive strategy was chosen by means of M. Porter's matrix of competitive strategies (fig. 2) [9].

<i>Branch of competition</i>	<i>Broad Narrow</i>	<b>1. «Price leadership»</b>	<b>2. «Product leadership»</b>
		<b>3. «Leadership in the field»</b>	
		<i>Reduction of expenses</i>	<i>Product differentiation</i>
		<i>Competitive advantage</i>	

**Fig. 2. M. Porter's matrix of competitive strategies**

According to this matrix, we choose the third strategy that is «Leadership in the field». Strategy «Leadership in the field» predetermines concentration of the efforts of the enterprise on the needs of a selected market segment or specific groups of customers without any intention to embrace the market. The aim is to meet the needs of the target segment on a better level, then the competitors.

When conducting the survey we also put questions on how the consumers of yoghurt products learn about them (Fig. 3).



**Fig. 3. Sources from which the consumers learn about yoghurt products**

Thus, the sources from which the consumers learn about yoghurt products are outdoor advertising, television or they learn about the products only at the sales outlet. On the basis of conducted marketing re-

search for the purpose of positioning of a new yoghurt drink, a system of marketing measures was developed, namely television advertising, outdoor advertising, indoor advertising, BTL-activities.

### Conclusions

Based on marketing research it was found that the enterprises producing yoghurt products should expand their product line, bringing new products for healthy nutrition on the market. At that, it is necessary to change the essence of product positioning, to move from the stereotype «yoghurt-dessert» to «yoghurt is the basis of healthy nutrition».

The promising direction is the development, implementation into production and entering into the market of new yoghurt drinks with a balanced composition of major nutrients in food – proteins : carbohydrates – and increased probiotic properties exclusively on the basis of natural raw materials.

According to the results of conducted analyses of micro- and macro-environment, desk studies and questionnaires market strategy «Leadership in the field», which causes the concentration of the efforts of the enterprise on the needs of consumers who follow the principles of healthy nutrition was chosen. With the purpose of positioning of a new drink on the market, a system of marketing measures was developed: television advertising, outdoor advertising, indoor advertising, BTL-activities.

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## МАРКЕТИНГОВЫЕ ИССЛЕДОВАНИЯ ПРИ ПОЗИЦИОНИРОВАНИИ И ВЫВЕДЕНИИ НА РИНОК ЙОГУРТОВЫХ НАПИТКОВ СО ЗБАЛАНСИРОВАННЫМ ХИМИЧЕСКИМ СОСТАВОМ

**М.Р. Мардар**, доктор технических наук, профессор, заведующий кафедрой\*, *E-mail*: marina\_mardar@mail.ru  
**Н.А. Ткаченко**, доктор технических наук, профессор, заведующий кафедрой\*\*, *E-mail*: nataliya.n-2013@yandex.ua

**А. Н. Лілішенцева**, кандидат технических наук, доцент\*\*\*, *E-mail*: Lilishenceva@yandex.ru  
**Г.О. Бурлака**, магистр\*\*, *E-mail*: burlaka\_hanna@hotmail.com

\*кафедра маркетинга, предпринимательства и торговли

\*\*кафедра технологии молока, жиров и парфюмерно-косметических средств

Одесская национальная академия пищевых технологий, г. Одесса, ул. Канатная, 112, 65039

\*\*\* кафедра продовольственных товаров, Белорусский государственный экономический университет

**Аннотация.** В статье представлен анализ маркетинговой среды предприятий по производству йогуртовой продукции в Украине. С целью проведения более глубокого анализа маркетинговой среды новых йогуртовых напитков со сбалансированным составом основных пищевых нутриентов и повышенными пробиотическими свойствами проведен PEST- и SWOT-анализ, который выявил факторы внешней среды, оказывающие благоприятное и неблагоприятное воздействия, а также внутренние сильные и слабые стороны нового товара. На основании результатов маркетинговых исследований потребительских предпочтений определена целевая аудитория новых йогуртовых напитков со сбалансированным химическим составом и повышенной концентрацией бифидобактерий.

Полученные результаты позволили обосновать целесообразность разработки новых йогуртовых напитков с пробиотическими свойствами и сбалансированным составом основных пищевых нутриентов, а также сформировать стратегию продвижения нового продукта на потребительский рынок Украины.

**Ключевые слова:** рынок, новый продукт, йогуртовый напиток, маркетинговые исследования, позиционирование продукта.

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