

## **Impact of the "Quality Food from Hungary" brand on the competitiveness of Hungarian food industry**

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### **Abstract**

It is a generally known fact that Hungarian products are at a disadvantage in Western markets, since a certain part of foreign customers have not yet heard of Hungarian products. Many of them believe that products made in Eastern Europe are cheap and of poor quality. How could they possibly know Hungarian products, if national food producers and traders can only invest a minimal amount to promote their products? Food producers in EU countries spend far much more to market their products than their fellows in Hungary. The Community strategy for agricultural marketing has been aimed at counterbalancing this tendency.

In 1998, the Ministry of Agriculture and Rural development launched the “Quality Food from Hungary” trademark with the aim of distinguishing top quality food products from other products. The role of the quality trademark is to inform and protect the customers. The trademark makes the customers aware of the fact that the concerned food product differs from other products, and it also protects the customer, since both the producer and the certifying authority assume the responsibility for the controlled top quality of the product. In order to obtain the “Quality Food from Hungary” trademark, the raw materials, ingredients, the manufacturing process and the final product shall exceed the criteria stipulated within the effective food regulations. The basic requirement for awarding the right to use the trademark is the quality of the product, but the quality of its packaging is also taken into consideration and shall not only reflect the quality from an aesthetic point of view, but it shall also facilitate storage, transportation and utilisation.

**Keywords:** product, food industry, quality food

**Competitiveness of the domestic food industry**

The domestic food industry has been struggling with competitiveness. One of the key elements to increasing the competitiveness of the domestic food industry is innovation. However, our country is lagging far behind the EU average in regards to supporting innovation; only 0.05% of the gross return from sales is invested in the research of companies, compared to 0.3 % in the EU. The positive effect of this type of support is product specialisation, increase in the effectiveness of production, which results in an increased profit. It reverses the process of increasing the export of raw materials towards the production of premium products (Boródi – FVM, 2007). Thus a higher quality can be offered to the customers for a reasonable price. In addition, the joint development can even hold together the horizontally connected players in the product path.

However, it is important to keep in mind that that innovation must go hand in hand with adequate marketing, since developing new products is not enough; we also need to know how to sell them. The aforementioned fact, as well as the implementation of investment, requires the support of the government, which is still not enough, since the business entrepreneurs are the ones who will take the risk and initiate developments. The role of the state is to ensure an adequate intellectual and infrastructural background, fair and reasonable allocation of funding, and to ensure capital for small and medium-size enterprises (SMEs).

In regards to the technical and technological development of SMEs, one of the most important aspects of competitiveness is the added value, which improves the poor capital adequacy of SMEs and can facilitate the utilisation of the opportunities provided by technological development. The second characteristic of the innovation in the area of food production is that small steps in product and technological development happen more often than revolutionary innovation: supporting technology transfers can facilitate a change in this regard (Gaál, 2006).

Industrial production of traditional food (by small and medium size enterprises) increasingly enhances the competitiveness of the Hungarian food industry on both domestic and international markets.

### The role of the “Quality Food from Hungary” trademark



In 1997, the Ministry of Agriculture decided to establish a certifying trademark to distinguish top quality Hungarian food from other products and introduced the “Quality Food from Hungary” trademark [Regulation No. 1/1998 (I.12) FM].

The “Quality Food from Hungary” trademark can be awarded to such products marketed in Hungary, which have at least one characteristic distinguishing it from other products. The precondition for obtaining the trademark is that the used raw materials, ingredients, the manufacturing process and the final product itself not only meet the criteria stipulated within the food regulations, but even surpass them (Totth, 2006).

By applying a primer market research method I surveyed the purchasing habits, the awareness of the “Quality Food from Hungary” trademark and consumers’ experiences with the trademark products. I decided to conduct a quantitative survey by applying the most common market research method – the questionnaire. The character of the applied survey was diagnostic.

The hypothesis of the survey was that good quality food products are important to customers who are aware of the QFH trademark and are able to associate it with a number of product groups. According to our pre-estimations they have also been satisfied with those products.

The sample consisted of 120 randomly selected individuals. According to their willingness to respond, conformity with filter questions and awareness of the QFH trademark, I summarised answers from 58 survey forms. Thus, the following evaluation was prepared based upon the responses of 58 individuals. Owing to the extent of the study, I will analyse only a few of the questions.

European consumers, including Hungarian customers, are extremely demanding in regards to quality. Typical feature of the international migrants is searching comfort and well-being in Hungary. One of the determinant dimension of well-being is to create a healthy menu. People living in villages prefer buying domestic, fresh and chemical-free products (Illés-Kincses, 2008). The present-day demands of costumers can only be satisfied with quality products.

Influencing factor	Number	Percentage
Low price	33	56.9%
High quality	41	70.7%
Rich assortment	35	60.3%
Direct service	8	13.8%
Adequate provision of information	7	12.1%

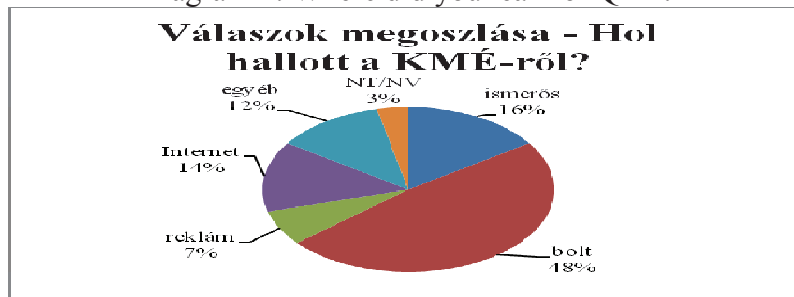
Chart 1: Factors influencing the selection of the shopping facility

*Source:* author

According to the results indicated in the chart, 70% of respondents explicitly indicated as their first choice “high quality” as an influencing factor. This was followed by a rich and varied assortment: the customers like to be in control and the ability to choose from a range of products. In the case of shopping facilities, which offer similar quality and selection of goods, the most important factor is the price. Customers are extremely price-sensitive: particularly in the present economic situation - a product’s low price dominates their decisions, even overshadowing other factors they mentioned quite a few times. The quality of service cannot be neglected either (mentioned by 12-13%), as well as the information provided during shopping.

The awareness of the QFH trademark was one of the criteria during the selection of survey forms suitable for analysis. From the viewpoint of evaluating the communication strategy it is interesting to know where the customers were provided with information on the trademark. In addition, the analysis of the following diagram will help us to learn what type of communication tools are worth applying in the future.

Diagram 1: Where did you learn of QFH?



*Source:* author (48% in the shop; 16% from people I know; 3% DK/DA; 12% other; 14% Internet; 7% Advertisement)

From the diagram we can draw the conclusion that almost 50% of the respondents learned about the QFH trademark in the shopping facility. The reason for that may be that there is no ongoing campaign which runs throughout the entire year. According to that, an effective (though not regular) campaign targeting customers in the shopping facilities can achieve its goals. This means that information gets directly to the customers through the combined application of different POS (point of sale) and POP (point of purchase) advertisement tools. The function of the two types of tools is identical: to draw attention, inform, convince, remind, reinforce, create an atmosphere and consequently motivate to buy. There can be several advertisement options applied within one shop. During the 2008 campaign promoting QFH the AMC applied the following POP-materials:

- Stand/display
- banner hanging down from the ceiling
- texts on shelf strips
- wobblers
- poster
- advertisement on shopping carts

Since many different and special types of cheese (goat cheese, sheep cheese, cheeses parenica, trappista, mackó) are marked with the QFH trademark, tasting and offering samples can also be used as the method of promotion during the campaign.

It is surprising that only 14% of the respondents mentioned the internet as the source of their knowledge of QFH, considering that AMC has established its web page with the specific goal of informing customers. However, this number can be understood if we consider that shopping for food is a question of trust: people are more likely to buy foodstuffs recommended by someone they know/trust. This also explains the relatively high number of those who had heard of QFH from friends and people they know. Therefore it is important that housewives share their positive experiences with others.

Seven respondents indicated resources beyond those listed. They included some who recalled it from a newspaper article, while others saw it on TV magazine programs, and still others became familiar with the trademark and labelled products at regional and county exhibitions.

The aim of the subsequent questions was to identify in which product groups' customers noticed QFH products. This question also allowed for multiple answers.

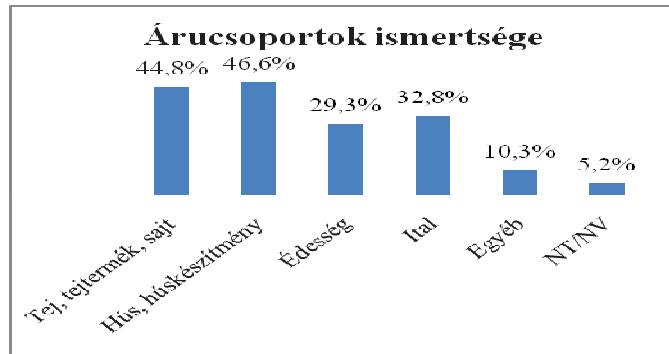


Chart 2: Awareness of product groups

**Source:** author (44.8% Milk, dairy products, cheese; 46.6% Meat, meat products; 29.3% Confectionery; 32.8% Beverages; 10.3% Other; 5.2% DN/DA)

Chart 2 also illustrates that almost 50% of respondents mentioned the group of meat and meat products. This is not surprising at all, since the number of trademark products in this group is very high: in fact every fourth trademark product belongs to this group. The second most popular was the category of milk, dairy products and cheeses. The two above mentioned product groups won the first two positions probably because these two types of products can be considered as “the most sensitive” and therefore customers are also most sensitive to their quality; we can say that guaranteed quality and ongoing inspections are most important in these groups.

The product group with the third highest consumer awareness – beverages – includes mostly different mineral waters and spirits and some soft-drinks and syrups. One of the most important goals of AMC in the last year was to promote spirits (pálinka). The diagram shows that this campaign was successful, since a high number of respondents specifically mentioned pálinka within this product group. The competition on the mineral water market is huge, but the leading brands include quite a few QFH trademark products as well (Balfi, Visegrádi, Margitszigeti).

Only a few were aware of the complete assortment of trademark products, since only 6 respondents (10.3%) mentioned a product group which was not listed. Within the category of “other” the respondents

mentioned vegetables/fruits, groups of spices, oil, ketchup, horseradish and wheat germ products.

The following question was an open question aimed at finding out the customer's opinion on the products marked with the QFH trademark, and on the QFH program in general. I divided the given responses into two groups depending on whether they expressed a positive or a negative personal opinion. In most cases we received concise one sentence answers expressing the strongest impression of the respondent in relation to QFH.

Positive experiences	Negative experiences
<ul style="list-style-type: none"> <li>• Hungarian origin</li> <li>• excellent quality</li> <li>• safety</li> <li>• great satisfaction</li> <li>• rich assortment of trademark products</li> </ul>	<ul style="list-style-type: none"> <li>• high price</li> <li>• insufficient promotion</li> <li>• insufficient advertisement</li> <li>• habits, routines of customers</li> <li>• product placement</li>   <li>• shortage of some popular products</li> <li>• difficult to distinguish from other trademarks</li> </ul>

A vast majority of respondents is thoroughly satisfied with QFH products, since all without exception take into consideration the Hungarian origin of grocery products, their excellent quality and safety guaranteed by ongoing quality controls. Among the positives, many stated that the range of trademark products is sufficiently broad. Nevertheless, there were some who suggested expanding the assortment; they thought beer, meat products from the "mangalica" breed of pig, and certain sorts of vegetables and fruits were missing.

According to most respondents, the most apparent negative associated with QFH products is their high price (some expressed it as "prohibitive"). Insufficient promotion and advertisement of QFH products may result in their loss among the mass of average products. This is exactly the reason why routine shoppers buy their favourite products that they are used to, since there are few incentives for them to change. One of the respondents expressed the following opinion: "Guaranteed quality and Hungarian origin of a product are important to me, therefore I would like to buy QFH groceries, provided that they were not so concealed". This response indicated that the placement of

QFH products within purchasing points is not favourable. As a result, this was a high-priority point on the agenda set forth in the 2009 Annual Plan of AMC with the goal of ensuring that QFH products are handled by traders specifically and as one category.

Corresponding to my expectations prior to the survey a significant number of Hungarian customers is familiar with the QFH trademark. To most customers the trademark indicates guaranteed quality. I was confronted with two problems: the first being the high price of the trademark products, which, in many cases, affects the customer's decision despite the expected quality; and the second related to the insufficiencies of marketing communication, although there are numerous marketing tools available to achieve progress.

### **Analysis and potentials of the "Excellent Food from Hungary" trademark from the viewpoint of marketing communication**

#### **"Excellent Food from Hungary" trademark as a brand**

Market research shows that a characteristic feature of developed market economies, including the Hungarian market, is the dominance of brand products. Brand is one of the most important values of commerce. In the early stages of market economy even the customer, who was satisfied with a certain brand, tried a new brand, since every day s/he came across something new. However, nowadays it is almost a given that Hungarian household managers are loyal to a particular brand.

This is very significant from the viewpoint of marketing, since it indicates that if we make a customer take a fancy to a certain brand; we can assume with a relative certainty that the customer will stick with that brand until s/he experiences something negative with it, as the brand also signifies a sense of security for the customer.

Establishing a well-known brand is extremely costly; therefore the so-called "umbrella" brand – such as the "Quality Food from Hungary" trademark - can play an important role. That means that one brand is applied to different categories, thus unifying the advantages offered by the brand. The "Quality Food from Hungary" trademark as a brand proves the above-average market value of the product, and ensures a standard for products using the trademark. The label informs demanding customers that they have put a top quality product into their shopping cart, since the manufacturers have to comply with strict criteria.



Trademarks can help to guide customers towards reliable quality products, since it is not so easy for the customers to find top quality products among the broad selection of goods. Due to recent food scandals customers are more and more interested in the origin of the products that they purchase, and whether or not they are reliable. Trademarks can help to solve this problem, since they indicate products of certified quality.

One of the roles of the Agro Marketing Centre is to provide (supported by the Community Marketing Fund) long term assistance and to operate the trademark program. In cooperation with the media, it shall inform the general public in Hungary about the excellent Hungarian food products by means of organizing various commercial events, draws attention to the guarantees that the trademark stands for and thus enhancing the access of Hungarian small and medium size enterprises into the market.

#### **The relation between promotion and trademark**

The most important goal of promotion is to present the product (or service) manufactured, traded (provided) by the promoter in a situation that raises the interest and encourages potential customers to use these products/services. The promoter endeavours to present itself in a favourable, positive light, which indicates that promotion includes an aspect of trust. Trust is enhanced by an appropriate and positive image of both the promoter and the product.

Nowadays customers are overwhelmed by promotion (advertisements/commercials). This is why just one promotion, regardless of how minimal it is, does not reach the target audience, since people do not pay attention to it, and often consider it useless. Therefore it is important that the promotion includes something that captures people's attention. If the promoter manages to achieve that, the next step is product differentiation aimed at showing the superiority of the product over similar products sold by competitors.

A well-selected trademark plays a great role in reaching out to the target group and in raising attention and product differentiation.

Trademark and promotion are two concepts closely connected to each other at several points. If we approach promotion from the side of the trademark, then one of the multiple functions of the trademark (e.g. differentiates, identifies, qualifies, informs, highlights, promotes) is the promotion function. If we start out from promotion and move towards

the trademark, than the trademark is one of the tools of promotion. There is a multitude of tool that can be used to promote a product; appropriate wording of the text, proper music, correct and well considered placement, with a major role and responsibility still resting on an easily recognisable trademark.

Although the trademark and promotion are not part of the same category, it is still worth comparing what they do have in common. Both are related to goods and services. The role of the trademark is to differentiate, the role of promotion is to popularize/promote, but these two roles could be easily reversed: both present primarily positive features and matter-of-fact information about the product. Promotion and trademark are both a result of intellectual activity. The impact of promotion on customers requires witticism, the use of well considered methods; and with the trademark attention should be paid to the design or symbol which best expresses the characteristics of the product making it as distinguishable as possible. Both a well-chosen commercial and a properly established trademark are part of the external image of the business enterprise.

#### Food consumption and consumer behavior

Strategy	Questions
Segmentation	Which consumer layer should we aim with our products?
Product	What is product? What are the advantages?
Price	How does the price affect to the consumer?
Distribution	Where do they buy the products?
Promotion	Which promotion device will influence the consumer on the usage of the product and its consumption?

Chart 3: Questions of consumers

**Source:** Lehota, J., Tomcsányi, P: Agrarian marketing, Mezőgazda publisher 1994, Budapest

I am trying to answer to the questions which you can find in the given chart. My answers based on the „4P” of the marketing mix (product, price, place, promotion) and the consumers.

*Consumer target group*

We can define the target group with the following questions: Who makes the purchase? Who attends it? Who is the main decision maker? The primary target group consists of women, age between 25-55.

The factors influencing the purchase decision:

- Environmental effects
- Situational factors and purchase situations
- Cultural factors
- Social factors
- Personal features
- Psychological features

**Marketing mix***Product Policy*

The most significant feature of agricultural and food products are that they are not durable consumer goods, which means that they can be stored for a longer or shorter period of time under appropriate conditions. Agricultural products can be divided into the following groups: agricultural products and food products. There are undifferentiated mass products which we buy to satisfy our everyday needs, and there are differentiated top-quality food products we buy taking into consideration their origin, trademark and manufacturer. Groceries are products of specific importance, which are continually and in large quantities consumed by humans, and therefore their composition and quality affects our health. To achieve the active aging is important to keep a healthy nourishment and bring quality substances into our body. We should not forget to the methods of preparing meals. These factors have an emphatic role during their old years. (Illés, 2008)

The manufacturing, storage and trading of a food product is regulated by several laws and regional and international regulations.

The most important factor of agricultural and food products, is their quality. These products can, to a great extent, replace each other, therefore it is necessary to emphasise their quality.

The positive and negative effects of products labelled with the "Quality Food from Hungary" trademark, as well as their opportunities and threats have to be examined by means of the SWOT analysis.

**Strengths**

- Hungarian origin
- excellent quality
- regular controls, strict requirements
- several product groups
- healthiness guaranteed
- safe
- attractive design
- 10 years of experience, system of connections

**Weaknesses**

- no ongoing communication throughout the year
- high price

**Opportunities**

- the number and range of trademark product keeps increasing
- establishment of adequate cooperation with retail chains
- utilisation of experiences with former campaigns

**Threats**

- competitors
- not real competitors, but symbols and labels with a similar design
- economic situation

**Competition**

There is no other non-product specific trademark comprising top-quality and origin. Despite this, during my market research I experienced, that there are countless labels on products indicating their Hungarian origin; nevertheless, the “greatest” competitor are products labelled with a Hungarian Product emblem. The Hungarian Products public benefit association (Magyar Termék Kht.) was established in February 2006 by pooling 13 companies with a goal of developing a central communication (by pooling their shared costs) in order to show appreciation for and popularize the Hungarian labour force and Hungarian products. They have not protested against EU and foreign products; however they would also like to make sure that Hungarian products find their place in the world. They also wanted to ensure that Hungarian products are easier to recognise on the market. By applying marketing tools they try to facilitate the protection of domestic products, groceries in particular, on the domestic market.

In addition to the above mentioned, there is a great similarity between the design of QFH and the Hungarian Product trademarks.

Because of the red-white-green colour and similar shape they can even be confused.



**Picture 1 – Logo of Hungarian Product    Picture 2 - Logo of QFH**

#### *Price policy*

Price expresses the value of a given product. This value includes tangible and intangible elements. The price is closely connected to other elements of the marketing mix, but it also differs from them in that the price generates return from sales, and the other three elements generate costs.

Several factors have to be taken into consideration when determining the price:

- costs
- customers
- sales channels
- competition
- government

In general, in the case of low price the customers consume more products. The price of products labelled with the “Quality Food from Hungary” trademark is quite high. In the product groups of “milk, dairy products, cheeses” and “meats” the price of trademark products is comparable to the prices of other brand products. Due to the broad selection of products within this product group, the customers can easily find other products for a much more favourable price.

The price of trademark confectioneries and mineral waters is average. The soft-drink (Jona apple juice with pulp) has a markedly favourable price; however the syrup (Zümi elderflower syrup with honey) is, not only with its quality, but also its price, well above both its

domestic as well as foreign competitors. Pálinka has become more and more popular among beverages again. The group of trademark beverages includes several companies with a number of products. Their popularity was clearly evident during my survey, as many respondents knew these beverages by name (Békési, Bolyhos, Zsindelyes, Miskolci, Szabolcsi). These are the strongest names from the selection. Their price is high.

#### *Sales channels and distribution policy*

Distribution is a process of transferring the products from the manufacturer/producer to the consumer. The sales channel is the route a product takes until it finally arrives at the end-users. The sales channel can also be referred to as a marketing channel. The product can end up at the customer either directly or through commercial intermediaries. The customer can find trademark products in small corner grocery shops, discount markets, various super- and hypermarkets and large shopping centres as well. These products are available in most places, but to make customers aware of this, we need to raise their attention. I have already mentioned that the Centre of Agricultural Marketing considers that one of its most important roles is to convince the retail chains to cooperate. In my opinion, the first step to making this cooperation function would be to contact Hungarian retailers like the CBA- Hungarian Retail Chain, Reál Hungária Élelmiszer Kft., Coop Hungary Zrt., since they share the goals of the QFH trademark products, and this would perhaps enhance the promotion of top-quality Hungarian food products.

#### *Communication policy*

The fourth “P” (promotion) is generally referred to in technical literature as marketing communication. “Marketing communication is a series of planned activities included in the marketing system of a company, aimed at promoting a product (service), brand, company (institution), drawing customer attention and motivating them to buy or maintaining their interest by means of communication”.

#### **Objectives of the “Quality Food from Hungary” trademark marketing communication strategy:**

- increase the awareness and enhance the authenticity of the QFH trademark;

- convince customers.

**General message:**

- inspected
- guaranty
- Hungarian
- quality
- recognition

In my view, communication of this message will require the utilisation of the broadest possible range of communication channels available within the given financial limits.

In consideration of ATL tools we can say that the AMC has made good use of tools provided by the internet. It operates a high-standard customer website which is, in addition to providing information, also suitable for drawing customer attention on trademark products by means of various contests/sweepstakes.

The print media was thoroughly supportive of our promotional efforts. Representation in professional papers is satisfactory, and this year it even seemed to further improve, as a regular column has been designated to this topic in the *Élelmiszer* (Groceries) magazine. In addition, although only occasionally and not on a regular basis, the topic is discussed in seasonal women's magazines targeting women between 25-55 (*Nők Lapja*, *Meglepetés*, *Kiskegyed*, *Magyar Konyha*, *Fakanál*).

TV commercials are less frequent because of their high cost, but the topic appears, from time to time, during professional programs. However, using TV as the medium most penetrating peoples' lives is still important since, due to its technical possibilities, it can have a broad effect on TV viewers. It would also be effective from the viewpoint of targeting by scheduling a commercial closely related to the topic of a particular program (i.e. programs intended specifically for women like cooking shows, serials).

It would be effective to enter into long-term cooperation with a public broadcasting station or a commercial broadcasting station with national coverage, because compared to television, radio is a lower-cost advertising option, but it still reaches a broad range of the target population. Radio broadcasting would make it possible to organize interactive contests/sweepstakes, e.g. the question in a phone-in quiz show might concern a trademark product, and the prize might also be a product made by one of the manufacturers of the promoted product (confectionery, beverage).

The utilisation of outdoor tools could also be enhanced while promoting trademark products. These tools are for the most part favourably accepted as the majority of people do not consider an advertisement in the street disturbing or intrusive. The prestige of this medium can not be described as high, since the way it is received and the technical features do not allow for this. People, while moving in the street (walking in the streets, driving a car, travelling by public transport), can see it and, in the best case scenario (and this up to creative professionals), they will remember the advertisement. The advantage of outdoor tools is their long life and low cost per reaching one person.

Types of outdoor tools:

- posters
- billboards, canvases, firewalls
- lighting facilities
- street furniture
- advertisement on vehicles
- air advertisements

At the interface of ATL and BTL tools we have to mention PR. In this regard we can say that the AMC maintains an active and good relationship with its professional partners and the media.

Let us start the enumeration of BTL tools with direct marketing. Ordinary customers might also be targeted with a tool similar to the newsletter distributed to QFH club members. By means of the customer website and as a result of the opportunity provided by sweepstakes, customers might be offered the possibility to receive regular information by e-mail about purchase points of trademark products, special sales and those manufacturers and products, which have recently won the right to use the trademark.

Long term as well as short term application of sales promotion tools would also be effective. The Preferred Customers program launched within the AMC 2009 Annual Plan can be viewed as such an attempt. From among promotions with additional benefits I consider the enhanced use of samples to be of significant importance. By testing and trying samples the customer can become familiar with the trademark product, and, since we are talking about food products, the customers can subject them to thorough sensual testing. A price-related promotion might have great impact on customers as well (either an open or hidden price reduction), because, as it became apparent in my survey,



customers consider the price of trademark products high. Naturally, such a tool can only be implemented in close cooperation and following comprehensive negotiations with retailers.

Advertisement at point of purchase during the campaign is made by POS and POP tools. My experience shows that the above tools proved to be the most successful from among the BTL tools in relation to QFH products. Their effectiveness can be increased by applying them throughout the year at several retail chains.

The marketing event is partly aimed at providing information and partly to entertain the customers. For example organizing a cooking competition using QHF ingredients; customers would be pleased to participate in such event, since it is a simple outdoor gathering of families and friends without elements of direct marketing.

At most national and international exhibitions and fairs QFH products have had a special stand and their presentation to the Communities is ensured by the AMC.

A number of methods aimed at targeting customers have already been prepared. The AMC regularly deals with this issue. Since about the subject is food products, the most obvious publication is a recipe book.

Opportunities are endless; the only limitation is the annual budget of the AMC. The ultimate communication goal is to make customers prefer products labelled with the QFH trademark.

### **Conclusion**

After accession to the EU the Hungarian agriculture has been forced to struggle for survival within a strong, competitive market, which is why it needs all possible help and support to maintain its market position. Within the EU, the market share of knowledgeable and aware customers has been continually increasing, and trademarks strengthening customers trust and certifying public guaranties, traceability and top quality are more and more important.

As a result of the EU open market, large quantities of low price food products have been arriving in our country. Food safety regulations have become less strict due to EU membership and allow low quality imports to enter the Hungarian market. The "no-name" products and those, which are not able to signalise their presence in the market with an identifying characteristic differentiating them from others and drawing attention to themselves have no chance to establish a long term and successful position in the market.

I started introducing the “Quality Food from Hungary” trademark by introducing its goals and basic principles. It has become apparent that the trademark has become necessary for manufacturers because of its prestige and the fact that it facilitates customers’ decisions; however all of this also requires the involvement of retailers. Moreover, the importance of activities aimed at winning target groups abroad should not be neglected either.

The outcomes of the applied primer, quantitative questionnaire-based survey made it clear, that a large segment of customers is familiar with the “Quality Food from Hungary” trademark, which represents a guaranty of quality for them. However, because of the relatively high price of the trademark products and due to failures of marketing communication activities, customers do not always decide in favour of these products.

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