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# **Agric. Econ. – Czech**

**Z. Kapsdorferová, L.  
Nagyová**

## **Consumer behavior at the Slovak dairy market**

Agric. Econ. – Czech, 51 (2005): 362-368

The marketing concept in the Slovak dairy industry used to be production focused and the only task was to produce the cheap bulk commodities. Nowadays markets become more and more segmented. The number of foreign and domestic competitors has increased

requires: improved product quality, the sales management with good customer relations and effective marketing information system to collect data about customer needs and competition. The consumers represent the last but the most important component within the food chain. Therefore, they deserve a special attention. The study of consumers helps firms and organizations to improve their marketing strategies by the understanding of the issues such as consumers thinking, influence of the consumer by the environment or consumers' s shopping behavior. The answers serve to marketers to adapt and improve their marketing campaigns and marketing strategies in order to reach the consumer needs in the most appropriate way. The role of the marketing in the future in the dairy industry will be focused around two main topics: market segmentation and price differentiation.

**Keywords:**

dairy trends, consumer behavior, marketing research

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