



**RELATIONSHIP BETWEEN THE HUNGARIAN
AGRICULTURAL PROFESSIONAL ORGANIZATIONS
AND THE TRADEMARK QUALITY FOOD FROM
HUNGARY**

Fekete-Frojimovics Zsófia

THESES OF THE DOCTORAL DISSERTATION

**BUDAPEST
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CORVINUS UNIVERSITY OF BUDAPEST
FACULTY OF FOOD SCIENCE

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Landscape-Architecture and Decision Support Systems

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1. INTRODUCTION

It is one of our greatest challenge to be able to maintain or improve the marketability and both internal and external marketing positions of Hungarian agricultural products in the more liberalized business environment of the European Union. Satisfaction of consumer demands became increasingly important due to this strong competition.

The consumer habits has undergone significant changes on the solvent market and in Hungary accordingly. A major shift occurred in the consumers' preferences. Years ago price was the most important factor of choice with regard to buying a given product, and according to *Tomcsányi* (1988) utility and price were the aspects most frequently taken into consideration by consumers.

In the 1990's new considerations became more and more prominent in the thinking of consumers, such as health consciousness and food safety, which gave increasing weight to the concept of quality. Due to numerous worldwide food safety related problems, such as BSE, dioxin in chicken meat, listeriosis, hormonally and/or genetically modified food products, foot and mouth disease, etc. the attention of the solvent market has gradually turned towards those food products, which have guarantees of good quality, which are safe in respect of human pathology, and which are traceable throughout their whole life cycle. According to surveys made by Gfk. Hungary Market Research Institution in 2005 and 2006 the consumers considered the quality of a product very important (4.8 on a scale of 5) and they cared less about the price of products (4.6 from 5).

This means that the factor of consumers' trust towards food products has been becoming more important. It became a vital interest of food producers to ensure good quality, reliability and safeness of their products during the manufacturing process on one hand, while communicate this fact to the consumers through an independent and generally accepted mediator on the other hand. The law alone, which obliges the producer or manufacturer is to tell the consumers some details about the product – on the packaging for example – is not enough. Average customers may find it hard to interpret, and it is not suitable for differentiate products from each other, exactly because of its obligatory nature. There are several ways though to communicate a message about a product's high quality. Among the best tools are quality indicators, and above all trademarks. One of the most important characteristic of trademarks, is that their visual appearance is conspicuous, easy to recognize and remember. More and more expansive utilization of trademarks are getting crucial because of the greatly increasing selection of foods, the development of food products adapted to new and increasingly specialized consumer demands, the customers' growing need of information, and the benefits of differentiate a product from the competition (*Szabó*, 2006).

One of the best known of the collective trademarks currently being used in Hungary is the trademark Quality Food From Hungary. This trademark was introduced in 1998 by the Ministry of Agricultural and Rural Development's Agricultural Marketing Centre in order to improve the market positions of Hungarian foods, partially with governmental non-refundable subsidies. This provides an opportunity to inform costumers effectively, influence consumer decisions, improve the culture of food consumption, highlight and distinguish high quality products and strengthen Hungary's international image.

Considering that meeting the conditions of obtaining and keeping a trademark are guaranteed by the government and not only by the producer of the trademarked product itself, the trademark Quality Food From Hungary fulfils the demands of consumers regarding quality excellently. Operating and communicating the trademark Quality Food from Hungary is an integral part of the Hungarian collective marketing activity. Therefore it is of great importance that shaping the policy and strategy of the trademark should take place with the contribution of the sector's non-profit, interprofessional organizations, professional societies and associations for the reconciliation of interests. Contribution of these organizations are unimaginable though without their thorough knowledge of the trademark's functioning or without appreciating the trademark's effectiveness.

1.2. Aim of research

The aim of my research was to thoroughly explore the connections between the Hungarian collective marketing – and especially one of its element we consider most important, the trademark Quality Food from Hungary – and the whole Hungarian scene of the agricultural professional organizations, such as non-profit, interprofessional organizations, professional boards and associations for the reconciliation of interests.

The reason of my choice was the exceptional importance of the agricultural professional organizations' opinion on national collective marketing and its programmes, since their willingness of participating its programmes and the self-defined measure of their intellectual and financial input greatly affect the successfulness and effectiveness of collective marketing activity.

Trademark policy – the trademark Quality Food from Hungary in our case – is a very important part of communal marketing, so their attitude towards it deserves closer attention. It is obvious, that related organizations spend more money, time and energy on acquainting their members with the trademark if they are satisfied with its functioning and effectiveness. It is also important to make them interested in making the trademark policy by taking their opinions into account.

Despite of the aforementioned considerations a thorough survey on the relationship between the Hungarian agricultural professional organizations and the trademark is lacking up to day, as the earlier researches has been concerned only with the relationship between the trademark and the consumers, or the trademark and the food producers so far.

2. THEORETICAL BACKGROUND AND LITERATURE REVIEW

In order to define the concept of collective marketing (CM in short) I have examined the development of marketing science. Marketing is an economical activity which is not only conceivable in micro or macro levels, but also in other parallel levels, such as positive or normative marketing, for profit and non-profit marketing, etc. (McLeish, 1997). Consequently, collective marketing also appears in the scientific literature, and I have reached its definition by classifying these sources. We can speak about collective marketing of some sort only if more than one independent organizations hold together to reach a collectively defined market goal, act with predefined marketing tools in organized fashion, and share the financial burdens of marketing. Collective marketing, or marketing co-operation in other words strengthens the bargain positions of the participants, which is well needed because of the low level of differentiation between agricultural and food products, and because of the splintered nature of agricultural production and some sectors (Szakály-Szente-Szigeti, 2005). Marketing co-operation is different from other company co-operations in being restricted to the joint pursuit of certain highlighted tasks, while other independent company functions remain intact. The co-operation may extend to various areas, for example market investigation, advertising, product policy, distribution policy, joint PR activity (Gaál, 1996b).

It is highly important in my opinion, that the costs of collective marketing – in contrast with the costs of company marketing – can be significantly reduced with governmental subsidies. While one of the most important benefits of communal marketing is the saving of expenses by the distribution of costs, I can't emphasize enough that exclusively collective marketing programmes have a share in non-refundable subsidies. Organization, long term strategy making and resource allocation of these partially or wholly subsidy founded collective marketing programmes are conducted by so-called national collective marketing organizations.

I have surveyed the operation of these national organizations in the member states of the European Union and in Hungary alike.

The practice of collective marketing in some EU member states is determinant in regard of Hungary. These are Food from Britain in Great-Britain, SOPEXA in France, AMA in Austria and

CMA in Germany. After a brief summary of the most important features of these national collective marketing organizations I have pointed out the level of importance these nations attribute to the collective marketing of certain commodity groups, sectors and the country's agricultural and food products. German, French and British communal marketing organizations are big, they have a wide portfolio of activities, and beside the protection of national market they are heavily involved in export marketing activities. Quite the contrary, AMA declares to pursue the protection of national market and the increase of consumer's patriotism as its main goals.

With the foundation of the Hungarian collective marketing organization in 1996 (Agrármarketing Centrum Kht., AMC Kht. in short) the concept and practice of collective marketing has widened with governmental participation in Hungary, too. According to this the government has took the funding of collective marketing programmes – which was considered as highly important by the whole of the Hungarian agrarian sector – upon itself as non-refundable subsidies. This reduced the marketing expenses of market participants involved significantly.

In my opinion, one of the greatest potentials in collective marketing is that certain collective marketing organizations (such as product boards, marketing associations, marketing organization groups, etc.) and other enterprises ready to co-operate, besides their own inputs, can participate in considerable amount of governmental, non-refundable subsidies through the programmes of AMC Kht. AMC Kht. uses the classic methods and tools of marketing-mix, aims the same public as company marketing, but it never serves the interests of certain companies. Its top priorities (Gaál, 2006b) are strengthening the sale of the whole country's agricultural and food products both in Hungary and abroad, building up the image of national sectors and products, and any other activities related to influencing consumer habits or marketing approaches of certain companies in order to reach its aforementioned goals.

In the second part of my literature development I introduced the trademark Quality Food from Hungary, its preliminaries, the circumstances of its establishment and its current operational system. The trademark Quality Food from Hungary is one of the best known trademarks currently in use in Hungary. It was established in 1998 by FVM AMC Kht. [1/1998. (I.12) decree] in order to improve the market positions of Hungarian food industry in organized manner, partially with governmental non-refundable subsidies. It provides an opportunity to influence the consumers' decisions through their effective information, the improvement of overall culture of food consumption, the highlighting and differentiation of products with excellent quality and the strengthening of Hungary's international image. The fact, that the operation of the trademark Quality Food from Hungary and its introduction towards the consumers are integrated into national collective marketing and are in consonance with parts of its activities makes it necessary to include non-profit, professional, interprofessional organizations and boards for the reconciliation of interest into the process of shaping trademark policy and strategy in addition to the professional state apparatus. However, efficient contribution of these organizations is unconceivable without their thorough knowledge about the functioning and operating of the trademark, neither without their acknowledgement of its effectiveness.

According to the aforementioned, in the third part of my literature development I have defined the place and role of currently operating agricultural professional organizations in the Hungarian agrarian system. I have introduced product boards, wine communities and agrarian chambers in greater detail, as these collective marketing organizations are prominent partners of the national collective marketing programme and organization. After examining their operation I have reached a conclusion that these professional organizations, like non-governmental organizations, are organized from the bottom, their top managements are elected by their members, and it makes sure that their leaders are the most respected experts of the given field.

Only agrarian professional organizations are able to collect the professional information, demands and expectations from their professional area, synthetize them, shape them to reach the required form and level and put them at disposal for governmental regulation. Besides of working with

professional proposals, professional organizations also take part, or may take part in the very process of regulation, during which they have an opportunity to assert their professional field's unique interests. At the end of this whole process, professional organizations have great responsibility in informing their members effectively and comprehensibly about the decisions, interventions, demands, assistances, etc., in order to make them able to take advantages of them efficiently and in time.

Interest asserting ability of professional organizations extend to every other area which can significantly influence their market positions, financial stability, effectiveness. Highly important among these areas is collective marketing activity, which can serve the interest of members in multiple ways. On the one hand, joint actions reach the target population more easily owing to their size, as the marketing actions of companies with smaller financial abilities. On the other hand, the cost of assets spent on joint marketing goals are also distributed, so the specific cost fall to each of the participant is significantly lower.

Last but not least, non-refundable subsidies of the national collective marketing organization can only be utilized for collective marketing actions, which is in turn indirectly improve the cost effectiveness of the participants. Conclusively, it is an obligatory expectation towards professional organizations to support their members, and take part in the development of the national collective marketing actions of their specific professional field actively, and by providing their own sources if needed.

3. MATERIALS AND METHODS

I chose questionnaire survey as the method of my research, in which I mostly used primer tools of marketing research, with the occasional addition of the toolset of secunder research.

To reach my goals, I carried out an anonym questionnaire survey among the non-profit, interprofessional organizations, professional societies and boards for the reconciliation of interests covering the broadly conceived Hungarian agricultural sector: 24 product boards, 22 wine communities and 20 chambers of agriculture, associations, unions, etc.

I sent my questionnaire to 120 agricultural professional organizations, and I paid close attention to try covering the whole sector. I received 114 appropriately filled questionnaires.

My questionnaire contained 30 questions, which were falling into the following two categories:

1. The first third of the questions dealt with the Hungarian collective marketing activity (which is an EU-conform, indirect form of subsidy, falling into the WTO category of "green-box") as a whole.

2. The second part of the questionnaire comprised questions pointedly about the trademark "Quality Food from Hungary".

The questionnaire primarily contained closed questions. There were some simple dichotomic questions, but most of them offered four choices for an answer.

I used SPSS for Windows 14.0 for the statistical analysis, I arranged distribution of frequency into crosstabulations, and compared the data with Pearson Chi-square and likelihood-ratio tests.

4. RESULTS

1. Awareness on the details and operational routine of collective marketing as a governmental subsidy

Professional, interprofessional and non-profit organizations of the Hungarian agrarian sector place their own level of awareness much higher than those of other similar organizations. On the one hand, nearly twice as many organizations chose the attribute "slightly" for the description of the

general level of awareness (35%), as those, who chose the same attribute referring to themselves (18%). On the other hand, while 80% of the respondents thought they knew the details of CM's operational routine at least moderately or thoroughly, only 65% attributed the same level of awareness to the whole of the sector. This connection proved to be true on the highest level as well: the respondents clearly believed that the awareness on the CM as a form of subsidy of their own organization more likely fell to the "thorough" category than other similar organizations (33% opposed to 22%).

2. Involvement Agricultural professional organizations into collective marketing programmes

The sector's professional and inter-professional organizations we questioned were dissatisfied with their role in designing the collective marketing programme. 51% of the organizations felt that they had no influence on the designing of collective marketing programmes at all, and only 5% of the remaining 49% found the opportunity of co-operation they were provided satisfactory.

I have also found that 74% of the questioned organizations were actively interested in the programme of Hungarian collective marketing. It's true, 26% of the organizations didn't seek the possibility of conciliation, but this ratio of refusal could be regarded as positive, because it shows that even some organizations with negative feelings (51%) are seeking constantly the possibilities participating in the debate and in the formulation of the programmes.

My crosstabulation analysis showed that increasing degree of involving these organizations into collective marketing programmes also increases their frequency of conciliation with public institutions.

3. Attitude of agricultural professional organizations towards CM actions

Most of the questioned agricultural professional organizations (83%) found participating in collective marketing actions useful and successful according to their experiences, while 17% didn't. The reasons behind this adverse attitude are not at all unequivocal, financial bearings are influencing only 6.5%, while professional considerations are influencing 71.4% of the organizations' level of satisfaction.

4. Agricultural professional organizations' willingness of acquainting CM programmes

96% of the questioned agricultural professional organizations seemed to be ready to acquaint their members with the opportunities provided by collective marketing on some level. The remaining 4% is divided evenly between the frequency categories of "not at all" and "didn't answer". Based on the occurrence of answers "not at all", I have found that some of the questioned agricultural professional organizations' managements are not aware of their obligations to inform. My crosstabulation analysis proved that the respondents' willingness to acquaint is not an independent factor, but a dependent variable related to the judgment of the of CM programmes' effectiveness. The results of the analysis showed that part (1.8%) of agricultural professional organizations found participating in collective marketing programmes beneficial regarded the degree of awareness about opportunities provided by CM activity satisfactory among their members. Another segment, 10.6%, however didn't found participation in CM actions beneficiary, yet regarded acquainting their members with the opportunities provided by CM activity important to some extent. These organizations presumably referred the willingness to acquaint to themselves, that is, they also wanted to obtain information to acquaint them with their members later.

5. Agricultural professional organizations' willingness to participate in CM actions

82% of the professional organizations took part in our survey participated in collective marketing programmes on some frequency. I have found that the ratio of the organizations judged participation in CM actions ineffective or useless (17%) could be statistically considered similar to

the those (18%) which didn't partake in CM actions at all. I have also found significant correlation between the judgment of collective marketing's effectiveness and the willingness of participating in its actions, therefore the explanation of this negative attitude arises not from previous adverse experiences about collective marketing actions but dual denial based on not perceiving its real values.

83% of the agricultural professional organizations representing the whole sector regarded participating in collective marketing actions beneficiary, but 13% of them didn't participate in these actions for some reason. At the same time, more than half of the organizations (66.7%) which question the effectiveness of collective marketing actions participate in these actions on some frequency.

My bipolar analysis – which is not identical with crosstab analysis – showed that 68% of the respondent agricultural professional organizations could be regarded as passive, while the other 32% as active in the willingness to participate in CM actions.

6. Agricultural professional organizations' willingness to share costs of CM actions.

81% of the agricultural professional organizations have already provided their own sources for collective marketing actions. 80% of the questioned agricultural professional organizations seemed willing to continue to provide their own sources for CM actions, but on other terms. 61% of the surveyed organizations insisted upon partaking actively in CM actions if they share their costs, with 54% willing to prepare these programmes and 7% chose the relatively more passive opinion offering.

I found with crosstabulation analysis that there is a correlation between evaluation of effectiveness or usefulness of participating in CM actions and later willingness to share their costs. I proved on the basis of this fact that 96.4% of the organizations which found participation in CM actions effective or beneficiary (83% of all respondents) willing to share their costs in the future. Even those organizations didn't seclude themselves from financing CM actions which didn't have a positive opinion on collective marketing programmes, as 55.6% would be ready to share the costs of CM actions, but only in case they were included in the preparation of the programmes.

7. Agricultural professional organizations' commitment towards national collective marketing programme

Agricultural professional organizations' commitment and willingness to take sacrifices are complex concepts, therefore I worked out my own method for the survey.

First, I divided the organizations into two groups on the basis of their positive or negative attitude towards effectiveness and beneficiary nature of the participation in CM actions, r in other words their satisfied or dissatisfied approach. Positive answers made up the base on which I specified three levels of the agricultural professional organizations' commitment. I set up the three levels in such a way to reflect upon the gradually increasing rate of commitment. An organization on the level of "willingness to inform" others does not necessarily intend to take part in CM actions, but from the degree of "willingness to participate" a certain level of readiness to active participation may be deduced. "Willingness to finance" is the third level which indicates the highest level of commitment of a given agricultural professional organization, since this means it is willing to provide its own sources. It means a higher commitment to spend one's own money on collective marketing programmes than "just" taking part in them, which in turn also means a higher level of commitment, than "just" inform members about its opportunities. The data of crosstab analysis related to willingness to inform, participate and finance show that these gradually increasing levels of commitment are pertaining to gradually decreasing ratios (96.4%; 85.3%; 70.2%). I worked out a schematic figure in order to illustrate the agricultural professional organizations' commitment and willingness to take sacrifices, a so-called "Commitment Pyramid".

8. Certification on meeting requisitions of high quality food products since 1998.

My results showed that the trademark Quality Food from Hungary has been successful since its introduction, its process of certification met the requirements, it ensured the guaranteed elements of the trademark, and food producers welcomed it.

9. Awareness of the trademark Quality Food from Hungary

I revealed that 4% of the questioned agricultural professional organizations were totally uninformed, while 33% regarded themselves “poorly”, nearly half of them (49%) “moderately” and 14% “thoroughly” informed. I compared this very high level of awareness (96%) of the agricultural professional organizations with the food consumers’ level of awareness. It turned out, that the agricultural professional organizations’ level of awareness related to the functioning and operation of the trademark Quality Food from Hungary far exceeded that of the consumers. In 2003 only Forum of Quality Goods exceeded the trademark Quality Food from Hungary (10.8%) in the amount of spontaneous mentioning among consumers, although only by 1.9%. Further investigation on agricultural professional organizations’ awareness on the trademark Quality Food from Hungary showed that 56% of the questioned organizations were informed through “electronic media (radio, television, internet)”, and 53% through “press, professional press”. It is more important regarding my research that only 40% of the respondents answered “Information provided by the Ministry of Agriculture and Rural Development or one of its background institutions”, and not more than 16% marked the answer “Conciliation coordinated by the Ministry of Agriculture and Rural Development or one of its background institutions”.

10. Agricultural professional organizations’ degree of satisfaction with the trademark Quality Food from Hungary, and their willingness to acquaint it

My research on the agricultural professional organizations’ satisfaction about the trademark Quality Food from Hungary showed that 89% are satisfied with the trademark. None of the questioned agricultural professional organizations answered that they disagree with the spirituality and conditions of gaining and retaining the trademark at all.

I have found regarding the agricultural professional organizations’ willingness to acquaint with the trademark Quality Food from Hungary that 94% of the respondents showed some degree of willingness to acquaint their member organizations with the trademark. In detail, 23% regarded “very important”, 64% “important”, 7% “less important” to acquaint their members with the conditions of operation and benefits of usage, and only 4% gave aversive answer. We may therefore conclude that most of the managements of non-profit agricultural professional organizations are aware of their obligation to inform. In order to explore the agricultural professional organizations’ commitment and willingness to take sacrifices I revealed the connection between their satisfaction with the trademark and their willingness to acquaint it. I found that 94.7% of the group of respondent professional organizations which agree with the spirituality and conditions of gaining and retaining the trademark, or in other word are satisfied with the trademark, regard important to acquaint their members with its operation, conditions and benefits on a certain degree.

11. Utilization and judgment on the importance of the trademark Quality Food from Hungary in the opinion of agricultural professional organizations

Further analysis of my questionnaire survey on the one hand showed that 62% of the questioned agricultural professional organizations have at least one member organization which produces food products entitled with the trademark Quality Food from Hungary, while roughly third of them (38%) don’t. On the other hand, 31% of the respondents regarded usage of the trademark Quality Food from Hungary “very important” in the sector they represent, while 52% thought it “important”, 15% “rather unimportant” and only a small fragment (2%) conceived it

“unimportant”. After arranging the questions into two contrary groups, I have found that 83% of the respondents judged using the trademark rather important, while 17% rather unimportant. I revealed sharp contrast between level of awareness and judgment of importance of the trademark. Comparison of the level of awareness (96%) with the group regarded importance of the trademark positively (83%) unequivocally implies that negative opinions are not originating simply from lack of information, but from wrong understanding of the trademark’s market role.

There is a significant connection between judging the trademark’s importance and its usage. I have found on the basis of this that agricultural professional organizations with member organizations owing products entitled with the trademark Quality Food from Hungary regard using the trademark much more negative and much less positive than the group without such products.

12. Agricultural professional organizations’ willingness of participation regarding the trademark Quality Food from Hungary

89% of the agricultural professional organizations are clearly willing to arrange meetings to inform their members on the trademark Quality Food from Hungary. It’s worth mentioning, that 30% would do it on their own, unbidden.

Only 9% of the respondents refused completely to arrange meetings to inform their members. I have proved with crosstab analysis that here is a significant connection between the satisfaction of questioned agricultural professional organizations with the trademark Quality Food from Hungary and their willingness to arrange meetings to inform about it. Parallel with the growth of agricultural professional organizations’ satisfaction with the trademark Quality Food from Hungary grows their willingness to inform their members about it. On the other hand, depending on the level of their satisfaction, there are much more agricultural professional organizations expect a request for arranging meeting to inform than the organizations willing to do it unbidden.

13. Agricultural professional organizations’ willingness to share costs related to the trademark Quality Food from Hungary

As a result of the comparison of agricultural professional organizations’ willingness to share costs related to the trademark Quality Food from Hungary with their willingness to share costs of collective marketing actions I have found that examined agricultural professional organizations saw more opportunities in joint marketing actions than in the individually applied trademark Quality Food from Hungary, which yet in turn can be regarded as a component of collective marketing. Respondents seemed to be more active in financing CM actions and stayed more passive in regard with financing operating, acquainting the trademark Quality Food from Hungary specifically. My crosstab analysis showed that there is a significant correlation between the questioned agricultural professional organizations’ degree of satisfaction with the trademark Quality Food from Hungary and their willingness to finance its operating and acquainting. It can be concluded from my survey that the growth of satisfaction among agricultural professional organizations entails the number of organizations willing to provide their own sources. Furthermore, agricultural professional organizations expect to be drawn into the programmes related to the trademark Quality Food from Hungary in exchange to their financing activity.

14. Agricultural professional organizations’ commitment towards the programme of the trademark Quality Food from Hungary

Agricultural professional organizations’ commitment towards the programme of the trademark Quality Food from Hungary was examined with the same complex method as in the case of CM actions. Relations can be well illustrated with the use of the “Commitment Pyramid”, as the willingness to inform, participate and finance the programme of the trademark Quality Food from Hungary of those satisfied with the trademark represent overlapping, higher levels of activities, with gradually decreasing data for each.

I have found that – setting the group of satisfied organizations as 100% – 94.7% of the organizations showed willingness to inform, 89.4% to participate and 61.4% to finance the programme of the trademark.

15. Agricultural professional organizations' participation in the formation of the programme of the trademark Quality Food from Hungary

I asked logically connected questions in order to clarify the opinion of agricultural professional organizations regarding the functioning and operation of the trademark project Quality Food from Hungary. On the basis of the three answers given I have ascertained that 64% of the agricultural professional organizations feel that their professional opinions are reflected on a certain level in the present routine of operating the trademark Quality Food from Hungary. 96% of the organizations would like to be part of the decision making regarding the programme and the overwhelming majority, 96.5% claim that their participating in the decision making mechanism would improve the effectiveness, consumer recognition and source usage of the programme.

16. Connection between the trademark Quality Food from Hungary and quality

All of the respondent agricultural professional organizations identified the trademark Quality Food from Hungary with quality on some level, and nearly half (42%) of them esteemed the trademark to be able to “absolutely” guarantee the satisfaction of conscious consumers’ demands as well as its transcendent and material quality articulated in its public communication.

4.3. New scientific results

1. I have proved with my questionnaire survey that not all of the examined agricultural professional organizations aware fully of the source of national collective marketing as non-refundable, indirect form of subsidy on the one hand, and also of the application of the trademark Quality Food from Hungary, despite of their co-operation in making use of governmental sources is a necessity.
2. I have verified that most of the professional organizations judge the participation in national collective marketing programmes necessary and effective, but at the same time, most of them are discontent with their current role in the decision making mechanism regarding programme making, and actively seeking opportunities to co-operate, which resulting from their positive attitude.
3. I have proved practically all respondents thought the usage of the trademark Quality Food from Hungary important, although roughly third of them don't or cannot have products entitled with the trademark according to the survey. The positive attitude of those organizations don't have trademarked products can decide the share of the trademark Quality Food from Hungary in collective marketing programmes as well as the amount of applicable sources.
4. I have demonstrated that every user of the trademark Quality Food from Hungary is content with the conditions of assigning the trademark on a certain level, despite of the fact that only 2% of all the organizations' opinions appear in the trademarks' current routine of operation. All questioned professional organizations agree in joint decision making would significantly improve the effectiveness, consumer recognition and efficiency of source usage of the trademark.
5. I have proved that most of the respondents judge the usage of the trademark Quality Food from Hungary so important that they are willing to supplement government-funded national collective marketing costs with their own sources in case their opinions are taken into consideration and they are involved in the process of programme making.
6. I have created a method called “Commitment Pyramid”, which jointly expresses the professional organizations' willingness to inform, participate and finance regarding both

collective marketing and the trademark Quality Food from Hungary, and I have numericated my preliminary hypotheses about the professional organizations' increasing levels of commitment.

5. CONSEQUENCES AND RECOMMENDATIONS

5.1. Consequences and recommendations regarding the relations between agricultural professional organizations and collective marketing

My recommendations are mostly touching upon agricultural professional organizations' willingness to take sacrifices and the increasing of their commitment towards CM actions.

It is important in my opinion to lay more emphasis on the information of agricultural professional organizations to achieve a level of awareness when every organization knows the subsidy of collective marketing thoroughly.

In connection with that, it would be practical to provide agricultural professional organizations with more opportunity to co-operate in the making of collective marketing programmes, since my survey also proved that professional organizations are requiring active involvement into the programmes and actively seeking opportunities to join in the debate and making of the programme. It is to be revealed with further investigations – according to the results of my survey – why some agricultural professional organizations regard collective marketing actions ineffective, as its reasons are not clear at all.

It is to be aimed to increase agricultural professional organizations' willingness to take sacrifices – including their willingness to inform, participate and finance – which predominantly falls to the Hungarian national collective marketing organization and Ministry of Agricultural and Rural Development.

Under current circumstances demands of professional organizations can be fulfilled only incidentally due to the lack of a legal regulation which includes all the segments of the process and determines exact rights and duties of all parties. Attempts has been made since the foundation of the national collective marketing organization to legislate the so-called “Collective Marketing Law”, but it failed so far. In my opinion, a successful legal regulation satisfactory for all parties would require an exploration of the reciprocal demands of the professional organization and the legislator, also including an impact assessment built on it.

5.2. Consequences and recommendations regarding the relations between agricultural professional organizations and the trademark Quality Food from Hungary

I have found that agricultural professional organizations know the trademark Quality Food from Hungary quite well, nevertheless, it would be practical to strengthen its awareness since 4% of the organizations admitted total lack of information about the trademark.

A greater share of this task should be entrusted with the Ministry of Agriculture and Rural Development and/or its background institutions to achieve that agricultural professional organizations wouldn't only get information from the press and electronic media, but have timely information at their disposal about the situation of the trademark Quality Food from Hungary.

It would be advised in my opinion to widen the group of products applicable with the trademarks in order to increase the number of organization producing trademarked products.

As nearly all of the agricultural professional organizations shows some degree of willingness to take intellectual or financial sacrifices towards the trademark Quality Food from Hungary, it would be advised to make efforts to involve them more actively into professional work regarding the trademark Quality Food from Hungary, including the making of the programme and taking their opinions into consideration.

5.3. Recommendations for future investigations

1. In the course of my survey I have explored and analyzed agricultural professional organizations' level of awareness, opinions, willingness to participate in regard with both national collective marketing activities and one of its part, the trademark Quality Food from Hungary, and the conditions which they require. Picking out one of the project elements, namely the trademark Quality Food from Hungary is justified by the strengthening demands of conscious consumers, increasingly being part of the competition in the solvent market. My results make it clear that we can only achieve additional increase in the effectiveness of the subsidies given in the frame of collective marketing if we explore other elements of marketing-mix utilized by collective marketing. From the part of professional organizations – as my survey shows – the highest demand is aiming at clarifying questions regarding participating in actions facilitating sales, arranging market researches and the presence in trade exhibitions.
2. My analyses of the answers given to my questions proved that professional organizations of the agrarian sector require, or even expect to be able to take part, participate in the decision making mechanism of projects carried out with the contribution of collective marketing sources. Some of them are even active enough to finance certain projects with their own sources, but it is strictly tied to both to the expressed appearance of their opinions in the national programme and their intervention in the process of source distribution.

6. PUBLICATIONS

In periodicals:

Fekete Zsófia (2003): Az élelmiszerbiztonsággal, -minőséggel kapcsolatos vevői elvárások érvényesülése a gímszarvas zártkertes tartása esetén
Erdészeti Lapok, 2003. 138. 1. p.: 10-11.

Hajdu Istvánné – Fekete Zsófia (2006): A Kiváló Magyar Élelmiszer védjegy ismertségének és megismertetési hajlandóságának vizsgálata
Élelmészeti Ipar, LX. évfolyam 8-9. szám, p.: 213-216.

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