

Ministry of Education and Science of Ukraine

National University of Food Technologies

86

**International scientific conference
of young scientist and students**

**"Youth scientific achievements
to the 21st century nutrition
problem solution"**

April 2–3, 2020

Part 3

Kyiv, NUFT, 2020

Міністерство освіти і науки України

Національний університет харчових технологій

86

**Міжнародна наукова
конференція молодих учених,
аспірантів і студентів**

**"Наукові здобутки молоді –
вирішенню проблем
харчування людства у ХХІ
столітті"**

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Частина 3

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The publication contains materials of 86 International scientific conference of young scientists and students "Youth scientific achievements to the 21st century Nutrition problem solution".

It was considered the problems of improving existing and creating new energy and resource saving technologies for food production based on modern physical and chemical methods, the use of unconventional raw materials, modern technological and energy saving equipment, improve of efficiency of the enterprises, and also the students research work results for improve quality training of future professionals of the food industry.

The publication is intended for young scientists and researchers who are engaged in definite problems in the food science and industry.

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Матеріали 86 Міжнародної наукової конференції молодих учених, аспірантів і студентів "Наукові здобутки молоді – вирішенню проблем харчування людства у XXI столітті", 2–3 квітня 2020 р. – К.: НУХТ, 2020 р. – Ч.3. – 591 с.

Видання містить матеріали 86 Міжнародної наукової конференції молодих учених, аспірантів і студентів "Наукові здобутки молоді – вирішенню проблем харчування людства у XXI столітті".

Розглянуто проблеми удосконалення існуючих та створення нових енергота ресурсощадних технологій для виробництва харчових продуктів на основі сучасних фізико-хімічних методів, використання нетрадиційної сировини, новітнього технологічного та енергозберігаючого обладнання, підвищення ефективності діяльності підприємств, а також результати науково-дослідних робіт студентів з метою підвищення якості підготовки майбутніх фахівців харчової промисловості.

Розраховано на молодих науковців і дослідників, які займаються означеними проблемами у харчовій науці та промисловості.

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Content

23. Economics and management	8
23.1. Economic theory	9
23.2. Modern methods of business management	31
23.3. The economy of enterprises of food industry	57
23.4. Personnel management and labour economics	85
23.5. International management	104
23.6. Marketing	115
23.7. International economics	191
23.8. Logistics.....	213
24. Accounting and financial activity	222
24.1. Accounting, auditing and analysis in enterprises	223
24.2. Finance	241
25. Hotel and restaurant business and tourism	264
25.1. Hotel and restaurant business	265
25.2. Organization of hotel and tourist services	317
25.3. Technology of restaurant products.....	380
26. Humanities	412
26.1. History of Ukraine.....	413
26.2. Culturology.....	432
26.3. Philosophy and socio-political sciences.....	456
27. Foreign languages	498
27.1. English language of professional orientation.....	499
25.2. English for Business and International.....	551

72. Marketing investigation of consumer preferences in wine market

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Introduction. Nowadays consumer requires an increase of not only quality, but also aesthetic properties, including the design of the wine label and bottle [1]. For this reason, the peculiarities of consumer behavior when choosing wine were investigated in current work, that had been dictated by the need to identify preferences for the implementation of effective product policy.

Materials and methods. The research is based on information of a survey conducted using the questionnaire, which consisted of two parts: the personality questions about participants, including their gender, age, income level, social status, and directly the questions about choice of a wine bottle with answer options. The conjunction tables and the χ^2 criterion were used to determine statistical correlations between factor and result parameters.

Results and discussion. The results of the statistical analysis show that, taking into account the various characteristics of the wine, including its economic, technological, ampelographic components, as well as the appearance of the bottle and the beverage label, significantly influence the consumers of different social statuses. Thus, women and men with diverse family status differ in the choice of wine, given the grape variety from which it was made, while other quality characteristics of wine is not critically influential. Therefore, consumers with various income levels choose wines of different price categories, the organoleptic properties of which they consider unique. However, the price of wine and its gastronomic attributes are statistically significant for people aged from 18 to 50 that prove the difference among preferences of generations. Also women aged from 25 to 35 with income level higher than 5 thousands UAH ready to buy souvenir wine bottle.

Regardless of marital status, survey participants buy wines at all proposed places of sale, but ones who have higher level of income prefer wine specialized stores. However, married people largely choose wines for holidays, gastronomic pleasure or for medicinal purposes, because wine is enriched by antioxidants, vitamins and has relatively low calorie content [2]. Respondents aged more 35 are also buy wine at the aforementioned shops or directly from the wineries, which may be related to greater experience when choosing alcoholic beverages.

Survey analysis shows that most respondents choose wines whose label is simple and understandable, especially with the image of the winery, a grape cluster, because it demonstrates the production of wine, its place of origin. Moreover, most consumers prefer to add information on the label about the combination of wine with certain products and tend to buy wine, the bottle of which is standard 0,75 dm³.

Conclusions. According to the results of this study the criteria of choosing a wine, its quality properties and the choice of purchase place differs among consumers with different personal characteristics, which has the practical importance in order to develop the effective marketing, taking into account the preferences of the population.

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