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CONSUMER CUSTOMS AND CORPORATE MARKETING STRATEGIES ON THE MARKET OF FUNCTIONAL DAIRY PRODUCTS

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1. INTRODUCTION, OBJECTIVES

‘Hectic’ is the appropriate phrase for those processes in the domestic dairy industry, which have happened during the past 10-15 years.Getting acquainted with this, it is needed to analyse completely the changes in the entire vertical (production of material – processing – consumption).
The topic is actually about to introducethe different factors influencing the market situation of functional dairy products, which have an effect on the consumption of these products, but it is easy to admit that these effects are not independent on the processes happening in the entire vertical.

1.1. Significance and timeliness of the topic

The preservation of health and the growth of health-consciousness are one of the biggest demands and challenges of the whole society. The improvement of the quality of life and the sustainable development of society are closely connected with each other, and one of the most important parts of it is the quality. Taking the foregoing facts into consideration, quality of food is one of the fields, which is the basis of human health.
It is a widely-held belief that one of the essential elements of healthy nutrition is to consume enough milk and dairy products regularly. This kind of products contain those nutrients, which do not appear or appear only rarely in other kind of food. It is particularly true for the so called functional dairy products with higher biological value whose consumption helps the body to get biologically more valuable nutrients with better physiological effects.
In the past 10-15 years, a new, higher-quality product scope has begun to appear in a greater proportion among the dairy products: the functional dairy products. The functional dairy products belong to innovative goods of dairy products, although their production began at home about a decade ago, timely far behind USA and Japan. Since then, the market of these products became one of the most dynamically improving sections of the market of dairy products. Therefore, it is not indifferent to come to know the market players precisely. We already know from the previous studies that milk and its

quality are global issues, being one of the most important (almost essential) basic foods. Besides, these studies show that there is a big insecurity in connection with this product: numerous customers think that long life milks contain a lot of preservatives, but it is more frequent that the customers are not fully aware of the meanings of ’functional’ or ’probiotic’. And this is firstly not a price problem, but informational. Because of the novelty of functional dairy products (their introduction, and initial difficulties of their spread), factors influencing the consumers’ attitude should be paid more attention. Focusing only on the price in order to influence the customers to buy more products is not the right way to strengthen the consumer trust or to increase the demand of this kind of products. Hence, coming to know the attitudes of consumers’ consumption of functional dairy products is primary interest mutually for the distributor and the producer.

At the beginning of the researches, we thought that knowing the market trends of the functional dairy products and the marketing strategy based on these: (1) can improve the knowledge of customers and increase the trust in these products; (2) on account of the foregoing facts, the demand for functional dairy products can increase; effectiveness of distributors’ marketing strategy can improve; it can help the innovative activities of the producers and this way the profitability of production.

Taking the above-mentioned into consideration, we drafted the following hypotheses:

First hypothesis (H1): *A significant proportion of the domestic population does not know at all the concepts related to the functional dairy products and there are several delusions in connection with this topic.*

Second hypothesis (H2): *An increasing proportion of consumers is getting health-conscious, who consider the guaranteed quality of these products as primary concern.*

Third hypothesis (H3): *The price and the brand are the main influencingfactors to buy functionaldairy products. Several differences can be observed in consumer groups, which were created during the research with the help of factor- and cluster analysis. Among them,* *only one or two consumer groups can be considered as potential consumers of these products.*

Fourth hypothesis (H4): *The frequency of conventional and functional dairy product consumption of consulted people is different, since the majority of respondents drink milk regularly (several times a week) and consume functional dairy products rarely (few times a month).*

Fifth hypothesis (H5): *Experts of product developer, - producer and distributor companies have little knowledge about the attitudes of functional dairy product consumers, which is worsening the efficiency of these companies' marketing work.*

Sixth hypothesis (H6): *Getting acquainted better with shopping behaviour of functional dairy product consumers helps the producers to make goods and conscious innovations, which contribute to the growth of these products' market turnover.*

Taking the researches, which need to be done, into consideration, based on the hypotheses, we drafted the following objectives:

1. *Getting to know the foodstuff-consumption and shopping customs, and the domestic and foreign literature about the coherence of marketing strategies.* Making a relevant image, which can be created by review of literature about consumer and shopping trends, is significant for the primary research. Trends and contra trends, beside the change of consumer attitudes, present food consumption, change of health, and hereby, foodstuffs in the short-term.
2. *Getting to know the market orientation of functional dairy producers and marketing activity.*
3. *Making a survey, involving 1000 people*, in order to reveal the factors influencing the consumer customs, which expands in the *7 regions of the country.*
4. *Making focus-group inquiries, involving smaller consumer groups*, in order to get to know better the consumer demands and customs in connection with dairy products.
5. *Segmentation of functional dairy product consumers and forecast of customer attitudes expected in the future with analysing the primary data from the previous researches, mentioned in the points above, and using different statistic methods.*

6. *Forming overall forecast about the expected conformation of functional dairy product consumption and the influencing factors of this.*
7. *Giving companies, which work in the fields of development, production and marketing, valid information (taking our results into consideration) in order to construct a consumer-oriented corporate strategy.*

2. MATERIAL AND METHOD

2.1. Secondary collection of data

The review of the chosen topic and the establishment of the research began with collecting secondary information and data, in which we received a complex image with the help of domestic and foreign literature.
During collecting secondary data, we tried for acquiring the latest data, as far as possible, and add these in the dissertation. In order to present the conformation of food consumption, we used the online statistics and annuals of Hungarian Central Statistical Office, Eurostat and FAO.

2.2. Primary collection of data

Primary data collection can be divided into 3 phases. First of all, we needed to examine the secondary data sources in order to prepare for the primary quantitative research.
During the primary research, **expert interviews** were made firstly seven times in 2011 and 2013. Professionals of seven different companies from the field of management, who are somehow concerned in the production of functional dairy products, were interviewed.
After the basic phase of the research (secondary data collection, supply-side analysis), we made the qualitative and quantitative consumer surveys, which provide the backbone of the thesis. The secondary data of the basic phase and the interviews gave an appropriate starting point for making the questionnaire. Exploration of

the deeper correspondences, qualitatively, started after the quantitative research phase.
We asked *1000 people* personally in the **questionnaire** (1. Table). The aim of the survey is to measure the customs of functional dairy product customers, to get to know the features of different consumer groups, and to take stock of attitudes toward the products and brand preferences.

Table 1

Sample distribution according to major background

Description	**Sample distribution**	
	Person	**%**
Total	1000	100
Gender		
Women	530	53
Men	470	47
Age		
18-25 years	64	6,4
26-35 years	288	28,8
35-50 years	309	30,9
51-65 years	286	28,6
Above of 65 years	53	5,3
Highest level of education		
Elementary school	78	0,78
Vocation school	256	25,6
Graduation	320	32,0
Higher education	346	34,6
Domicile		
Village	305	30,5
Town	503	50,3
Capital of the century	192	19,2
Regions		
West-transdanubian	111	11,1
Central-transdanubain	110	11,0
South-plains	88	8,8
Central-hungarian	281	28,1
North-hungarian	130	13
North-plains	150	15
South-plains	130	13

Filling the questionnaire happened in January and February 2012 in seven regions of Hungary. During the display of the results, we are presenting only the significant results, for a confidence level of 95 %, in the cases of analysis with background variables and analysis of questions correlated to each other. Analysis of the collected data came to pass with mathematic, statistical programmes. We used an online database and a statistical *SPSS 13*-programm for processing the large number of samples. The evaluation was carried out with the help of SPSS and *Microsoft Excel* software after preliminary coding the filled questionnaires. We counted prevalence indicators from the univariate statistical analysis, the arithmetic average from the median values, and related to this, the standard deviation (RMS) from the dispersion indices. Relations between different variables and background variables and between each other were examined with cross tabulation analysis, where the relation was provided by the values of *Pearson's Chi-square*.Significant relation with the confidence level of 95 % can be seen in the cases of 0,05 or lower values, therefore we are delineating only these results.
The assessment was carried out using *factor and cluster analysis* in the personal questionnaires. The adequacy of data was examined with Bartlett-test for the factor analysis, which belongs to the data reduction methods. This examines the contingency of zero differentials of main diagonal elements of the correlation matrix. Besides, we counted the values of Kaiser-Meyer-Olkin (KMO) as well, which show the adequacy of the variables for the factor analysis.
Focus group survey was carried out with the method of personal interview involving 8-8 people in three locations: *Mosonmagyaróvár, Kaposvár and Debrecen* in November and December 2012.
In the focus group survey, a blind test was made as well, where three groups of products had to be rated on a judging sheet prepared in advance. The taste, smell and the overall impression of the product had to be rated, and the testers had to mark that product, which they would buy after the tasting. The products were the followings: milk (lactose-free, fortified with vitamins and omega-3, and conventional milk), strawberry yogurt drink (two probiotic and a conventional) and natural yogurt (two conventional and one probiotic).

3. RESULTS

Taking the research hypotheses and objectives into account, the main results of the primary and secondary analysis allow drafting these results in the form of thesis:

First hypothesis (H1): *A significant proportion of the domestic population does not know at all the concepts related to the functional dairy products and there are several delusions in connection with this topic.*

The questionnaire involving 1000 people and the results of the focus group surveys prove that the knowledge of consumers is quite incomplete and diverse. As the *2. Table* shows, the phrase of functional dairy product is diverse in regional levels as well. One of the most surprising results is that a high percent of the respondents think that the meaning of healthy diet and the meaning of functional food consumption are the same. Moreover, there are a significant proportion of the respondents, who do not have any knowledge about this product scope.

2. Table

Opinions about the functional dairy products through regional distribution (n = 1000)

%

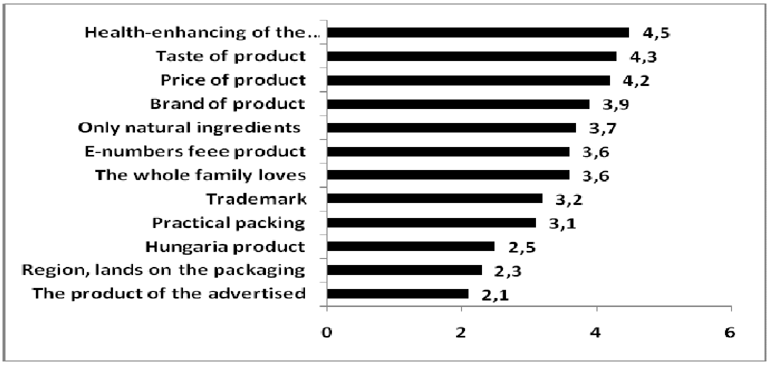
	Regions						
Customer Reviews	**South-transdanubian**	**South- plains**	**North-plains**	**North-hungaian**	**Central-transdanubian**	**Central-hungaian**	**West-transdanubian**
Chemical-free food, which is due to these properties have a positive effect on the organism	9	10	8	8	10	9	9
Additive-free food	0	1	8	3	3	1	0
Chemical and additive-free food	4	4	9	8	7	7	7
Some fortified food ingredient	22	23	29	32	23	23	19
The special effects are a health food, which is due to the effect of a bioactive component	55	52	36	41	54	49	58
Do not know / No answer	10	10	10	8	3	11	7

First thesis (T1): The surveys unequivocally proved that a high proportion of consumers are insufficiently informed in connection with the functional food stuff (and the functional dairy products), and they have false information about important facts. This circumstance can be one of the originators that the consumption attitude of the population in connection with these

products adversely affects the demand of functional dairy products.

Second hypothesis (H2): *An increasing proportion of consumers is getting health-conscious, who consider the guaranteed quality of these products as primary concern.*

756 people from the 1000 respondents of the questionnaire said that they consume functional milk and dairy products, although they do it on different basis. Both the questionnaire and the focus group survey proved that the consumers differently adjudge the importance of those factors (features), which influence them when they shop (1. diagram). The data of the diagram show the order of preference of certain factors on a five-grade scale. As it can be seen, the so called "health care impact" is highly important for the respondents, which shows that they are health-conscious. It is clear from the analysis that the most conscious are young women (mothers) from this point of view, and young people studying in higher education (age between 20-25), who put great emphasis on healthy diet and this way, on the consumption of functional dairy products. For elderly people (over 60), the traditional taste and the health care impact of products are the most significant.



1. Fig: Factors influencing the purchase of functional milk and milk products

Second thesis (T2): Considering the fact that trustworthy quality of products is highly important for 60 % of the respondents (e.g. producing it from traditional materials), it proves that consumers are more and more health-conscious. Since

the good quality milk gives the material of functional milk and dairy products, this way, the condition drafted in the hypothesis completely comes true.

Third hypothesis (H3): *The price and the brand are the main influencingfactors to buy functional dairy products. Several differences can be observed in consumer groups, which were created during the research with the help of factor- and cluster analysis. Among them, only one or two consumer groups can be considered as potential consumers of these products.*

As it can be seen on the 1. Diagram, the price and the brand of goods have a quite great effect on the consumption of these products. According to these, the roles of some factors (e.g. advertisement) are negligible from this point of view.

As for the willingness of paying additional costs, pensioners over 60 and low skilled workers with low incomes were those consumers, whose milk consumption was limited by the price from the point of price sensitivity. While those, who have more than 100.000 HUF incomes, spend 18.000 HUF monthly, those, who have less than 80.000 HUF incomes, spend only 8.000 HUF on dairy products monthly. The data of the *3. Table* show that there are differences in the willingness of consumers to pay additional costs on regional levels as well. As it can be determined in the bold printed data, there are significant differences in the willingness of paying additional costs, not only by regions, but by product diversity. The weighted average of the derived data shows that the willingness of paying additional costs is only 12, 8 % as compared to traditional dairy products.

3. Table

Willingness to pay a premium among the consumers of functional milk products

%

	milk		joghurt		kefir		sour creme		butter		cottage		cheese		milk dessert	
Regions	avarage	deviation	avarage	deviation	avarage	deviation	avarage	deviation	avarage	deviation	avarage	deviation	avarage	deviation	avarage	deviation
South Plains	8,7	1,4	13,9	0,2	4,52	0,4	6,6	0,8	7,89	0,3	7,27	0,4	10,9	0,5	6,38	0,39
South transdanubaian	6,9	1,2	18,7	0,3	4,48	0,8	9,7	0,5	11	0,5	6,03	0,5	9,78	0,7	5,03	0,63
West-transdanubian	7,1	0,8	18,8	0,8	6,2	0,5	13	0,7	11,8	0,3	8,85	0,2	17,6	0,4	5,79	0,43
North-hungarian	2,8	1,1	8,9	0,3	4,6	0,8	3,7	0,4	6,8	0,3	4,3	0,7	9,7	0,7	4,9	0,38
Nort-plains	2,9	0,8	9,7	0,5	5,4	0,3	4,9	0,4	9,4	0,4	6,4	0,4	8,49	0,5	3,78	0,17
Central-transdanubian	8,3	0,89	14,3	0,9	9,78	0,2	9,7	0,4	16,7	0,8	9,4	0,4	19,8	0,4	6,78	0,14
Central-hungarian	13	0,78	15,7	0,6	7,6	0,2	8,8	0,3	18	0,4	12	0,6	20,9	0,3	8,7	0,19

Considering the attitudes of functional dairy product consumption, the respondents can be divided into three distinct clusters by the factor and cluster analysis of data, which come from the surveys. The basis of grouping was the health-consciousness of consumers and the frequency of functional dairy product consumption.

From the three clusters, the cluster of "health-conscious-family friendly" consumers can be the broadest and most trustworthy basis of consumers of this product scope. The other two clusters: the "susceptible to new things" and the "price dependent" groups represent a much smaller circle than the previous one, but they definitely have to be considered as potential consumers.

Third thesis (T3): Although the price and brand have influencing roles onthe functional dairy product consumption and stand on the third-fourth place in the ranking, they have strong impact as their values are 4,2 and 3,9 on the five-grade scale. Based on the consumer attitudes and its effect on consumer customs, the young mothers from the so called "health-conscious-family friendly" cluster are the potential target group of functional dairy products.

Fourth hypothesis (H4): *The frequency of conventional and functional dairy product consumption of consulted people is different, since the majority of respondents drink milk regularly (several times a week) and consume functional dairy products rarely (few times a month).*

The result of the questionnaire shows that only 1 % of the 1000 respondents have not purchased any functional dairy products yet (*4. Table*). Although the frequency of shopping is much lower than the frequency of shopping traditional dairy products.

4. Table

The functional dairy product purchase frequency

%

Designation	Regions						
	South Transdanubion	**South Plains**	**Northern Plains**	**Northern Hungary**	**Central Transdanubia**	**Central Hungary**	**West-Transdanubian**
Several times a day	1	1	1	2	1	4	3
Daily	23	25	23	29	15	20	31
3-4 times a week	19	22	25	33	23	38	20
1-2 times a week	42	39	36	27	43	29	33
1-2 times a month	13	10	12	8	15	6	9
Less than a month	0	3	2	1	2	3	2
Never	0	0	0	0	0	0	0
Do not know / No answer	2	0	1	0	1	0	2

It turns out from the analysis by gender that women purchase functional dairy products in much greater proportion (79, 4 %) than men (24, 6 %). The average of shopping “1-2 times weekly” was the highest (36 %) based on the average of every response, but the table also shows that there is a difference of 100 % on regional level. The average of daily shopping is only 24 %, which means that only every fourth respondent belongs to this group. The frequency of yearly consumption in cases of conventional dairy products is 187-, (it means 3-6 times a week), whereas in cases of functional dairy products is 67 (on average 1, 3 times a week).

Fourth thesis (T4): The surveys unequivocally proved that 52 % of the respondents consume milk and dairy products on a daily

basis. According to this, hardly one third consume functional dairy product a day.

Fifth hypothesis (H5): *Experts of product developer, - producer and distributor companies have little knowledge about the attitudes of functional dairy product consumers, which is worsening the efficiency of these companies' marketing work.*

Interference can be drawn from the interviews with the experts of seven companies in this topic concerned that there are significant differences between the standards of applied marketing communication tools among companies. The small and medium-sized companies does not nearly communicate or communicate very little (and incidentally) with consumers and take the quite differentiated and relatively quickly altering demands into consideration.

The players (mostly the developers and partly the manufacturers) of the supply side have incomplete knowledge about the attitudes of functional dairy product consumption of consumers.

Knowledge from the researches (consumer value preferences) can help a lot in creating marketing strategies of companies engaged in various activities.

Fifth thesis (T5): From syntheses of analysis of consumer value preferences and the interviews' results made with experts from different companies that interference can be drawn that without the conscious use of timely information coming from the players of both sides of the market (manufacturers and consumers), efficient marketing communication cannot evolve.

Sixth hypothesis (H6): *Getting acquainted better with shopping behaviour of functional dairy product consumers helps the producers to make goods and conscious innovations, which contribute to the growth of these products' market turnover.*

The results of the questionnaire show that there are significant differences in the consumption customs and consumption frequency in relation to the gender, age, qualification and income situation of consumers. Hence for instance, it was proved that those young women make up the most important target group of functional dairy product consumers, who mostly live in cities, have higher education qualifications and work in executive position, so this way, their income situation is above average.

It is also a substantial point of view that 60 % of the respondents consider an important aspect when buying functional dairy products whether they are made from traditional materials and natural ingredients or not. From this aspect, the most consistent are pensioners above 60, who are extremely sensitive to different additives (artificial ingredients).

Sixth thesis (T6): Taking the consumer preference values coming from the researches into consideration can help the developer-producer-distributor companies to adjust their marketing strategies to the considerably differentiated attitudes of certain consumer groups.

4. SUMMARY

The expansive exploration of functional dairy products' judgment comparatively is based on *professional interviews*, nationwide *questionnaire involving 1000 people* and *focus group surveys*. We examined the product sector, during which we determined that there are specific problems and tasks waiting for solutions in every phase of the vertical.

Every interviewee positively adjudged the functional dairy products. On their opinion, they can become the food stuff of the future, but they see problems in the communication with consumers and the publicity of products.

With questionnaire, we examined the customs of functional dairy product customers and consumers, the frequency of shopping and its influencing factors.

The results from the questionnaire are the followings:

- The respondents have distinct attitudes in connection with the judgment of functional dairy products, which have in certain cases positive, in other cases negative effects on the consumption of these products. The product's effect on health and its taste occur as positive aspects among the factors, which influence shopping. The "marking of E-number free" of products occurs as negative aspect, on which the participants put particular emphasis. The result is that the majority of respondents dismiss the additives and they reckon the use of these as they have harmful effects on health. Although, there are several misunderstandings in this field, and its main cause is probably the lack of information.We determined that the most attractive target group for the producers of functional dairy products are the mothers over 30, who put great emphasis on health and whose income is more than 140.000 HUF monthly. Their role is interesting because their positive attitude may favourably influence the whole family.

Possible marketing strategies of functional dairy products:

- Although, a great proportion of consumers require products with better quality and high added value, the higher reduced price influence their frequency of purchase. These products can be successful in those cases when their price differs from traditional products in a small compass (10-20 %) and their marketing is helped with sales.
- Since the shopping customs of distinct customer groups differ from each other, the use of more differentiated methods is needed in marketing communication. From this point of view, one of the most important aspects is the place of shopping.
- In the survey, the most frequent shopping places are hyper and supermarkets, therefore it would be expedient to strengthen the advertising campaign of this sales channel in the future.
- Media (especially television) seems the most capable of influencing the attitudes of customers since this is the first from where people get information about products. Hence, involving the media more can be the solution for more professional exposition of products and this way, favourable influencing of customers' value judgment may come true.

5. NEW AND NOVEL SCIENTIFIC RESULTS

Based on data coming from the questionnaires involving 1000 consumers, focus group surveys, and personal interviews made with experts, who work for companies, which handle the development, production and distribution of functional dairy products and based on the synthesis of information, the following new and novel statements can be drafted:

1.**That examination methodology, which allows of the assessment and interpretation of data and information coming from different surveys** (questionnaire, focus group, interview) **by uniform aspects, is domestically novel.** The synthesis of opinions of those players (manufacturers and consumers), who stand for the supply and demand side of functional dairy product market, can help getting thoroughly acquainted with consumer attitudes and this way, broadening the market of these products.

2. **The consumer opinions about functional food (and functional dairy products) are extremely differentiated. False beliefs and stereotypes are not rare in connection with this product scope, which has more negative effects on consumption of these products, than on additional costs relative to traditional products.** Therefore, awareness-raising work has to be paid more attention in different informative activities (e.g. advertisement) in connection with functional products.

3. During the factor and cluster analysis of test data, the basis of grouping is the health-consciousness of respondents and the frequency of their functional dairy product consumption. **As a result of the analysis, the functional dairy product consumers can be divided into three distinct clusters representing consumer attitudes.The "family friendly-health-conscious" cluster, which represents the rate of 3, 8 on the five-grade scale, from these groups is the target group, whose basis is the young mothers and which means the biggest and most trustworthy customer group of these products in the future.**

4. **The researches proved thatwithout differentiated knowledge of consumer attitudes cannot come true such an efficient marketing**

strategy, which could help the consumption of functional dairy products. This also means that developing-manufacturing strategies of companiesproducing this kind of products rest on unstable foundations, therefore it is fraught with risks.

6. LIST OF SUBJECT MATTER SCIENTIFIC PAPERS AND PRESENTATIONS

6.1. Hungarian newspapers published in peer-reviewed scientific publications:

1. **Pogány É.- Sebesy Zs.- Troján Sz-Teschner G. (2011):** Milk production costs and revenues of the West Pannon social enterprise, farming Gazdálkodás 55, No. 4, 378-386, Vol. pp.
2. **Sebesy Zs.- Takács L.- Teschner G.- Troján Sz. (2011):** New alternatives to the milk sales- III Of the new choices. Gödöllő Livestock Days, October 13-15. Animal Welfare VII. , No. 4, Vol.
3. **Teschner G.- Troján Sz.- Sebesy Zs. (2011).** Herd Management systems of agricultural enterprises - III. Breeding only Gödöllő, 13 to 15 October 2011 - Animal Welfare, VII. , No. 4, Vol.
4. **Sebesy Zs. -Teschner G.- Troján Sz. (2012):.** Alternatively to the milk sales, Tejgazdaság, LXXII. Vol. (1-2). 47-52. pp.
5. **Szathmári L.- Sebesy Zs.- Palkó Cs. (2012):** Analysis of retail prices in some freshwater fish product market. Gazdálkodás, LVI. No. 5., pp 426-433, Vol..
6. **Sebesy Zs.- Tenk A.- Troján Sz. (2012).** Functional dairy consumer perception of the West Pannon Region. Tejgazdaság (LXXII. Vol.) 1-2 c. 53-85. pp.
7. **Sebesy Zs.- Tenk A.- Sántha T. (2013):** The functional dairy products, consumer perception of the light of the regional comparison. Gazdálkodás (LVII., No) No. 4. 366-374. pp.

6.2. Publications in conference proceedings

1. **Sebesy Zs.- Sántha T. (2013):** Analysing Consumers 'and buyers' for functional milk products in English Regions. The English journal of food and nutrition marketing (IX. Vol. 2/2013.) Pp 17-22.

6.3. Hungarian Presentations and Publications in conference proceedings

1. **Sebesy Zs. (2011):** Situation of the domestic dairy industry and dairy product consumption to developments XVII. Youth Science Forum, April 21, 2011 Keszthely, CD-Annex ISBN: 978-963-9639-42-3
2. **Sebesy Zs.- Troján Sz. (2011)**: Alternatives to the milk sales- TÁMOP / VEAB, Sopron, 25 November 2011.
3. **Sebesy Zs.- Troján Sz.- Szücs P. (2012):** Knowledge check of functional dairy products among consumers. XVIII. Youth Science Forum, April 19, 2012 Keszthely, CD Annex, ISBN: 978-963-9639-45-4
4. **Sebesy Zs.- Tenk A.- Sántha T. (2013):** Results of functional dairy products, consumption of regional developments. III. Published farming PhD students and researchers III. National Conference, 2013 On April 25 Mosonmagyaróvár, CD-Annex, ISBN 978-963-334-107-0

6.4. Posters

1. **Sebesy Zs (2012):** Functional dairy products producer and consumer perception. VIII. Nutrition International Marketing Conference, May 24, 2012, Zamárdi
2. **Sebesy Zs (2012):** Functional dairy products and compare health awareness three regions of Hungary. XXXVI. Óvári Days, Mosonmagyaróvár, October 5