

INVESTIGATION OF THE TENDENCIES OF DAIRY MARKET DEVELOPMENT IN UKRAINE AND COMPETITIVE CAPACITY OF DOMESTIC AND POLISH PRODUCERS AT THE MARKET

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Abstract

The analysis confirms poor scientific interest to the study of dairy markets, examination of the level of competitive capacity of commodities from the consumers' position, determination of the directions of competitive capacity improvement. Purpose of the article is to analyze the tendencies of at the dairy products market in Ukraine, to determine impact of export-import transactions at the market, to study consumer preferences and competitive positions of commodities of Ukrainian and Polish producers, to substantiate directions of their increase. In their work, the authors used the methods of statistical analysis for examination of the tendencies of dairy market development in Ukraine; interviewing through the Internet – to study consumer preferences, and factors, influencing their choice; testing of hypotheses – for scientific substantiation of the factors, influencing the choice; expert estimates – for determination of the score of some indicators of cheese quality; complex method for assessment of competitive capacity of commodities. The initial data include statistical data, state standards, and scientific publications. Analysis of Ukraine's dairy market confirms negative tendencies concerning reduction of most products output. Moreover, one observes growth of imported dairy products. The investigations suggest that competitive capacity of cheese of Polish producers can be increased at Ukraine's market by activation of their communication and extension of his/her sale network. The demand for Ukrainian commodities can be improved by reduced application of conserving agents, stimulation of sale and pricing optimization.

Key words: market of dairy products in Ukraine, import of dairy products, consumer preferences, competitive capacity of cheeses

INTRODUCTION

The market of dairy products takes an important position in support for a balanced diet of people, supply of essential nutrients, and establishment of food safety of the country. The above-mentioned facts suggest timeliness of the presented problem and necessity to examine its current conditions. For the recent years, indicators of the market of dairy products in Ukraine have been influenced by two crises, which have occurred in the milk-processing branch of Ukraine, particularly, financial-economic crisis and the crisis of the resource-based industry, which has contributed to intensification of the first. The last factor has caused growth of the

volume of imported dairy products in Ukraine. However, Ukraine has considerable marketing capabilities to improve the internal supply of the products for population and to increase the export of national dairy products under conditions of sufficient reconsideration of the approaches to formation of competitive capacity of those products.

The purpose of the research is to make analysis of the tendencies of dairy market development in Ukraine, to determine impact of export-import transactions in the field on the market, to study consumer preferences and competitive positions of the commodities of foreign and Ukrainian producers, and to argue directions of their improvement.

To write the article the authors have collected and analyzed the secondary marketing information using the methods of statistical analysis, primary information by interviewing through the Internet. The obtained results have been analyzed using the method of determination of nonmonotonic dependence between the parameters and matrix of break frequencies and testing of the hypotheses, examining of competitive capacity of cheeses on the ground of a complex method and calculation of the integral index of competitive capacity of the commodities.

To reach the set goal the authors of the research have analyzed the existing scientific literature concerning determination of the tendencies of dairy market development in different countries, creation of demand and supply for the products, and have made investigations of the competitive positions of some brands with consideration of consumer preferences and directions of their strengthening.

The next step was to define characteristics of the methods of investigation, to argue choice of the methodology for its performance and analysis of results, definitions of hypotheses, which have been tested in the process of collection and analysis of primary marketing information about consumer preferences of dairy products in Ukraine. Such steps supplied scientifically argued results concerning assessment of competitive capacity of cheese of Ukrainian and Polish enterprises at the market of Ukraine. The article also examines tendencies of development of dairy products market in Ukraine. The obtained results of the research make the information basis for making conclusions concerning directions to raise competitive capacity of some kinds of cheese of Polish and Ukrainian producers at the market of Ukraine. It will make a positive effect on the conjuncture of that product market.

The review of literary sources demonstrates a great gap concerning investigation of the tendencies of development of dairy products market in some countries, and concerning creation of demand and supply for those products, determination of competitive positions of some brands, and study of

consumer preferences. In the process of the research of the dairy products market, the scientists pay considerable attention to management of dairy products quality and instruments for its assessment with the focus on use of scientifically argued methodology of the analysis. For example, application of the methodology of FMEA analysis (Failure Mode and Effects Analysis) results in improvement of quality of the processes in dairy industry and helps to avoid mistakes at the early stages of production, to define a discrepancy concerning products quality and reasons of their appearance [1, 5].

One should note that quality of the produced commodities should meet the legally approved standards, regardless of the enterprise size, by keeping to the principles of the system of quality management and it is the results of corporative processes [10].

In the dairy branch, control for safety of products is focused on consumers and their perception of the safety guaranties. Thus, the enterprises are in permanent search for new channels to communicate information to consumers and hold their attention concerning the supplied products [13, 20].

Under conditions of the extended introduction of information technologies by enterprises, it is necessary to apply the communication strategies in the Internet with the use of key efficiency indices (KEI). It will help the dairy enterprises to estimate their personal status and the chosen marketing strategy [6, 18]. It is also important to study creation of consumer preferences of dairy products of a definite producer. In that aspect, the authors of the work specify creation of a core market. Such investigations will contribute to increase of the level of efficiency of the products sale referring to the results of market researches [8, 11].

Some authors suggest that the Internet and other digital mass media transform the marketing by means of intellectual growth, and consumers obtain additional opportunities while making a choice of suppliers and a price proposal. Milk-processing enterprises get the opportunities to strengthen their personal competitive positions. Thus, examining the quality of dairy products, it is not enough just

to use personal technologies to improve the quality and methodology of its estimation, but to apply the advanced methods of Internet-marketing by determining the needs and expectations of consumers from the proposed products; by generation of the obtained information from consumers; by projecting of quality models, which can explain the value of determined criteria and future proposals [9, 14].

The authors of the research consider that scientifically based methodology for analysis of dairy products quality secures its appropriate level and assists formation of consumers' loyalty through the digital mass media, including the Internet.

The authors of the work agree to the idea of scientists, who claim that milk-processing enterprises stay under a high risk, caused by the global warming and other natural changes, application of transgenic modifiers, decline in demand for products, high requirements to certification and standardization of products, their safety, etc. along with setting of a competitive price, which, on one hand, requires from the producer to look for cheaper raw materials, and, on the other hand – their correspondence to the set quality parameters [2, 7].

However, in spite of the great number of available investigations, there is only primary comprehension of the processes of development of dairy products market and competitive positions of brands on it. The present article aims to explain the real nature of development of the market of dairy products in Ukraine and the key parameters of its competitive capacity from the position of consumers.

MATERIALS AND METHODS

For analysis of the tendencies of development of dairy products market in Ukraine, the authors of the research used the method of statistical analysis, particularly for determination of the rates of growth of some indicators of the market, a share of Polish products in the structure of import and export of some dairy products in Ukraine.

To study consumer preferences concerning some kinds of dairy products of domestic and Polish producers, the following hypotheses were suggested, particularly:

-consumption of dairy products of Ukrainian and Polish producers correlates with the demographic characteristics of consumers;
-importance of the factors of the dairy products purchase does not correlate with the choice of Ukrainian and Polish producers.

In February-March 2019, the questionnaire was made to test the hypotheses with application of the Google Forms service and a random sampling with the size, defined by the formula [3]:

$$n = \frac{t^2 \cdot v^2}{v_x^2}, \quad (1)$$

Where:

t – is t-statistics of Student, which corresponds to the set level of safety,

v^2 – is a ratio of variation of a feature;

v_x^2 – is a ratio of variation of a deviation.

A minimum amount of the sampling constituted 307 people. The set deviation in the results, which were obtained while completing the sampling, constituted 5%. However, the ratio of variation was considered in the figure of 20%.

To test the hypotheses on the base of collected primary marketing information, the scientists used the Pearson criterion [12].

To apply the criterion χ^2 (the Pearson criterion) it is necessary to compare frequencies of observation of a definite feature (f_{ci}) with the expected frequencies (f_{oi}), which are determined in the matrix of break frequencies.

The criterion χ^2 is calculated by the formula:

$$\chi^2 = \sum_{i=1}^4 \frac{(f_{ci} - f_{oi})^2}{f_{oi}}. \quad (2)$$

In case the criterion χ^2 marks some relation, it is also true for the sampling and for the general aggregate.

The made questionnaire determines the factors, which are important for consumers in Ukraine while choosing some kinds of dairy products. However, it is needed to consider a possible sampling error.

The questionnaire provides the information for determination of the indicators of significance for calculation of the indices of competitive capacity of cheese of Ukrainian and Polish producers.

Analysis of the level of competitive capacity of some brands of cheese of Ukrainian and Polish producers required application of the method of calculation of the integral indicators of competitive capacity. However, estimating some quality parameters of cheese, which do not have numerical expression, and using the method of expert estimates, the work supplies a score of assessment, which has some elements of subjectivism.

RESULTS AND DISCUSSIONS

Tendencies of production and consumption of milk and dairy products in Ukraine

Tendencies of development of the market of dairy products in Ukraine can be determined by analyzing statistical information, obtained from official sources, particularly from the site of the State Statistics Service of Ukraine.

According to the official data, a considerable reduction of milk production in Ukraine in the recent years has caused fall of production of some dairy products.

For better understanding of the above-mentioned process, Fig. 1 presents dynamics of production of some kinds of dairy products in Ukraine for the period 2011-2019.

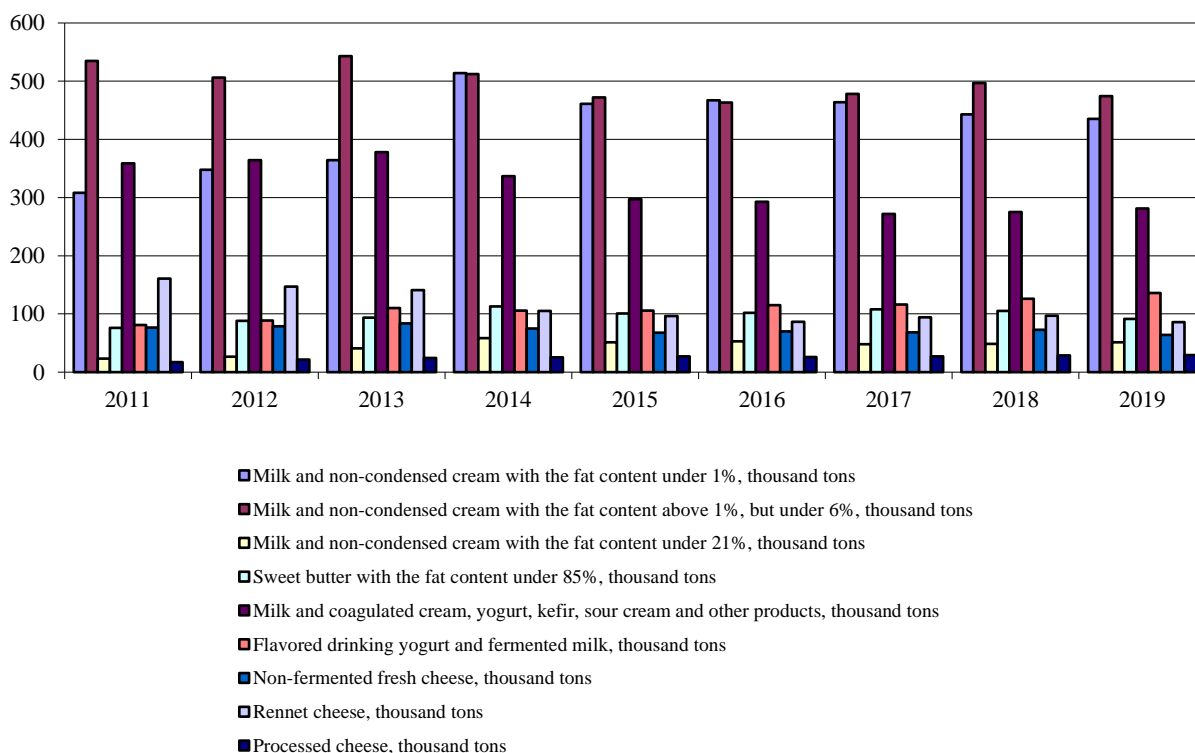


Fig. 1. Dynamics of production of some kinds of dairy products in Ukraine in 2011-2019. Source: completed on the basis of [17].

Analysis of the Fig. 2 confirms that the outcome of milk production and most kinds of dairy products in kind in Ukraine (but for processed cheese, liquid yogurts and flavored fermented milk, fermented milk products, milk and cream with the fat content above 21%) demonstrates the tendency to decline.

Dynamics of the amount of consumption of milk and dairy products in the period 2010-2013 per one person in milk equivalent demonstrated the tendency to growth, and in 2014-2020 – the tendency to decline (Fig. 2). It was negative for development of milk-processing enterprises of Ukraine and creation of demand for those products.

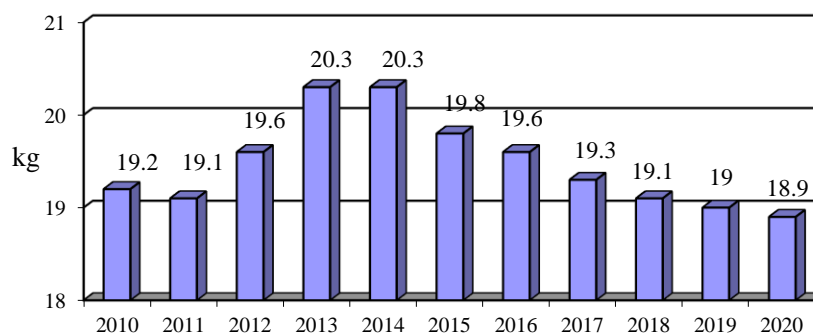


Fig. 2. Consumption of milk and dairy products per one person calculated as the amount of milk consumed monthly
 Source: completed on the basis of [16].

To increase the volume of consumption of factory-produced dairy products, to multiply the volume of supplies of domestic products to foreign markets, it is necessary to make active promotion of the products at the market, and to improve the quality of domestic products.

The peculiarity of management of the products quality at milk-processing enterprises is that quality of the products greatly depends on quality of the primary product, i.e. milk.

Recently, Ukraine's government has performed the measures concerning bringing of the national standards of milk quality to the European level, because they are expected by the contract of association with the EU. Since January 1, 2019, Ukraine has approved a new standard concerning security of milk quality,

i.e. DSTU 3662:2018 "Primary cow milk. Technical conditions" [4] and struck down the previous one.

The negative effect on the quality of primary product for milk-processing enterprises of Ukraine is done by the fact that almost 70-80% of milk is produced at private peasants' farms and thus, the milk is stored in the system of rural points of collection and they are of lower quality.

Lack of the required amount of primary products of good quality for production of dairy products creates preconditions for growth of their import in Ukraine.

Tendencies of export and import of dairy products (totally and Poland)

Conjuncture of the dairy products market in Ukraine is considerably influenced by export-import transactions in the branch (Table 1).

Table 1. Tendencies of export and import of dairy products, tons

Kind of products		Export					Import				
		2016	2017	2018	2019	2020	2016	2017	2018	2019	2020
Milk and non-condensed cream	Total	10,489.3	14,061.5	20,815	25,206.4	18,641.6	586.4	836.5	1,326	3,598.1	12,969
	Poland	0.4 (0.004%)	319.7 (2.27%)	1279 (6.14%)	971.3 (3.85%)	0.91 (0.005%)	49.8 (8.49%)	192 (22.95%)	505 (38.08%)	2736.6 (76.06%)	9648.5 (74.4%)
Fermented dairy products	Total	2,853.8	3,711	5,470	24,145.3	5,694.4	2,587.3	3,611.7	4,857	3,185.5	9,920.6
	Poland	0.05 (0.002%)	1.2 (0.03%)	488 (8.92%)	420 (1.74%)	557.1 (9.78%)	632.8 (24.46%)	1198.6 (33.19%)	2078 (42.78%)	1271.1 (39.9%)	5716.9 (57.6%)
Milk whey	Total	23,871.8	31,937	31,943	6,063.6	26,904	728.7	1,383.3	2,097	6,167	5,062.5
	Poland	0 (0%)	340 (1.06%)	340 (1.06%)	959.9 (15.8%)	260 (0.97%)	83.2 (11.42)	160.1 (11.57%)	820 (39.1%)	2,933 (47.56%)	2,084.8 (41.2%)
Sweet butter and other fats, produced of milk	Total	12,032.4	30,421.9	30,383	18,283.4	11,229.1	1,083	751.4	1,099	3,405.9	10,012.4
	Poland	0.06 (0.0005%)	3.3 (0.011%)	6.07 (0.02%)	0.042 (0.0002%)	0.024 (0.0002%)	63 (5.82%)	0.1 (0.013%)	2.07 (0.19%)	569.3 (16.71%)	5,234 (52.3%)
Cheese	Total	8,050.8	9,050.7	8,343	7,171.1	6,358.2	7,058.4	10,010.2	13,722	23,723.5	46,767.2
	Poland	0.3 (0.004%)	53.5 (0.59%)	19.2 (0.23%)	0.043 (0.0006%)	0.029 (0.0005%)	2,707.4 (38.36%)	3,952.3 (38.48%)	5,015 (36.55%)	9,822.9 (41.41%)	22,479.5 (48.1%)

Source: [15].

In Ukraine, the volume of import is lower than the amount of export concerning such groups of dairy products as milk and non-condensed cream, whey, sweet butter. However, it is higher concerning fermented products and cheese. Analysis of the Table 1 confirms that in the structure of dairy products import, a considerable share is taken by Poland. Thus, in the future, it is necessary to study consumer preferences in Ukraine

concerning some groups of dairy products and their producers by the Internet questionnaire.

Study of consumer preferences concerning some kinds of dairy products of domestic and Polish production.

The questionnaire has been completed by 312 respondents, including 67.3% - women, 32.7% - men. Distribution of the respondents by age and income is presented at the Fig. 3.

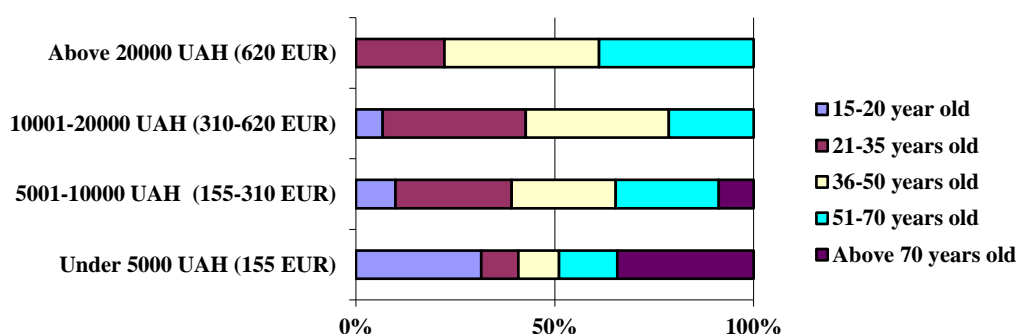


Fig. 3. Distribution of respondents according to the age and income
 Source: developed by the authors.

Among Ukrainian consumers, the most popular dairy products include milk (65.1%), cheese (64.7%) and sour cream (61.5%). The least popular products include fermented dairy products (38.1%). Milk of Ukrainian producers is preferred by 80.1% of consumers, while milk of Polish producers – by 10.9%. Fermented dairy products of Ukrainian producers are preferred by 84% of consumers, while fermented dairy products of

Polish producers – by 10.3%. Cheese of Ukrainian producers is preferred by 62.8%, and cheese of Polish producers – 22.8%.

To study whether there is any difference between the demographic characteristics of respondents, who prefer Polish and Ukrainian producers of dairy products and to check the first hypothesis, the authors of the work have calculated the criterion χ^2 (Table 2).

Table 2. Testing of the hypotheses concerning dependences of consumption of dairy products of Ukrainian and Polish producers on demographic and social-economic characteristics of consumers

Kinds of relations	χ^2	χ_{cr}^2	Result
Relation between the sex of respondents and choice of milk of Polish and Ukrainian producers	0.021	3.8	Relation is not confirmed
Relation between the age of respondents and choice of milk of Polish and Ukrainian producers	7.26	7.8	Relation is not confirmed
Relation between the income of respondents and choice of milk of Polish and Ukrainian producers	5.95	6.0	Relation is not confirmed
Relation between the sex of respondents and choice of fermented dairy products of Polish and Ukrainian producers	0.24	3.8	Relation is not confirmed
Relation between the age of respondents and choice of fermented products of Polish and Ukrainian producers	6.82	7.8	Relation is not confirmed
Relation between the income of respondents and choice of fermented dairy products of Polish and Ukrainian producers	1.33	6.0	Relation is not confirmed
Relation between the sex of respondents and choice of cheese of Polish and Ukrainian producers	0.22	3.8	Relation is not confirmed
Relation between the age of respondents and choice of cheese of Polish and Ukrainian producers	4.07	7.8	Relation is not confirmed
Relation between the income of respondents and choice of cheese of Polish and Ukrainian producers	4.13	6.0	Relation is not confirmed

Source: developed by the authors.

Thus, the hypothesis about a dependence of consumption of dairy products of Ukrainian and Polish producers on demographic and social-economic characteristics of consumers is not confirmed.

Table 3 supplies results of the research concerning the most important factors, influencing the choice of dairy products.

Table 3. Results of investigations concerning the most important factors influencing the choice of dairy product, %

Factors	Kind of products		
	Milk	Fermented dairy products	Cheese
Price	54.8	59.3	63.5
Content of the product	36.5	42.9	50.3
Standard compliance	28.8	31.1	33.7
Fat content	46.2	42.9	20.2
Energy content	13.1	15.4	9.9
Availability in retail networks	25.6	23.1	25.3
Brand awareness	31.4	28.2	26
Design of packaging	6.4	5.4	
Capacity of packaging	12.8	10.9	
Material of packaging	11.9	9.6	
Shelf life	42	35.9	34.9
Advertisement and sale promotion	7.7	8.3	7.7
Convenience of packaging while consuming the product		10.6	
Packing of the product			20.8
Period of the product maturing			12.5

Source: developed by the authors.

The most important factors, influencing the choice of milk, include its price (54.8%), fat content (46.2%) and shelf life (42%). The least attention is paid by consumers to the design of packaging (6.4%), advertisement and sale promotion (7.7%).

The most important factors, influencing the choice of fermented dairy products, include their price (59.3%), content of the product and fat content (42.9% for each). The least attention is paid by consumers to the design of packaging (5.4%), advertisement and sale promotion (8.3%).

The most important factors, influencing the choice of cheese, include its price (63.5%) and content of the product (50.3%). The least attention is paid by consumers to advertisement and sale promotions (7.7%), and energy content (9.9%).

Similar to the previous case, to test the hypothesis, which says that significance of the factors of dairy products choice does not correlate with the choice of Ukrainian and Polish producers, the authors of the research have calculated the criterion χ^2 (Table 4).

Table 4. Testing of the hypotheses concerning the relation of significance of the factors of dairy product purchase and choice of Ukrainian and Polish producers

Kinds of relations	χ^2	χ_{cr}^2	Result
Relation between significance of the factors of milk purchase and choice of milk of Polish and Ukrainian producers	9.14	12.6	Relation is not confirmed
Relation between significance of the factors of purchase of fermented dairy products and choice of those products of Polish and Ukrainian producers	22.31	14.1	Relation is confirmed
Relation between significance of the factors of cheese purchase and choice of the cheese of Polish and Ukrainian producers	11.71	12.6	Relation is not confirmed

Source: developed by the authors.

According to the results of testing of the second hypothesis, one can affirm that the relation between significance of the factors of dairy products purchase and the choice of their Polish or Ukrainian producers is observed only for fermented dairy products.

Recently, in the structure of dairy products of Ukraine, the share of Polish cheese has greatly increased (Table 1).

Thus, it is important to point competitive capacity of Ukrainian and Polish cheese at the market of Ukraine.

However, significance of some parameters of quality is determined on the base of collected primary marketing information.

Assessment of competitive capacity of cheese of domestic and Polish producers at the market of Ukraine

At the Ukrainian cheese market, the most popular are the following brands [6], particularly “Zvenyhora” (23.64%); “Klub syru” (23.64%); “Komo” (21.62%); “Shostka” (21.62%); Hlobino (18.18%); “Pyriatyn” (14.55%); Président (10.91%).

Competitive capacity of the cheese of the most popular brands of Ukrainian and Polish producers is examined by the parameters with the significance presented in the Table 5.

The kinds of cheese, particularly “Saryi hollandets”, produced by the brand “Komo”, “Nuar” of the brand “Klub syru”, “Dobrodar” of the brand “Zveny Hora” and “Korolivskiy” of the brand SierpC, are compared in the Table 6.

Table 5. Significance of quality parameters of cheese

Parameters for assessment of competitive capacity	Number of advantages	Sign.
Content of the product	157	0.208
Standard compliance	105	0.139
Fat content	63	0.084
Energy content	31	0.041
Availability in retail networks	79	0.105
Brand awareness	81	0.108
Packing of the product	65	0.086
Period of the product maturing	39	0.052
Shelf life	109	0.145
Performance of communication measures	24	0.032

Source: developed by the authors.

Table 6. Parameters for assessment of competitive capacity

	Significance	“Saryi hollandets” of the brand “Komo”, Ukraine	“Nuar” of the brand “Klub syru”, Ukraine	“Dobrodar” of the brand “Zveny Hora”, Ukraine	“Korolivskiy” of the brand “SierpC”, Poland
Content of the product, (score)	0.208	Milk, salt, sodium chloride, annatto colorant, ferments, conserving agents of potassium nitride, natamycin (8)	Milk, salt, sodium chloride, annatto colorant, ferments conserving agent of potassium nitride, natamycin, enzyme preparation (8)	Milk, salt, sodium chloride, ferments, annatto colorant, enzyme preparation (9)	Milk, ferments, chlorine calcium, enzyme rennet, salt, annatto colorant (9).
Standard compliance, (score)	0.139	TS U 15.5-32049199-005-2005 (8)	TS U 15.5-24220539-001-2004 (8)	TS U 15.5-00447818-001-2004 (8)	TS U 15.5-35442481-002-2008 (8)
Fat content, %	0.084	45	45	50	45
Energy content per 100 g of the product, kcal	0.041	334	349	327	359
Availability in retail network, score	0.105	9	9	10	8
Brand awareness, score	0.108	10	10	9	7
Number of variants of the product packing, units.	0.086	3	2	2	2
Period of maturing, (score)	0.052	2 months (8)	1,5 months (7)	Not mentioned (5)	Not mentioned (5)
Maximum shelf life, days	0.145	120	240	120	150
Performance of communication measures, score	0.032	7	8	9	4
Average price for a kilo in a retail network, UAH (EUR)	-	344 (10.63)	305 (9.42)	339 (10.47)	299 (9.24)

Source: developed by the authors.

The authors of the work have made assessment of the competitive capacity of cheese “Korolivskiy” of the brand SierpC of Polish production comparing to the cheese “Saryi hollandets” of the brand “Komo”, “Nuar”, produced by “Klub syru” and “Dobrodar” of the brand “Zveny Hora” of Ukrainian producers (Table 7).

Therefore, the conducted analysis demonstrates that “Korolivskiy” cheese, produced by the brand SierpC prevails over the similar product called “Saryi hollandets”, produced by the brand “Komo”, “Dobrodar” and the brand “Zveny Hora” first due to a lower price, but little concedes to the cheese “Nuar”, produced by “Klub syru”.

Table 7. Results of assessment of competitive capacity of cheese “Korolivskiy” of the brand SierpC

Indicators	“Staryi hollandets” of the brand “Komo”, Ukraine	“Nuar” of the brand “Klub syru”, Ukraine	“Dobrodar” of the brand “Zveny Hora”, Ukraine
Consumer parameters index	0.959	0.898	0.969
Economic parameters index	0.869	0.980	0.882
Integral indicator of competitive capacity	1.104	0.916	1.097

Source: developed by the authors.

The work presents results of the performed sampling investigation, accompanied by sampling errors. Thus, the obtained results, due to available sampling and general aggregate, can be applied to all consumers of dairy products only with some assumptions. Besides, the article describes direction to improve competitive capacity of Ukrainian and Polish cheese at the market of Ukraine. However, it would be reasonable to study competitive capacity of Ukrainian commodities at the market of Poland.

CONCLUSIONS

The performed analysis of the market of dairy products in Ukraine confirms presence of negative tendencies at the market concerning decline in the production of most kinds of products. At the same time, one observes growth of the volume of import of dairy products of foreign producers in Ukraine.

Such situation requires analyzing of the competitive capacity of dairy products of foreign and Ukrainian producers at the market of Ukraine and determining of the directions of their increase.

The suggested hypothesis about the dependence of consumption of the dairy products of Ukrainian and Polish producers on the demographic and social-economic characteristics of consumers according to the results of the Pearson criterion (χ^2) is not confirmed. However, the hypothesis about the dependence between importance of the factors of dairy products purchase and choice of them by Polish or Ukrainian producers is confirmed only for fermented products.

Thus, choosing milk and cheese, consumers of the products of Ukrainian and Polish producers in Ukraine follow the same factors, and for the choice of fermented dairy products

of Ukrainian producers, the most important factors include the price and fat content, and for consumers of the mentioned products of Polish producers, the factors include the price and content. The least important factors for consumers of fermented dairy products of Ukrainian products include design of packaging, and of Polish production – material of packaging.

The made calculations demonstrate that for strengthening of the competitive capacity of cheese of Polish producers it is first necessary to increase their products availability in retail trading and to improve consumers’ awareness about those products. It can be achieved by activating of marketing policy of communications of the Polish producer at the market of Ukraine and by extending of his/her sale network using Internet technologies. Improvement of competitive capacity of cheese of Ukrainian producers should be focused on reduction of conserving agents use, transgenic modifiers, activation of the measures of sale stimulation and optimization of the price policy.

Considering great opportunities of dairy products export for Ukrainian producers at the world market, and increase of the global demand for dairy products, it is reasonable to continue the study of competitive capacity of the commodities of Ukrainian producers at the market of other countries and define directions for its improvement.

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