

Ministry of Education and Science of Ukraine

National University of Food Technologies

89

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

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

April, 3-7 2023

Part 3

Kyiv, NUFT, 2023

Міністерство освіти і науки України

Національний університет харчових технологій

89

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

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

3-7 квітня 2023 р.

Частина 3

Київ НУХТ 2023

89 International scientific conference of young scientist and students "Youth scientific achievements to the 21st century nutrition problem solution", April, 3-7, 2023. Book of abstract. Part 3. NUFT, Kyiv.

The publication contains materials of 89 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.

© NUFT, 2023

Матеріали 89 Міжнародної наукової конференції молодих учених, аспірантів і студентів "Наукові здобутки молоді – вирішенню проблем харчування людства у XXI столітті", 3-7 квітня 2023 р. – К.: НУХТ, 2023 р. – Ч.3. – 517 с.

Видання містить матеріали 89 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 енерго- та 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.

© НУХТ, 2023

8. Consumer demand for dairy products in Ukraine: factors and incentives

Mariia Davydchuk, Olga Nikitenko

National University of Food Technologies, Kyiv, Ukraine

Introduction. Dairy products are an important source of nutrition, rich in proteins, vitamins and minerals, which are necessary for the proper functioning of the body. In addition, it is an integral part of many dishes and drinks that we consume every day. That is why it is advisable to analyze the factors of demand for various dairy products and for products which are famous under TM Pyriatyn, in particular.

Materials and methods. The research uses such methods as observation, analysis, and expert evaluations. It also includes statistical data, information about the market and competitors, the results of previous studies, comparison, generalization and systematization.

Results. Some of the most significant factors that consumers may consider when choosing dairy products are as follows: Product quality: high product quality is one of the key factors influencing the choice of dairy products. Consumers are looking for products that have a pleasant taste, texture, color and smell. In addition, the quality of dairy products must meet food safety standards; Brand: well-known brands have a reputation as manufacturers that ensure high quality and reliability of their products; Price: price is an important factor as buyers usually look for products with the best value for money; Nutritional properties: some buyers are guided by the nutritional properties of dairy products, for example, the content of protein, fat, carbohydrates, etc.; Product range: The variety of dairy products can also influence consumer choice. Some consumers may look for a specific type of dairy product, such as low-fat yogurt or lactose-reduced milk; and lastly, placement on store shelves: sellers place products in such a way that the most popular brands or products are placed at the eye level of customers to attract their attention or the location of cheeses next to wine or bread can increase their popularity, for example.

Well-known JSC “Pyriatyn Cheese Factory” is one of the leading producers of dairy products in Ukraine and has some advantages compared to other cheese manufacturers. Firstly, the factory ensures the high quality of its products thanks to the use of modern equipment, high-quality milk and strict quality control at every stage of production. It also uses modern production technologies which allows to preserve the beneficial properties of milk as much as possible. Secondly, the plant offers a wide range of dairy products, including cheeses of different varieties, butter, cream, yogurts and other products that will satisfy the needs of different groups of consumers at an affordable price. Thirdly, JSC “Pyriatyn Cheese Factory” has a long history and a good reputation among consumers, which contributes to increasing trust in products. Fourthly, ecologically green products. The cheese factory is located in an ecologically clean zone, which affects the quality of milk and products made from it.

Conclusions. As a result of the analysis of demand for dairy products in Ukraine, it can be concluded that buyers are guided by various factors when choosing products, such as price, quality, brand, availability of promotions and discounts, composition and nutritional value of the product. Pyriatynsky cheese factory has its advantages among other dairy factories in Ukraine, such as high product quality, use of natural ingredients, a wide range of products and constant quality control. In addition, the plant is located in an ecologically clean area, which contributes to the production of healthy and natural products. Thus, the choice of products of JSC “Pyriatyn Cheese Factory” can be beneficial for consumers who appreciate high-quality products.