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## Nutritive business models of consumer behavior when purchasing food stuffs

Sasko Martinovski and Rozita Vasilevska  
St. Kliment of Ohrid University Macedonia

Nowadays, the need for research on the behavior of consumers in the purchase of food stuffs is great. The success of the operations of companies whose business is food stuffs very much depends on having information on consumer's purchasing decisions and their responses to various marketing strategies. Business models of consumer behavior can answer these questions. Studies show that the inclusion of nutrient determinant in these models is significant, and the nutritional business model can provide answers about the extent of its impact on consumer behavior. The research subject of this paper is to create nutrition business models of consumer behavior when purchasing food products, whereby emphasis is given to the nutritional properties of food stuffs, i.e. apart from the other determinants, the model includes a new determinant known as nutritional properties of food stuffs. The aim is to develop a nutrition based business model to obtain information on the extent of the impact of nutritional properties when buying food products and information related to significant new elements of the nutrition determinant, which ought to be included in food products. The paper discusses the application of an original concept of modeling for building a model of consumer behavior, when purchasing food products. The model is built on the basis of several principles by using modern technologies such as Geographic Information System (GIS) and data mining, and one of the most important principles is to provide greater clarity and full understanding of the process implemented in the model, and its integration with the feature of self-explanation. An implementation of the model has been done with data from a survey conducted among students studying Nutrition and Food technology and Biotechnology, enrolled in the first and second cycle at the Faculty of Technology and Technical sciences in Veles. The output of the model is comprised from survey responses from consumers.

**Conclusion:** Building a good nutrition model of consumer behavior when purchasing food will allow obtaining information on the impact and role of the nutrition determinant on consumer behavior and the need for improvement and production of healthy food products. Also, companies whose business activities involve food products will provide an answer to questions about their marketing strategy. The benefits could be manifold: it will benefit companies through greater profits, there will be benefits for the citizens because they will be consuming healthy and safe food products and ultimately there will also be benefits for the state.

### Biography

Sasko Martinovski was born in Veles, where he completed his primary and secondary education. He got his Bachelor's and Master's degree in Sciences at the Faculty of Electrical Engineering - Skopje, at the University "Ss. Cyril and Methodius" University Congress Center May 29-30, 2015, Ohrid, Macedonia 57 Skopje, and obtained his PhD from the Faculty of Economics - Prilep, "Ss. Kliment Ohridski" with the paper on "GIS modeling for strategic planning of the development of the urban environment". His work experience is extensive, including work in a number of companies as head of the computer center, work in the implementation of GIS projects, but also as an educator for IT education. Today he works as a professor at the Faculty of Technology and Technical sciences in Veles. During his career he has received a number of awards and certificates for his contribution to the IT sector. Recently, his main fields of scientific research activity include: Expert systems, GIS application in medicine, nutrition, food technology and economics, GIS and electronic services (e-business, e-marketing, ecommerce), GIS modeling and Marketing.

[sasko.martinovski@uklo.edu.mk](mailto:sasko.martinovski@uklo.edu.mk)

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