

# ANALYSIS OF THE HUNGARIAN AGRICULTURAL MARKETING – BY THE SUPPLY OF LOCAL PRODUCTS’ CONSUMERS

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## **Abstract**

Nowadays marketing is the basic for all enterprises, it is important and fundamental activity. We can talk about the industry, the service sector or the agriculture. The income of the company is determined by sales of the produced wealth, their methods and their tools. In our days the marketing management has more effective significance, because of the global market and the vigorous competition.

The term agricultural marketing is composed of two words-agriculture and marketing. Agriculture, we can think about the soil, the forests, the sea, so it includes all the primary activities of production systems in relation to animal, plant, food production. But, generally, it is used to mean growing and/or raising crops and livestock. The study of agricultural marketing comprises all the operations, and the agencies conducting them, involved in the movement of farm-produced foods, raw materials and their derivatives, such as textiles, from the farms to the final consumers, and the effects of such operations on farmers, middlemen and consumers.

In our primer research a questionnaire was made by us. The topic of the questionnaire was the consumption of these local products and the knowledge about the common agricultural marketing. The main group of our research was the graduated people, we think, they have more information and income, so they attitude is positive for these products. Finally the questionnaire was answered by 220 persons – from all part of the country. The data analysis and diagrams were made by the Microsoft Office Excel 2010 program.

We have known, the most of the participants had heard about the agricultural marketing, but the main institute, AMC not yet. The AMC programs are not too famous by them, but the other, similar festivals are prominent. The most important motivations of the shopping are: quality, using of local raw material and the healthy lifestyle. The problems with the local products – in the opinion of the participants are: higher price, less choice, no too comfortable shopping.

*Key words: agricultural marketing, questionnaire, local products,*