

Dissertation topics for academic year 2022/2023

Field of study: Economics and Management

Study programme: Agrarian Trade and Marketing

INSTITUTE OF MARKETING, TRADE AND SOCIAL STUDIES

Supervisor:

Dr. h. c. prof. Dr. Ing. Elena Horská

Dissertation topic:

The Use of Demographic Market Segmentation in the Creation of Positional and Communication Strategies in the Marketing of Local Foods

The new EU food strategy includes the promotion of sustainable food production and consumption, affordable healthy food for all and the promotion of locally produced products, as well as the overall improvement of the position of farmers in the value chain. The presented dissertation aims to identify the main market segments that can be used in local food marketing. Particular emphasis will be given on position and communication strategies, which are an important success factor of the local products promotion on the market and in the perception map of customers. The dissertation research will use data obtained from primary marketing research, based on a questionnaire survey and current theoretical models of consumer behavior in the food market. Cluster analysis and other suitable mathematical-statistical methods will be used in data processing. The outputs of the dissertation will be directed to the design of more effective forms of position and communication strategies depending on the behavior of individual market segments. The dissertation thesis will be a part of following research grants - COMFOCUS - 101005259“ Community on Food Consumer Science“ and VEGA 1/0245/21: I Implementation of the New EU Food Strategy in the Food Chain in Slovakia solved at Institute of Marketing, Trade and Social Studies, Faculty of Economics and Management SUA in Nitra.

Topic for applicants for full time and part time study.