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The category of products generating consumer resistance

Abstract

Objectives

It is even more regular to experience fear, insecurity, negative emotions concerning certain products. These negative attitudes result in the different levels of consumer resistance, even ending in active responses of consumers. The fact that the conditions necessary for the realisation of active consumer resistance have significantly transformed – due to easily available online information crucial for proclaiming consumer resistance - , emphasises the importance of the topic. The connection of consumers projects consumer power. Concerning such product categories traditionally successful marketing practices become useless, challenging companies.

Our researches made it evident that the phenomena of consumer resistance forces to rethink the demand types of different product categories. Because this kind of demand does not fulfil the requirements of any traditional category, we suggest introducing the new marketing term of products evoking consumer resistance.

Methods

Some companies have to face with the even grittier opinion of consumers, open rejection and criticism, which may jeopardize successful market operation. Non-profit organisations with the help of consumers are able to press companies even forcing them to change operation, production processes. The legal reactions of governments may result in shrinking markets. The existence and the characteristics of the product category might be analysed by case studies, content analysis and also by the means of different consumer and expert interviews.

In our study we provide an overview of the relevant literature, we detail the characteristics of the product category, the most important features of related markets and the reactions of different types of consumers. We also present conclusions for the Hungarian market, based on a face to face inquiry with a representative sample of 1200 people. We also analyse a case from the near past, at which consumer resistance resulted in market losses. Fat goose liver is produced by forced feeding and by revealing the real (or putative) Hungarian circumstances animal protection organisations have boycotted the product. We present the affair in a case study.

Results

Behind these phenomena we have identified products, which aim to satisfy the real needs of people, but also own product characteristics, making certain stakeholder groups to worry about health, environmental or ethical issues, considerations. Our aim is to identify the most frequently involved product categories and to summarise yet published knowledge. We also aim to contribute by providing new knowledge and by introducing new connections.

Conclusion

The analysed topic has an even increasing importance, while the even more frequent technical, technological innovations (e.g.: GM seeds, food, nuclear energy) also provide reasons for consumer resistance. The knowledge of the consumer is limited, for even larger consumer groups it is harder to understand the logic behind innovations. This results in increased uncertainty and fear. The importance of the topic is also reasoned by the limited number of relevant theoretical papers, there is no significant debate about the category and marketing theory does not provide framework suitable for a well structured thinking of professionals.

Keywords: consumer behaviour, new category of consumer goods, consumer resistance, negative emotions, limited consumer knowledge

Introduction

What is typical for today's marketing work is that consumer behaviour is an even more complex area, which necessitates even more intense attention. Changed technological and social circumstances result in the broadened scale of consumer reactions. For the consumers technological innovations are more and more complex, as a result it is harder and harder to understand them. The gap between the different consumer group's knowledge level is even wider; this enlarged gap can also be found in relation of consumers and companies. As mentioned before means in the hands of consumers is from an even wider range. All these factors reflect the uncertainty surrounding the success of a new product launch, while already existing products also have to face consumer criticism. Expressing opinion has never been easier than today, which fact enhances the importance of the topic. Different media and web platforms and their global availability do not only provide a company communication channel, but also serves as consumer to consumer communication tools.

Present paper is motivated by the realisation of the even more frequently expressed negative attitudes and negative emotions targeting products and services. Different forms of consumer opposition vary on a large scale ending with active resistance. These tools force companies to rethink their previous practice. Because negative emotions have such a high importance in the behaviour of consumer groups, we find it fundamental to rethink its role, grandness and the consequences effecting consumer behaviour. This phenomena force companies to face new challenges. It is not enough if they concentrate their attention to consumers and potential consumers, because traditionally successful marketing tools might be useless. Companies have to handle the neglecting reaction of consumers and other stakeholders (for example non-profit organisations). They also have to be deeply familiar with the legal environment, which might hurdle or even block their operations.

Present paper aims to draw attention to the role of negative emotions played in consumer behaviour. We also aim to focus on the problem of products provoking consumer resistance. We present the theoretical background of consumer resistance as a special form of demand. We also point out the main aspects of the available theoretical background. Our empirical research has focused into two directions. On one hand we analyse consumer reactions in case of product (geese fattened for its liver) provoking consumer resistance. On the other hand, based on a 1200 large representative Hungarian sample we sum up markets potentially provoking resistance.

Literature Review - consumer resistance as a special form of demand

In the first part of our research we were searching for the theoretical root of products with such a unique demand. In the frame of this research we analysed the following theoretical terms:

- market orientation of companies,
- possible categories of demand,
- consumer goods terms.

We did this to make these unique demand markets provoking consumer resistance visible in marketing theory.

Market orientation of companies

Most of basic marketing books, as introducing the reader into the art of marketing, start with categories describing market orientation. These reflect theories, which are in the forefront of companies. What is typical is that different books discuss these in different number of categories and with different types of categories. Sandhusen (2008) presents the historical development of marketing in five steps: production orientation, selling and marketing

orientation, social and connection marketing concept. According to Kotler and Keller (2006) in post-modern marketing holistic marketing concept became dominant. We do not aim to discuss these categories in detail, we only would like emphasize that the market orientation of companies is described with the notion of consumer needs in the centre.

In contrast to theory there are numerous examples representing products fail right after their launch. Theory usually brings two explanations for this phenomenon: consumer needs were not fulfilled or there was no demand (Betkowitz et al. 1989). In some cases companies do not concentrate on consumers or not on their most important needs (Dickson 1997).

The conflict between theory and practice is partly explained by demand and the categories of demand.

Categories of demand

Introducing demand categories is one of the basic roles of marketing management and it is usually discussed concerning managing supply. The assumption that companies always find consumers for their products is not true. Demand categories are rarely discussed in details, usually the categories of Kotler are used (Kotler 1973, Kotler et al. 2001). It is true that theory, concerning its main elements has been stable in time.

The importance of distinguishing demand categories is reflected by the fact that they embody different consumer behaviour patterns. These patterns necessitate different company behaviour (Kotler 1994), thus the task of marketing management is to find tools for handling these marketing problems.

According to Kotler (1973) demand can be characterised by eight unique stages, which assume dissimilar marketing tasks. He differs the following ones: negative demand, no demand, latent demand, uncertain demand, irregular demand, total demand, overdemand and unwanted demand. Concerning our topic negative and unwanted demand is in the focus. In

case of negative demand one part of the market or the whole market refuses the product, sometimes they pay to avoid the product. In case of resistance consumers people take steps to avoid the product. Negative markets and demand markets are for example the markets of dentist services, or as a product the labour of alcoholists or prisoners. Unwanted demand is typical for products harmful to the natural or social environment and they own unwanted product characteristics. In order to hurdle consumption, consumers or consumer groups, organisations arrange resistance.

Products provoking consumer resistance embody the features of these two product categories: the market rejects them, and the product itself has non-favourable characteristics. These products are considered to be special, so it is perceived as a different product category. Behind resistance there are stakeholders opposing to the consumption of the product. The activities of these groups result in product features which gradually become the organic part of public knowledge, while the process is followed by social debates.

Beside demand categories it is also useful to consider the product categories of marketing theory, these product categories reflect different types of demand.

The category system of consumer goods

The notion of consumer goods has a wide interpretation: each category reflects a unique type of demand, thus each necessitates different marketing strategy (Kotler 1994).

Polcz (2008) discusses product category terminology usual in marketing theory and the author compares them to the terminology used in Hungary. The 1st figure represents the most important notions within the system of consumer goods.

We have also collected the terms in Hungarian literature, which are connected to the category of consumer goods. The research revealed that different authors use different approaches, when they discuss this category. Nor the name of the terms, nor their number, nor the

structure of the system is not standard. Concerning present topic the category of unsought goods seems to be important. According to the definition these are products „which are known or not known by consumers, but usually consumers do not seek them”. (Polcz 2008, 72.). In Hungarian literature these are the so called „not sought goods” (Lehota 2001 and Hajdú 2004). This category is defined as a range of products which are yet unknown, because they are not advertised, or these are goods, which became morally or functionally irrelevant. Polcz (2008) also analysed the terms of marketing dictionaries. Unsought goods are only defined in one Hungarian marketing dictionary (Lackó - Zsom 2004) and it is described as a category containing „products not needed by consumers”. Polcz (2008 96.) Suggests the following definition: „these are consumer goods, which are not known by consumers or not sought actively (such as life insurance, tomb stone, and encyclopaedia)”.

In the Hungarian literature there is another approach, concerning demand and product types. This approach focuses on the attitudes, the involvement and the rational and emotional motives of consumers (Töröcsik 2007). Concerning consumption we distinguish functional and emotional consumption (self-assuring and self-expressive), concerning purchasing there is task oriented and experience driven purchasing (process and result oriented).

Consumer goods provoking consumer resistance can not be classified into any of these categories, as they do not fit into the categories of consumption and purchasing.

Markets provoking consumer resistance

What is general concerning products provoking consumer resistance is the negative emotional attitude. These products are to satisfy real needs, but the acceptance is limited by consumer resistance deriving from one or more product categories. According to the definition of Koppelman and Willers (2008) one or more market actor does not consider it to be safe, healthy or ethical, or a third party influences to look like that. The product category is also

characterised by the conflicts of interest between the different stakeholders, which results in negative attitudes. Different stakeholder groups evaluate product features in different ways, which result in conflicts between stakeholders.

What is also typical is that intense negative emotions derive from real or putative fears. The following factors are identified as potential sources of fear:

- lack of product knowledge,
- lack of experience,
- limitations in forecasting long term consequences,
- the danger of environmental or social harm,
- ethical issues,
- political issues.

It is not necessary to fulfil all these requirements in the same time. Some are enough to cause such uncertainty, which might hurdle the spread of product usage. Another typical feature of this category is that the consumption of the disapproved product or service might evoke negative feelings. The product offering divides the society.

There are numerous examples for consumer resistance and for the presence of negative emotions. There are myriads of instances in the food industry. Nestlé had to revise the range of its suppliers, because the appearance of a non-profit organisation. Gene- and nanotechnology is considered to be a dense area with many food industry examples. At this field not only personal or organisational resistance is present, but also governmental resistance has to be considered. According to the latest news the European Union is about to deregulate the market of genetically modified goods, so each country will have the right to decide on this topic. In the same time GM seeds has huge market sin the United States, in India and in China. Entering to the EU might take more time.

There are many technological innovations on the market that are not understood by consumers. These products might be considered unhealthy. This was the case when the microwave or the cell phone was introduced.

McDonalds is famous for the consumer resistance it has to face with. For example salads were introduced as a result of consumer resistance. There is also a great fear about nuclear energy.

One of the most recent examples is the vaccine of the H1N1 virus and its social debate. Stakeholder environmental and animal protection groups are protesting against hunting and cosmetic experiments. The fatted goose liver also belongs to this group (we will discuss this issue later).

There are also areas which provoke doubt. Abortion and abortion pills are also serious issues which draw wide attention. Prostitution is also a never-ending story, which throughout the history always attracted social outcry. This latter is a complex topic and the restrictions are rarely successful.

The issue of nuclear energy always had to face with fierce and negative emotions. The largest protest has recently taken place in Germany, and it activated hundred thousand people.

Some issues and the problems connected to them are so complex that resistance may also influence more than one industry. For example gene technology besides the seeds market has the effect on food and cosmetics industries. These new technologies sometimes offer new opportunities, but the information necessary for secure consumption are not presented yet.

Forms of consumer resistance

The literature of consumer resistance is limited. The tendency shows that the importance of these issues will increase and companies will be forced to handle them. Empirical research results are also limited. There were surveys in Germany, which measured the attitudes of respondents concerning genetically modified foods (Koppelman és Willers 2008).

According to the literature resistance may manifest in different forms. Koppelman and Willers (2008) distinguishes the behavioural and cognitive forms of resistance. The former might become consumer boycott, the latter might remain cognitive dissonance.

According to Rahm (1987) consumer resistance has three basic forms: rejection, postponement and opposition. There are two requirements that are fulfilled concerning consumer resistance. There must be a great change that is higher than the threshold. There must be a conflict between the new situation and the basic beliefs of the consumer. Rahm (1987) discusses consumer resistance, when talking about innovation and its acceptance. Rejection is the result of a personal evaluation process and this process leads to strong disapproval. Postponement reflects a situation when the consumer is expecting altered, more favourable circumstances. Adaptation is postponed in time (for example until the innovation becomes a mainstream product). In case of opposition the consumer is sure about the unsuitability of the innovation. The consumer also takes steps to hinder its successful spread. There are numerous tools: negative WOM, sabotage, boycott.

The right approach necessitates that consumer resistance is not considered to be the opposite of adaptation (Rahm 1987) and it should not be considered „not-adaptation” (Kleijnen et al. 2009). The phenomenon is more than „buy nothing” and more than „not trying” (Rahm 1987). As a result factors influencing adaptation are not the ones behind consumer resistance (Kleijnen et al. 2009). The underlying components can be classified into two distinct groups:

- on one hand these components might be connected to fundamental norms and beliefs. In this case there is resistance, when there is a need for a serious change for adaptation. The extent of their determining force has important role;
- on the other hand conflicts influencing daily routine might also provoke consumer resistance. These conflicts are connected to already existing social patterns.

Pinch and Bijker (1984) emphasises the social determination of science and technology. They also provide an overlook concerning innovation, society and cultural development (see also Kovács 2004, Hronszky 2006). Innovation is typical for its multy-directional characteristics, meaning that innovations are realised in multiple product variations and different selection processes. Innovations might manifest in many ways (interpretational flexibility). Although not all of them spread among consumers. It can be proved that in case of innovations an archetypical form appears (Gladbach 1994).

Rogers (1962) states that the following aspects influence the diffusion of innovation: the relative advantage, compatibility, complexity, of innovation; whether it can be tried and the results observed. We have presented in many ways that social involvement is an important aspect of consumer resistance. Kovács (2010) states that in social issues the formation of public opinion is the utmost important to realise behavioural change – see also Willers 2009. Public opinion is not a notion in itself, it must be understood in the context of something (it might be social, economic or political). It is not the sum of individual opinions in the society and it changes continuously. It is formed by interests and its affects masses. Media and mass communication has an important role in its formation. Media provides a platform for companies to make their products accepted, in the same time it is the field of social organisation for reaching crowds. Reaching the critical masses is crucial for successful initiation. New facilities of modern communication tools connect consumers with each other, they provide a platform for opinions and for activating consumer resistance.

In our case study we present an issue which started as a non-governmental initiation, calling for resistance. It was a boycott against fatted goose liver, based on the opinion of an organisation stating that their breeding was not suitable. Media news were also talking about hidden interest groups. This case has caused serious trouble for the industry and created a new order on this traditional market.

Method

Special characteristics of the goose liver market

In Hungary goose fattening has a more than hundred years old tradition (Association for Hungaricum). Goose liver belongs to those traditional products, the breeding of which has been developed for year-hundreds. For preserving traditions there were initiations for legal protection. In 2010 the parliament will discuss the issue of classifying goose liver as a Hungaricum (Agromonitor 2010).

The sector produces 6 million fattened goose and duck annually, while approximately 100 000 tons of corn is used. According to data from 2007, the total revenue of 17,6 billion Forint (63 million EUR) in this sector (data of the Hungarian authority).

Hungary is the second largest fat goose liver producer in the world, France is the first one. The most important export destinations are: France, Japan and Belgium, but there are exports to Germany, Italy, Austria, Switzerland, Denmark, Slovakia and Spain (Vier Pfoten/b). Some rankings state that most of the European markets (almost 80%) are supplied by Hungarian producers. The restriction of market might give the chance to other Non-European countries (China) to enter (Népszava Online 2010). Only 5% of goose and duck liver is sold inland, all the other is export. The product is a premium food category on meal cards and it is one of the most important drivers of gourmet tourism. In the same time local consumption is relatively small; its enlargement would open new territories.

The Austrian Vier Pfoten has raised this topic into the centre of attention. This organisation promises to create a list of companies involved in fattened goose breeding. They intend to draw attention to animal abuse. This list is sent to German and Austrian wholesalers, so these traders do not buy from companies on the list. In case they end up fattening they are put on a positive list, so they can get back on the market. This whole issue was started in 2008 at that

time they started to create this list and at that time they started the campaign against Hungarian companies.

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This initiation has risked the income of almost 15 000 people, many people got unemployed in the industry and some companies ended up producing goose liver. Forecast predicted a short fall on this market for the year of 2008 and 2009, as a result of this campaign the production fell with 40-50 % (Hungarian Poultry Council, HVG 2010).

The positive and the negative lists were sent to 50 German, 14 Swiss and 30 Austrian food stores, supermarkets, discount stores and wholesalers (Vier Pfoten/a).

Aim and methodology of research

According to literature and to content analysis we identified several examples concerning what products and services trigger resistance among consumers. We searched literature to identify different international examples, and our content analysis aimed at uncovering the Hungarian characteristics.

For the sake of mapping the Hungarian situation we conducted a representative survey so that we can map those relevant markets that provoke resistance among consumers. A 1200 member sample was inquired in the form of telephone interviews in 2010. The sample was representative concerning gender proportion, age, the highest school degree and regional distribution. Distribution of each demographic criterion is summoned in the 1st table.

During the inquiry we searched those markets and products, services that, according to our research in literature and to our content analysis, seemed to provoke consumer resistance in Hungary. In detail the following reasons led us to choose the relevant markets:

- geese fattened for their liver: examining whether any negative feelings of the Hungarian buyers were evoked by the campaign of the Austrian animal protection organization.

- the question of H1N1 vaccination: the attitude towards it was very similar to the international tendencies, there was a great deal of scepticism in Hungary as well, and partly a resistance against the vaccination could be observed. Despite the governmental and international recommendations a large number of people did not ask for vaccination – though the proportion of those vaccinated in Hungary was relatively high. News covering the H1N1 virus spreading around the world were first published in 2009 April. This was the month when the WHO increased the pandemic alert up to phase 5 (the highest alert phase is 6.) which meant that the world is on the threshold of a global pandemic. Two months later the first infected person was registered in Hungary. In November 2009. Vaccination Centres were established to ease the vaccination. In 2010 January there was a WHO announcement on the ending pandemic. By this time the number of infections decreased to a moderate level.

- buying genetically modified (GM) food: according to the latest news concerning genetically manipulated seed-corns the Hungarian Ministry of Rural Development banned the growth of Amflora potato (permitted in the European Union) in Hungary in 2010 June. Even the trade of all those products were banned that contain this kind of GM potato as an ingredient. Concerning these products a strong governmental resistance can be observed.

- cosmetic companies having animal experiments: Cosmetic industries and the animal experiments are considered to be an area with frequent resistance. It started in the 90's, there were developments, but it also depends on the improvements realised in testing methods.

Numerous boycotts were organised, when it turned out that they have animal experimented products.

- building a new nuclear power plant in Paks: nuclear power plants are 'traditionally' evoking great deal of resistance all over the world. The strategic role of nuclear power plants is coming up time after time as an important item on the agenda concerning the countries energy supply. The reason why this issue is getting more and more important is that there is a greater attention turning toward alternative, renewable energy, because of the limited amount of fossil fuels, and also because of environmental considerations.

- negative health effects of watching 3D films: it is potential resistance market, because watching such films often causes headache and also it is also inconvenient for those wearing glasses. What is more 5 percent of the population is 'stereo-blind' which means that they are not able produce a virtual 3D picture from the 2D. From the above mentioned topics this seems to be the 'latest' problem. The premiere of the first 3D film was on the 17th December 2009.

Throughout the inquiry these markets were searched concerning the following aspects:

- are Hungarians interested in these problems (binary variable), and if YES, in what proportion (we measured the involvement on a 10 point scale in which the extremes were: „I do not care” – „It makes me angry”);

- in case of involvement what do the inquired ones do, how do they express their rejecting opinion (they call others' attention, they look for information to form an opinion about the question, or they reject it in a passive way);

- how does the rejecting attitude appear in the consumers', buyers' behaviour (they buy the product or obtain the service, they reject to do so, or they condemn others if they buy the product or obtain the service);
- is the active way of obtaining information concerning H1N1, or the nuclear power plant a typical attitude among those inquired, and what is the connection between involvement and seeking information.

Overall research results

The interest concerning the examined markets were differing among the inquired ones. It varies from 16.6 percent 46.4 percent of the proportion of those who were interested in the given topics and wanted to measure it on the scale. Those people who did not care about the given issues got out of our analysis' focus. The most of the respondents were interested in the H1N1 vaccination. The level of involvement was the highest concerning this topic (less than 50 percent, 46.6 percent of the respondents). The most characteristic opinions occurred in connection with the cosmetic companies experimenting on animals (6.8 on our 10 point scale), and with the genetically modified food (6.7). On the other hand this last issue took the second place with a 37.3 percent concerning involvement. What we have to realize is that the data show only a weak resistance, and a medium involvement. The least involving issues are the negative effects of 3D films and the topic fatted geese's liver concerning both the proportion of respondents and the intensity of involvement. Less than 20 percent of people (19.0 and 16.6 percent) are interested in these topics, so the narrowest segments are involved with them. The intensity of negative involvement is also not so remarkable, these issues got only 4.9 and 4.8 on the 10 point scale, as. on the 2st figure.

On the whole we can say that the widest segments are involved with H1N1 vaccination, but the most characteristic involvement of the respondents is evoked by the genetically modified food. A relatively negative attitude can be observed among respondents concerning cosmetic companies experimenting on animals. The question of fattened goose liver and 3D films involve people the least (both in proportion and in the measure of resistance).

We examined those respondents who showed high involvement in all issues, but we had to face hurdles. There was only a low proportion, 5.5 percent (66 persons) of those who were interested in all topics (binary variable). So, there was a small percentage of people who gave more than 5 points for each question: only 27 of all respondents which is 2.3 percent.

Breeding fattened goose for its liver

The topic of breeding fattened goose for its liver resulted a much lower level of involvement than the other issues mentioned. The respondents measured their dislikes 4.8 on our scale which can be considered neutral. At the same time the number of those involved was low as well, only the 19 percent of all respondents are fit into this category. Although the largest proportion of this group responded that they condemn the issue but they do not do anything to stop it (30.2 percent). At the same time the rate of those who did not want to or could not answer the question was relatively low (9.8 percent) which means that almost everybody has an opinion about this topic (3.figure).

The purchasing behaviour of those involved shows a significant number of those who do not buy these products: 55.7 percent of them is a non-buyer. To understand this coherence it is important to point on the fact that goose liver is a luxury item, and it requires a certain level of income. We also examined the level of emotional involvement shown in certain cases of attitude and buyer's behaviour, but we did not find any significant differences.

But there were considerable results between attitude and buyer's behaviour that can be seen on the 4.figure.

The diagram shows that most of those who condemn the topic, but do nothing against it belong to the group of non-buyers. The above results point on the fact that the attitudes of people are rather passive – although they formed opinion about more topics in a high proportion. Though they have opinion about a thing, it does not incarnate in a negative attitude.

We also searched the questions with the respondents' demographic criteria, and the differences in relation with the whole sample.

The range of involved could be determined in the following way. The numbers show that the question concerns only a narrow segment:

- 235 respondents are interested in the topic,
- 119 respondents are involved in a level higher than 5 among the involved,
- 71 people are interested, the way that they condemn it, but do nothing against it,
- 70 people belong to those interested, and are emotionally involved (≥ 5) and do not buy it.

We examined which segments are emotionally involved, in its framework we compared the demographic characteristics of two groups: those who are interested in the topic, and those who are interested and emotionally involved as well and gave at least a value of 5. The differences projected on the whole sample can be seen on the 5th figure. Just like in the previously mentioned topics women are dominant among the involved. Unlike the previous issues: a difference can also be seen, namely the 50+ age group is highly represented

concerning the question of goose liver. Most of them are white collar workers, and the seniors are already retired, most of them live in Budapest. They rarely earn an income higher than the average, there are more of them who earn less than the average.

We examined those who reject buying these products – because of the low level of interest - by relating the number of non-buyers to the whole sample. The 6. figure compares those who do not buy (irrespectively of their opinion and involvement, n=843), and those who are interested and emotionally involved (≥ 5), and do not buy the products (n=70).

Well-educated, middle aged, at least 40 years old women living in Budapest – that is how we could describe those showing emotional involvement towards the question of goose liver, and whose attitude and buying behaviour might be affected by the problem. Their number is rather low: 5.8 percent of the whole sample, and 30 percent of the involved.

Consequences

The question of fattened goose for its liver did not evoke any kind of resistance from the Hungarians at the time of the inquiry. There was only a narrow segment that expressed negative emotions (well-educated women over 40 living in Budapest), and this resistance can not be considered strong enough to let them actively resist the issue. We assume that not buying goose liver is rather the question price and income, and the difference between them.

Despite the fact that animal protection organizations, with their strong resistance achieved results at some domestic companies (as a consequence these companies changed their procedures, and product scale), Hungarian consumers'/ buyers' behaviour have not made any significant effect on them. The danger of loosing the international markets might have

affected these companies' behaviour that seem real for a country as Hungary that is an 'export mogul of goose liver'.

Summary

As an effect of the changing circumstances on market we urge the rethinking of consumer goods' system of category. In our article we introduced a new product category of a specific consumer demand, which character is given by the negative emotions that come from the uncertainty, the lack of experience, and the fear caused by the forecasting uncertainty.

The importance of the issue comes from the notability of examples in practice, and from the easing requirements of consumers' organizations. We looked for the theoretical roots of consumers' resistance in the market orientation of companies, in the possible categories of demand and in the terms of consumers' goods' in use. While searching literature we realized that the expression is not used in marketing literature at the moment, and above all the sources are rather limited, and can not be classified into categories. The reasons listed below led us to recommend to introduce a new consumers' goods' category, namely the goods evoking consumer resistance:

- modern communication devices help consumers organizing themselves actively,
- goods rejecting attitudes of consumers can have international effects in our globalizing world,
- it is not enough to interpret questions on the level of local market, because they might bring on social problems as well and that is why the question of social involvement gets a larger part,

- consumer rejection of products can mean an enormous obstacle in the successful functioning of companies on market and it might force them to change their activities, their production,

- as a consequence companies must apply a special marketing strategy concerning the resisting groups and at the same time they have to handle groups of differing interest.

According to the introduction the Hungarian population is mainly involved with the question of H1N1, despite the fact that the epidemic was already over by the time of our research, it still evoked significant emotions among a narrow segment of the inquired. People had the most extreme opinion concerning cosmetic companies experimenting on animals and genetically manipulated food.

Our empirical research results reflect that the Hungarian population does not find the expression of consumer resistance interesting. There are questions that evoke negative emotions, but most of these topics do not lead to an active way of expressing opinions. We would like to point on the fact that the society still has a lot to learn how to exercise their rights. One of the most important reasons in the background is the lack of incomes.

At the same time more attention should turn towards a narrow segment, once they might mean the central core of resistance, they might become the pioneers who help consumers enforce their rights. In the Hungarian population negative attitude can be observed primarily among middle aged, married women living in the capital. Concerning certain issues the involved age group shifts: animal experiments interest young people, the issue of goose liver and nuclear power plant shifts the age group towards the seniors. Consumer resistance basically depends on gender and education.

The case of the fatted goose pointed on the importance of the fact how non-governmental organizations can pressurize companies so that its effects cross borders. Hungarian

companies producing goose liver can not lose their position on Hungarian markets that only has a small demand on it. Experts interpret the decline of these companies with as a result of economic recession. There is a much bigger pressure coming from abroad, these companies might lose their export markets because of getting on the blacklist.

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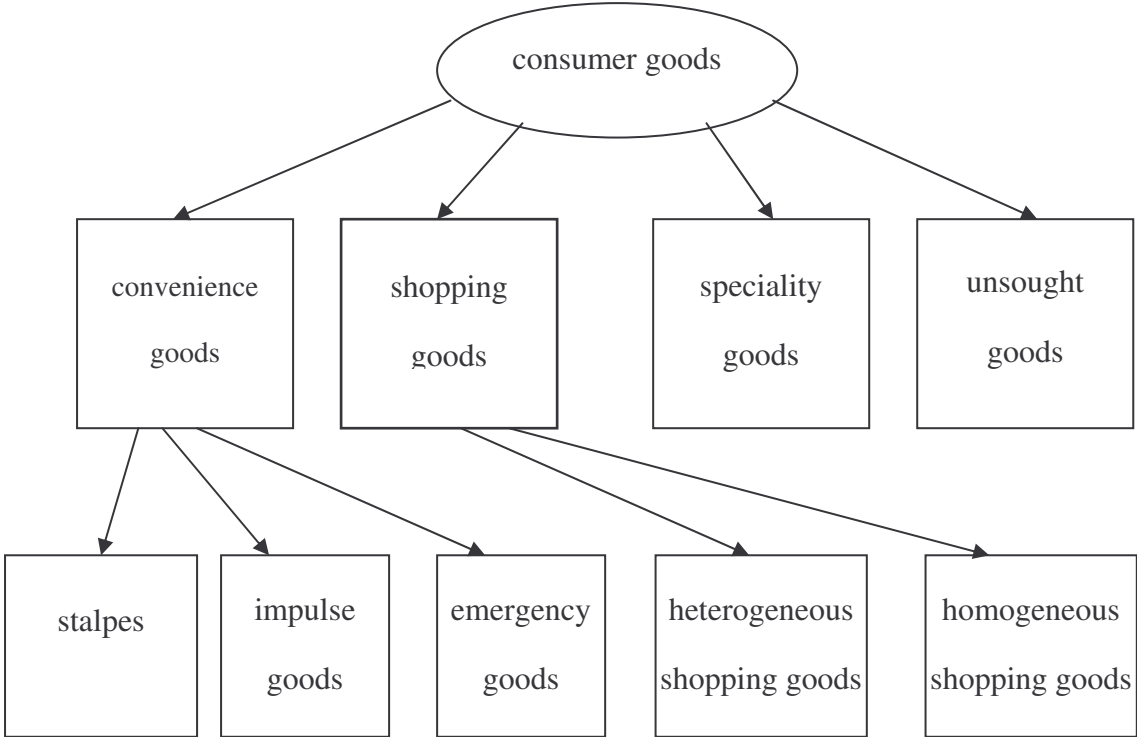
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Tables and Figures



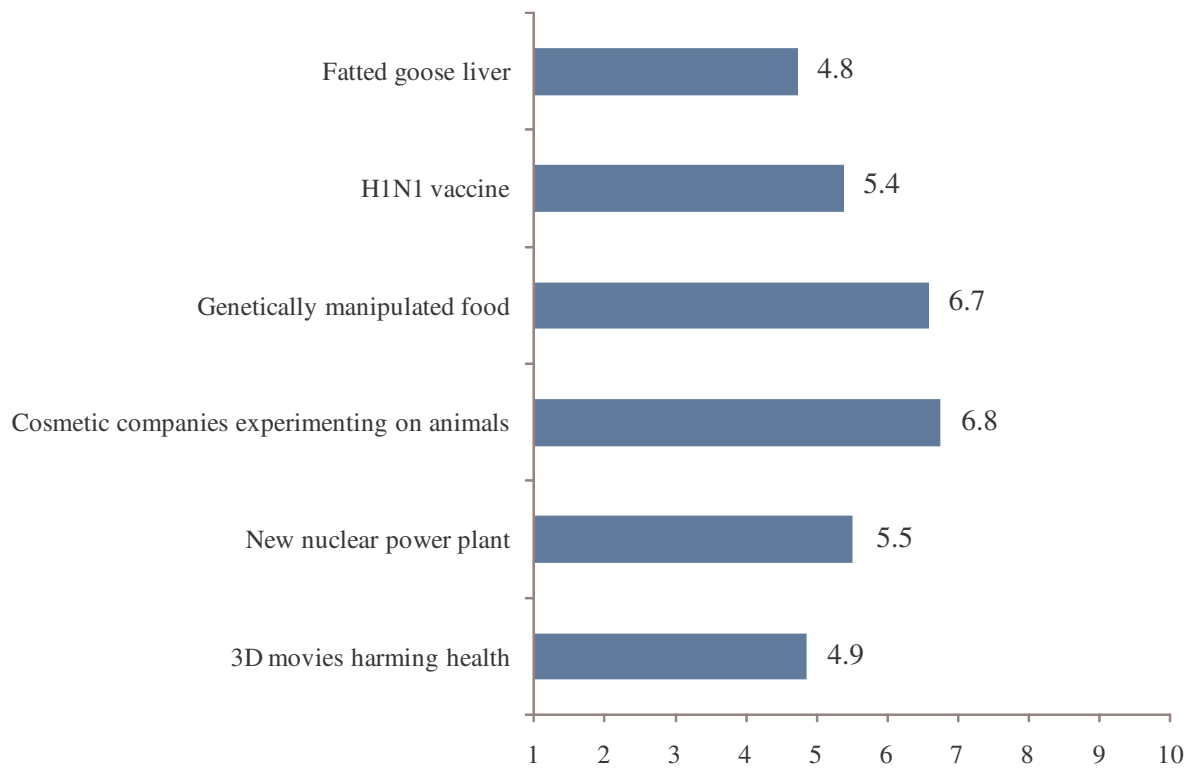
1. figure

The category system of consumer goods (Kotler 1994)

Demography		people	percent
gender			
	male	592	49.3%
	female	608	50.7%
	<i>total</i>	<i>1200</i>	<i>100.0%</i>
settlement			
	Budapest	217	18.1%
	city of cour	279	23.3%
	10.000+ sett	220	18.3%
	2.000-10.000	306	25.5%
	-2000 settle	178	14.8%
	<i>total</i>	<i>1200</i>	<i>100.0%</i>
age groups			
	up to 29 ye	295	24.6%
	30-39 years	216	18.0%
	40-49 years	247	20.6%
	50-59 years	210	17.5%
	over 60	232	19.3%
	<i>total</i>	<i>1200</i>	<i>100.0%</i>
educational qualification			
	university/c	212	17.7%
	GCSE	436	36.3%
	secondary	368	30.7%
	primary sch	165	13.75%
	n.a.	19	1.6%
	<i>total</i>	<i>1200</i>	<i>100.0%</i>
social stauts			
	lives in part	174	14.5%
	widow	94	7.8%
	single	253	21.1%
	divorced	102	8.5%
	lives apart	13	1.1%
	n.a.	13	1.1%
	<i>total</i>	<i>1200</i>	<i>100.0%</i>
legal status			
	active blue	356	29.7%
	active white	329	27.5%
	retired	271	22.6%
	student	81	6.8%
	unemploye	77	6.5%
	maternity le	45	3.8%
	other inacti	17	1.5%
	dependant	16	1.3%
	n.a.	8	0.7%
	<i>total</i>	<i>1200</i>	<i>100.0%</i>
perceived income level			
	far over the	5	0.5%
	over the av	69	5.8%
	average	690	57.5%
	below the a	311	25.9%
	far below th	86	7.2%
	n.a.	39	3.3%
	<i>total</i>	<i>1200</i>	<i>100.0%</i>

1. table

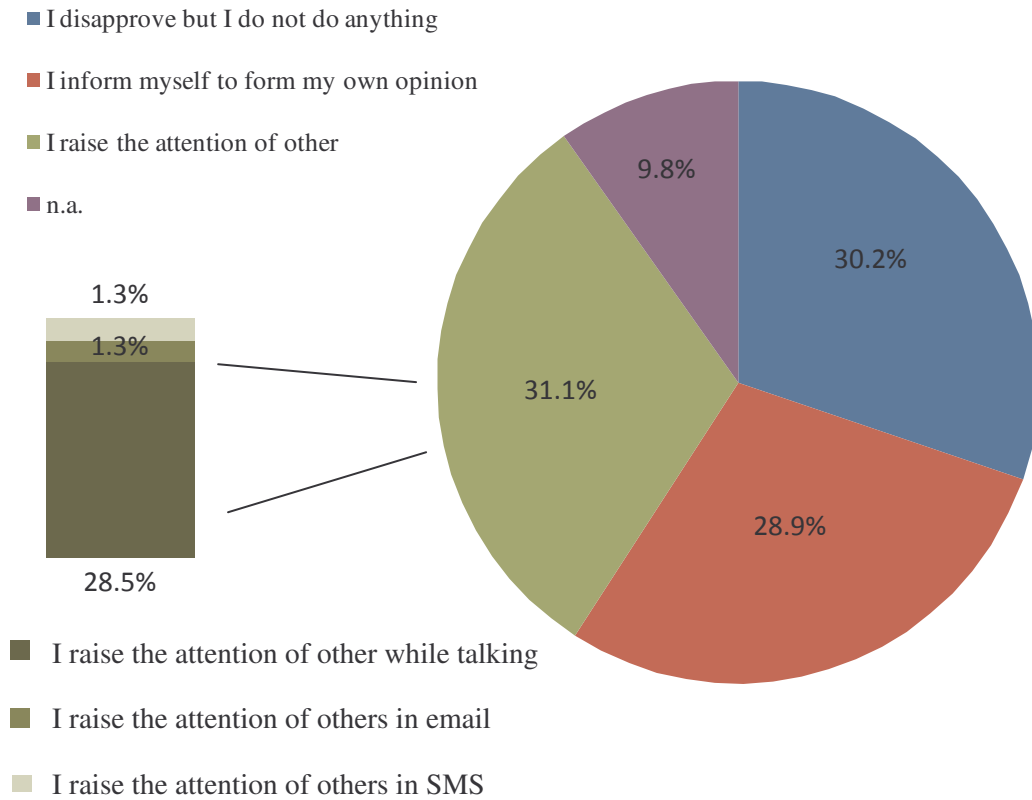
Demographic data of respondents. (Source: own diagram)



2. figure

Negative attitudes among those who were interested in the topic.

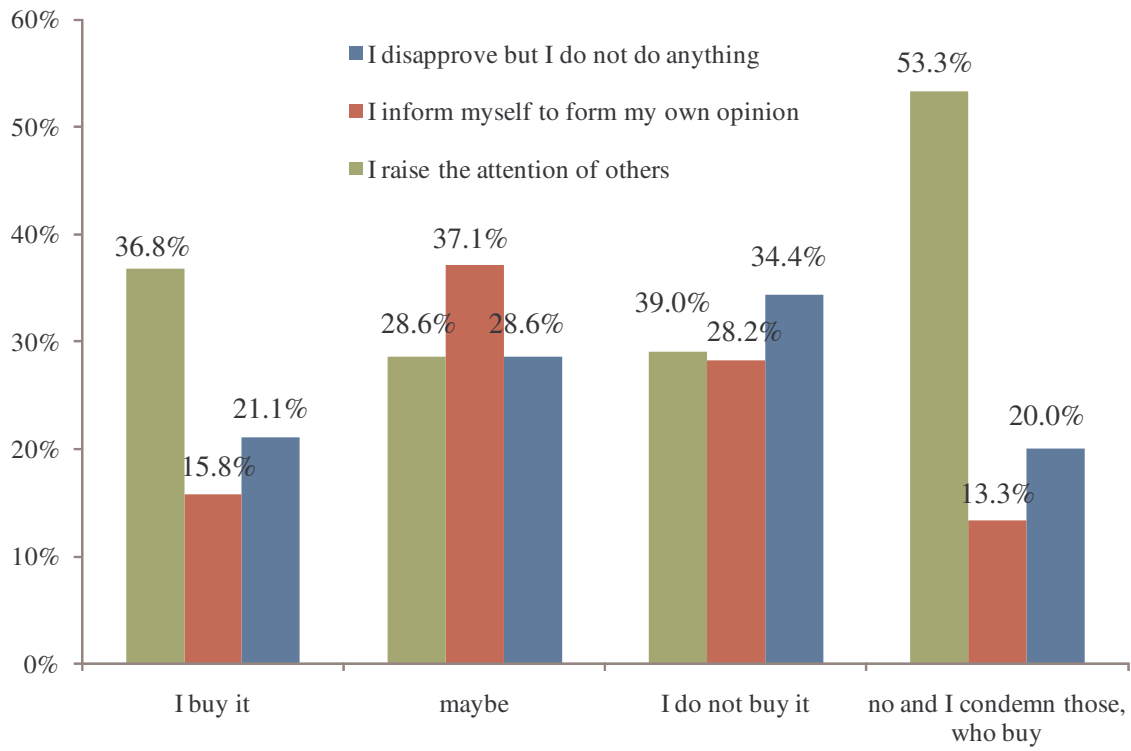
(Source: own diagram)



3. figure

Attitude of those involved towards breeding fattened goose for its liver (n=235 people).

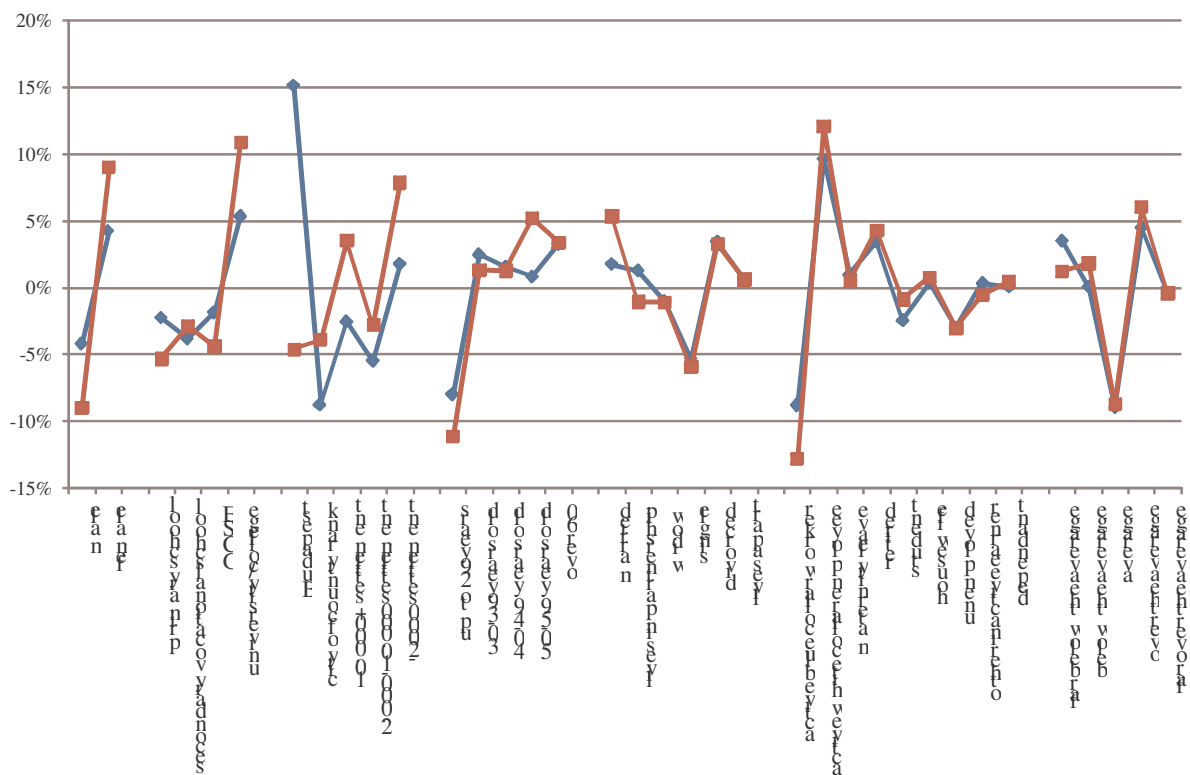
(Source: own diagram)



4. figure

The connection between consumer behaviour and attitudes concerning fattened goose liver, among those involved (n=235).

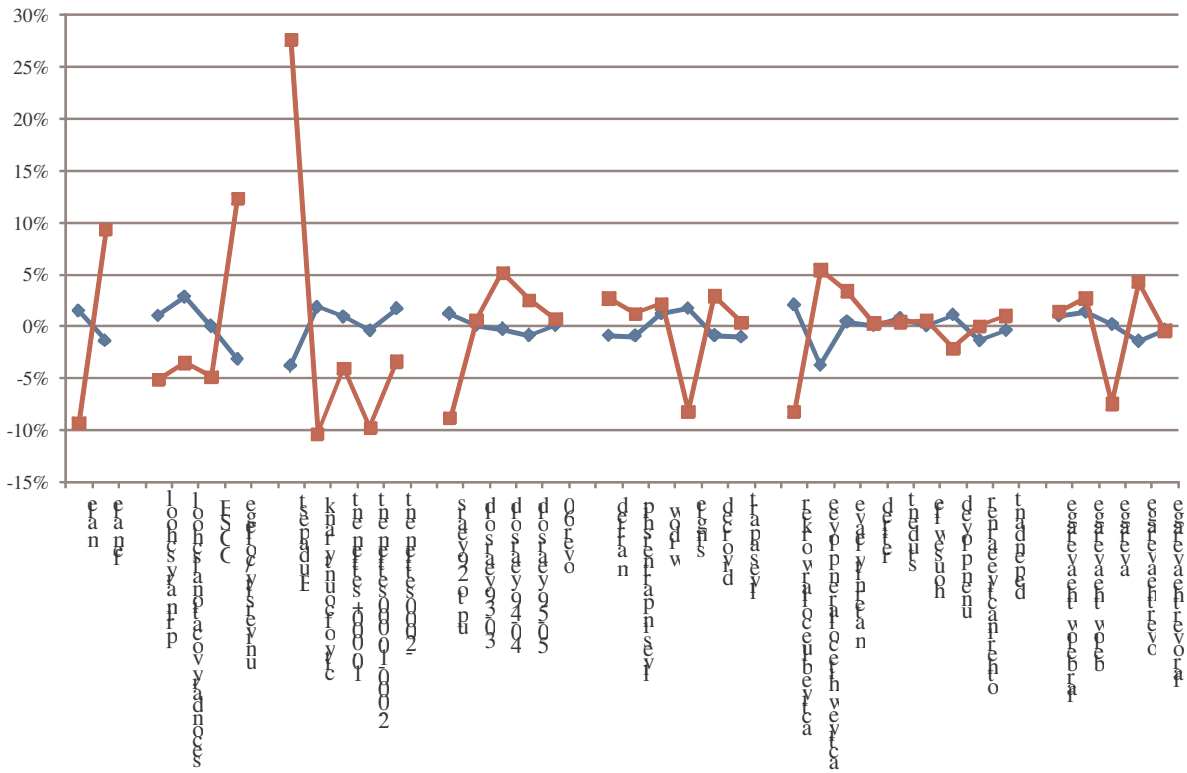
(Source: own diagram)



5. figure

Demographic criteria of the involved who are interested in the question of goose liver, and those who are emotionally involved as well and gave at least a value of 5 (≥ 5) (n=235 and n=70).

(Source: own diagram)



6. figure

Demographic criteria of the involved who are interested in the question of goose liver, and those who are emotionally involved as well and gave at least a value of 5 (≥ 5) (n=235 and n=70).

(Source: own diagram)