

RESEARCH BUYING BEHAVIOR FOR YOGHURT AMONG CONSUMERS IN ARAD CITY

Elena PET¹, Corina RUSE¹, Anda MILIN¹,
Tabita Cornelia ADAMOV¹, S. MOISA¹,
Ioana BALAN¹

¹Banat's University of Agricultural Sciences and
Veterinary Medicine, Timișoara
e-mail: petz_elena@yahoo.com

The starting point in marketing is research. This is meant to ensure marketing decisions, be it about market strategy, launching a new product or service, or penetrating an external market, opening a service network, or promoting sales over certain market segments. The research process in the field of marketing varies depending on one of the following: nature of the issue studied, financial resources, working instruments, and quality of expected results. Investigation success depends on several factors, i.e. rigorously defining objectives, properly using investigation means and techniques, existence of a proper informational system, etc. In order to obtain superior performance, any firm needs a marketing strategy firmly oriented towards the consumer. As a result, it is important to monitor and study the consumer behaviour from every point of view: type of consumer, age, sex, occupation, affiliation groups, personality, culture, etc. Who? When? How? How much? Where from? How many times? etc. are questions whose answers are studied by marketing operators with a view to modelling the purchasing and consumption behaviour of the individuals, making decisions on how a firm should respond. At present, consumers are sovereigns of their incomes. Social stratification differentiates incomes and determines significant variations in the structure of consumption. Knowing the attitudinal structure of the consumer is a good occasion for investigating the causes that determine acceptance or rejection of a product. The most important way is to research consumer desires..

Key words: *behaviour, market, demand, offer, consumption*

Studying consumer behaviour has become a concern of marketing specialists since it is in this way that they can find out how consumers choose the goods and services necessary to satisfy multiple needs, the stimuli and factors influencing the choice.

Under considerable diversification of the offer, consumers have wide choice opportunities. On the other hand, the increase of purchase power together with an increase of the level of education and culture allows the purchaser to satisfy more needs, more sophisticated ones, of higher quality – aspects that any producer should take into account if he/she really wants to meet consumer requirements. If

the producer fails to identify the consumer's new options, the latter will choose another producer.

Due to the fundamentally different nature of the acts and processes defining consumer behaviour, the way people act economically does not represent a sum of mechanically repeated acts, but the result of a lifetime experience. The simple record and quantification of the consumer's acts is not enough; we should also research psycho-physiological processes determining these acts and explain their interdependence.

Studying consumer behaviour focuses on different attitudes in the process of deciding purchase (for instance, attitude towards information, choosing purchase place, brand fidelity, price awareness, consumer's difficult attitude, etc.).

Purchasing is a wide concept consisting in purchasing useful goods and services for an optimal price and from safe sources.

MATERIAL AND METHOD

This study aims at identifying yoghurt consumer profile, determining criteria that determine choice and the purchase of one of other assortment of yoghurt on the market, determining notoriety of yoghurt brands and the importance of the different attributes in purchase decision-making.

The general community, called basic community or population, is the basis of sampling and the people on which research results will be generalised. In this case, general community is represented by the entire population of Arad (Arad City). The main instrument we used in collecting data was the questionnaire. We used random sampling as sampling method.

Research was carried out on a sample of 100 people considered representative from a statistic point of view, in three supermarkets also selling foods (BILLA, KAUF LAND, and SELGROS).

For the purpose of this study, we considered a probability of guaranteeing results of 95% and an acceptable sampling limit error of 3%. Within this research, collecting information was achieved over a period of 4 days, in the supermarkets mentioned above, between 9:00 and 11:00 a.m. and 15:00 – 18:00 p.m.

RESULTS AND DISCUSSIONS

At present, consumers are sovereign of their incomes. Social stratification differentiates incomes and determines significant variations of the consumption structure.

Knowing the attitudinal structure of the consumer is a good opportunity to investigate the causes that determine acceptance or rejection of a product. The most important way to do it is studying consumer desires.

As a result of research we carried out, we could see that about 80% of the respondents were people also purchasing foods, including milk products. Since this was a filter question, respondents giving negative answers were no longer part of the study. As far as respondent age was concerned, we could see after analysing the answers to the questions that 10% of the people interviewed and eating yoghurt were below 20, 42% were between 20 and 40, and 28% were above 41.

As for the number of people per family, we could see that the highest share was that of families of 3 members (40%), followed by families of 2 people (23%) and by families of 4 people (20%).

As for the consumer preference depending on yoghurt consistency, we could note that 52% of the people interviewed prefer nature yoghurt, 17% prefer diet yoghurt, and 23% prefer drinking yoghurt.

The favourite place to purchase yoghurt is the hypermarket and the supermarket (69%), while only 19% of the people interviewed purchase their yoghurt from groceries and 12% purchase it from mixed shops.

As for the casing form, most of the consumers chose the plastic box (85%).

The weight preferred by the consumers is between 100 and 250 g (60%).

One of the issues of interest of our research aimed at the purchase frequency. Research results show that most of the yoghurt purchasers (over 65% of the total people interviewed) range in the area of medium frequency (weekly), with only 2% daily frequency and 23% frequency less than every week.

As for the type of yoghurt (taste-based) preferred by the consumers, the results of the study show that 35% of the consumers prefer fruit yoghurt, 23% prefer chocolate yoghurt, 15% prefer vanilla yoghurt, and 17% prefer plain yoghurt.

Answers given to the question “Do you purchase yoghurt that is being promoted?” show that 98% of the people interviewed purchase yoghurt on promotion, while 2% deny it.

As for the question “Do you share decision-making when purchasing yoghurt?” answers show that 15% of them debate it with other people before purchasing yoghurt while 85% make their decisions by themselves. Advertising and promoting are the main sources of information in purchasing yoghurt.

As for the yoghurt offer on the Romanian market, respondents mentioned the fact that it is much diversified. The most consumed brands of yoghurt are Danone Natural, Danone Delicios, Activia, Milli, Frutissima, and Napolact. The yoghurt brand preferred by our respondents is Danone.

The most important attributes mentioned by the respondents in purchase decision-making are brand (33%), price (28%), taste (23%), and wrapping (10%).

CONCLUSIONS

Marketing research ensures the instrument necessary to study consumer behaviour. Choosing the research method depends on the specific objectives of each research of consumer behaviour. In many situations, it is useful to combine research methods due to the complexity of the consumer behaviour. But, no matter the research methods one uses, studying consumer behaviour is necessary in getting information that will help build up marketing strategy for a product or service.

Based on the questionnaire we applied among yoghurt consumers from Arad (Arad City) to study the yoghurt consumer behaviour we can conclude the following:

- 80% of the respondents are people that also buy foods, including milk products;
- 65% of the people interviewed purchase yoghurt weekly, 10% purchase it every three days, 2% purchase it daily, and 23% purchase it more rarely;
- 60% of the people interviewed purchase over 3 pots once, 23% purchase 3 pots, 12% purchase 2 pots once, and 2% of the respondents purchase a single box;
- 60% of the consumers buy yoghurt in pots of 100-250 g, 36% purchase pots of 250-500 g, and 2% purchase yoghurt in pots of over 500 g;
- 85% of the people interviewed prefer to purchase yoghurt in plastic pots, 13% prefer to purchase yoghurt in small buckets, and only 2% prefer to purchase yoghurt in simple pots; there was no option for glass bottles;
- as we can see, advertising and promotions are extremely important for everybody interviewed;
- the best known yoghurt brand is Danone, followed by Milli, Frutissima, LaDorna, Activia, Actimel, Oke, etc., while the most purchased ones are Danone Natural, Danone Delicios, Milli, Frutissima, Napolact, and Activia;
- data collected show that price is important for 28% of the people interviewed, taste is important for 23% of the people, brand is important for 33% of the people, and consistency is important for 6% of the interviewed people;
- 35% of the people interviewed have incomes between 1,000 and 1,500 RON, 30% have incomes between 500 and 1,000 RON, 18% have incomes above 1,500 RON, and 17% have incomes below 500 RON.

As a result of research we carried out, the yoghurt brand the most purchased is Danone.

BIBLIOGRAPHY

1. Chiran, A., 2000 – *Marketing agrar*, Editura Periscop, Iași.
2. Constantin, M. and col., 2009 – *Marketingul producției*, Editura AgroTehnica, București.
3. Datculescu, P., 2006 – *Cercetarea de marketing*, Editura Brandbuilders Grup, București.
4. Dobre, C., 2002 – *Comportamentul consumatorului și strategia de comunicare a firmei*, Editura Solness, Timișoara.
5. Florescu, C., 1993 – *Marketing*, Editura Marketer, București.
6. Funar, Sabina, 1999 – *Marketing agroalimentar*, Editura Digital Data, Cluj-Napoca.
7. Gavrilescu, D., 2000 – *Economie agroalimentară*, Editura Expres, București.
8. Kotler, Ph., 1999 – *Principiile marketingului*, Editura Teora, București.
9. Niculescu, Elena, 2000 – *Marketing modern*, Editura Polirom, Iași.
10. Peț, Elena, 2004 – *Marketing agrar*, Editura Mirton, Timișoara.
11. Pruteanu, Șt., 1998 – *Inteligența marketing plus*, Editura Polirom, Iași.