

## MARKETING RESEARCHES CONCERNING CONSUMERS' INTEREST IN PURCHASING CANNED PRODUCTS

Elena PET<sup>1</sup>, Corina RUȘET<sup>1</sup>,  
Tabita Cornelia ADAMOV<sup>1</sup>, Anda MILIN<sup>1</sup>

<sup>1</sup>Banat's University of Agricultural Sciences and  
Veterinary Medicine, Timișoara  
e-mail: petz\_elena@yahoo.com

*Informing, which essentially necessary in decision-making, means involving resources from the firm. The size of the effort necessary to get information varies according to importance, complexity, size of the problem studied, etc. The efforts made to carry out marketing research diminish or remove the risk of important losses that can result from decisions lacking scientific founding. Marketing research is a systematic, objective process generating information necessary to adopting marketing decisions. It supposes collecting, investigating, and analysing information related to the marketing of goods, services, organisations, people, places, and ideas. Thus, marketing research has the role of identifying and assessing marketing opportunities, of analysing and choosing target-markets, of founding the planning, and of achieving marketing mix. This marketing research aims at studying consumers' interest in purchasing canned products. The sample we studied was made up of 100 subjects.*

**Key words:** marketing, consumer, product, behaviour

The research process in the field of marketing varies depending on the nature of the problem studied, on the financial resources allotted, on the working instrument used, on the expected quality of the results. The success of investigations depends on several factors, particularly on the rigorous definition of the items, of the proper use of the means and techniques of investigation, on the existence of a proper informational system, etc.

Conceiving and developing of a proper marketing informational system that includes the whole ensemble of marketing research means, first, the acknowledgement, by the firm management, of the necessity of organising a permanent flow of information, vital for marketing decision at any time and, second, it involves the acknowledgement of the necessity of intersecting marketing information proper and information sources from the other firm's compartments that are vital to the firm's general strategy.

Using informational sources to support marketing research is extremely important for more and more firms. Confronted with more and more competitive markets, with more and more demanding consumers and with narrower and narrower

reference segments, the firms need to find new methods of acquiring competitive advantages and to make a profit.

Marketing information facilitate a deeper understanding of the markets, of one's own position on these markets, and competitors' activity, supplying a full image of the relationships between the firm and its customers

## **MATERIAL AND METHOD**

The goal of the present research was to determine whether consumers are interested in purchasing canned products. The objectives of the research were as follows: purchasing habits depending on certain criteria (income, age, gender etc.), the purchase frequency, minimal/maximal size of a purchase, product consumption, and the importance of different attributes in local product purchase decision-making, most frequent purchase place, consumption preferences, and influences on the purchase decision-making.

Research was carried out on a sample of 100 people, considered representative from a statistic point of view, in 4 food stores (BILLA, KAUF LAND, and SELGROS, REAL). The main instrument in data collecting we used was the questionnaire. We used random sampling as a sampling method.

In this study, we have considered a result warranty probability of 96.0% and an acceptable sampling limit error of 3.0%. Within the research design, collecting information was carried out over a period of five days in the food stores mentioned above.

## **RESULTS AND DISCUSSIONS**

Knowing the consumer's behavioural attitude is a good opportunity for researchers to investigate the causes that determine the acceptance or the rejection of a product upon purchase. The most important means is the research of the consumers' desires.

As a result of the research we carried out we could see that 86.0% of the respondents are people that purchase canned products and that only 14.0% are people that do not purchase canned products. Since this question is a filter-question, the respondents who answered this question negatively are no longer part of the study.

The answers to the question "*Who is the final consumer of the canned products you have bought?*" were as follows: for individual consumption – 14.0%, for the family consumption – 65.0%, for his/her customers – 14.0%, and for other beneficiaries – 7.0%.

As for the product purchased, canned meat (49.0%), canned fish (18), and canned fruits (14.0%) products range on the first three places.

One of the issues of interest of our research aimed at the canned products purchasing frequency. Analysing the results we obtained showed that 16.0% of the respondents purchase canned products on a daily basis, 33.0% of the respondents purchase canned products once a week, 29.0% of the respondents purchase canned products twice a month, 18.0% of the respondents purchase canned products once a

month, and 4.0% of the respondents purchase canned products once in several months.

The purchase place preferred by most respondents are the hypermarket and the supermarket (60.0% of the respondents), compared to 31.0% of the respondents that purchase canned products from neighbourhood shops and to only 9.0% of the respondents that purchase canned products from the market.

The criteria that support consumer orientation toward canned products are the brand (42.0%), the price (33.0%), the wrapping design (11.0%), and 14.0% of the respondents mentioned that they purchase their canned products upon recommendation from their acquaintances.

The answers to the question *“Are you devoted to a certain brand?”* showed that 76.0% of the respondents are devoted to the brand, 18.0% are devoted only in a certain measure, while 6.0% of the respondents answered that the product brand has no relevance.

As for the question *“Would you cease purchasing your usual brand and start purchasing a promoted one?”* most of the respondents answered they would not cease purchasing their usual brands, while low-income respondents answered they would.

The answers concerning the characteristics he/she appreciates most in canned products showed that 34.0% of the respondents appreciate the taste of canned products most, that for 28.0% of the respondents the most important characteristic is the freshness of the product, that for 19.0% of the respondents it is the quality of the preserved product, and that for 10.0% of the respondents the most important characteristic is low content of food additives.

The canned products the most frequently consumed by the respondents are canned meat (49.0%), followed by canned fish (18.0%), by canned fruit (14.0%), by canned food (sausages/bacon and beans, stuffed cabbage leaves, etc.), and by canned vegetables (7.0%).

As for the answers to the question *“How often do you purchase the canned product?”*, most respondents (45.0%) answered that they use it once a week, 21.0% answered they use it twice a week, 16.0% answered they use it on a daily basis, 14.0% answered they use it once a month, and 4.0% answered they use it once in a several months.

The answers to the question *“How practical do you think canned products are?”* showed that all the respondents consider that canned food is practical.

As for the question *“What do you think the relationship between your financial resources and your necessities?”* we could see that 37.2% of the respondents answered that they afford some extra expenses besides the little bear necessities, while only 8.1% of the respondents answered that they can purchase whatever they want.

From the point of view of the respondents' age, after analysing their answers we could see that 9.0% of the people purchasing canned food range below 20 years of age, 47.0% range within 20 and 40 years of age, 26.0% range above 41 years of age, and 18.0% range above 60 years of age. The highest share in the sample is that

of women (65.0%), while 85.0% of the respondents live in the urban area and 15.0% live in the rural area.

## CONCLUSIONS

The present study was carried out to see the consumers' interest in purchasing canned products based on a questionnaire applied to 100 reference respondents from the city of Timisoara.

Based on the study we have carried out, we can draw the conclusion that 86.0% of the respondents are people that purchase canned foods.

As for the canned foods, the most purchased are canned meat (49.0%), followed by canned fish (18.0%), and by canned fruits (14.0%).

The purchase places preferred by most respondents are the hypermarket and the supermarket.

The characteristics the most appreciated in canned foods are taste, freshness, and quality. The most consumed canned foods are canned meat products (49.0%).

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