

SUSTAINABLE DEVELOPMENT AND THE ROLE OF CUSTOMER PURCHASE DECISION

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Abstract

Effectively economic results of a company are outside, outdoors, converting them into customers products and services in cash or decision maker is out of business a company [Peter Druker, 1966]. For this reason companies spoils its customers with marketing offers and actions, using messages to position themselves in their brains. I put the question, such action is correct? It has more Information customer and the manufacturer does not? Unlikely. The following question arises: Why spend significant amounts of customer-related actions? The lure of the idea of a product or service? If he needs it, will buy. His problem is that he has more options in the purchasing decision which means that supply exceeds demand and have a choice.

Key words: sustainable development, consumer strategy
