STUDY REGARDING THE PURCHASE AND CONSUMPTION BEHAVIOR FOR BREAD OF IĂȘI COUNTY POPULATION (CASE STUDY)

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Abstract

In order to study the consumer buying behavior for bakery of Iasi county population (purchasing criteria, favorite brands and types, quantities purchased and consumed) a statistical survey was conducted in 2012 by the survey method with the written questionnaire. The main objectives of the study were represented by: highlighting acquisition criteria and factors influencing consumption of bakery products; revealing the varieties of bread consumed in terms of quality and quantity; identify the main bakery brands acquired; specifying the buying motivations and determinants of bread consumption pattern from the consumer's point of view; determine the conditions of the purchase in grocery stores and buyer satisfaction. The main reason for buying certain bakery was given by the product quality (54.90%) while the products influence on health was the main motivation for 22.22% of the subjects. A particular pattern of consumption for bakery products can be determined mainly by consumption behavior of the family (especially parents) in view of 26.8 % of respondents, household income (29.41%), food needs and/or diet (27.45%). Consumers targeted by the undertaken survey are loyal to a certain brand of bread products (44.4%), most rural people stating that the brand is not one of the main criteria of choice. Information on the label are considered to be very important in the process of purchasing for 31.4% of respondents, quite important for 28.8 %, while 9.8 % said they are unimportant. In the Iasi County, the supermarkets develops their own brands, offering fresh and a wide range of products, generally disposed in a specially designed bakery space and with an attractive visual layout, while maintaining and diversifying local or regional manufacturers brands. The quantities of bread and bakery products bought in Romania by a household decreased during the analyzed period (2007-2012), at nation level registered successive declines, ranging in 2012 at 7.66 kg/month/person, respectively at 91.92 kg/year/person, the highest consumption being in rural areas.

Key words: bread, purchase, consumption, strategies