

RESEARCH ON THE DECISION TO PURCHASE AND CONSUMPTION FOR AGRI-FOOD PRODUCTS ON THE IASI MUNICIPALITY MARKET

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Abstract

The paper aims to analyze the purchasing and food consumption behavior of the population of Iasi, as well as the decision-making act made at individual or group level, in connection with the purchase and consumption of agri-food products, designed to meet food needs, present and future, including both the decision-making processes that precede and those that determine the purchase / consumption of these product categories. Food satisfies the physiological needs of every human being, which cannot be delayed and, therefore, for this satisfaction the needs of the consumer affect a part of their income. The way in which food needs can be met differently, through food of animal or vegetable origin, rationalization of the number of calories, dietary principles, vitamins, minerals, etc., ultimately determines the level of expenditure depending on these options. They differ according to age, social condition, preference for the structure of consumption, degree of civilization, geographical condition, even fashion and imitation, etc. At first glance, defining consumer behaviour seems to be a relatively easy process. In reality, however, the definition of this concept involves taking into account a variety of elements, resulting in a series of definitions presented by the literature over the past decades. Given the complexity of this concept, for its definition, specialists have resorted to various sciences starting with anthropology, sociology and psychology, and ending with economics and marketing. In this paper, the emphasis is on treating the concept of consumer behaviour from a marketing perspective.

Key words: purchasing behaviour, decision making, products, agri-food, consumer