

# THE MODIFICATION OF FOOD CONSUMPTION BEHAVIOUR UNDER THE INFLUENCE OF PROMOTIONAL ACTIONS

Mioara MIHĂILĂ<sup>1</sup>, Elena LEONTE<sup>1</sup>, Andy-Felix JITĂREANU<sup>1</sup>, Maria ROBU<sup>1</sup>

e-mail:mioara@uaiasi.ro

---

## Abstract

The consumption behaviour represents one of the main attractions of the marketing study area which sparks a lot of interest. Within the enterprise marketing mission, the food consumption behaviour is a particular sub-category, given the significant realignments of production and food consumption. The statistics from the last 10 years indicate a strongly ascending trend for all product categories. The hypothesis of the current research is that this increase is due mostly to the simultaneous increase in the number and intensity of promotional campaigns and actions, to which consumers respond with pro-consumption favourable reactions. The analysis from this paper is performed for Romania with data from the period 2010-2020 by means of the following methods: observation, data analysis, processing and interpretation. The research results confirm the increase in food consumption under the influence of promotional actions, which does not always favourably support a stable, socio-economically healthy and sustainable market. An atypical situation, which invalidates the correlation hypothesis of an increased food consumption directly influenced by promotional actions, is that of fruit and vegetables consumption in Romania, products for which there is no consumption increase registered, at least compared to other products (meat, sugar products, tobacco, beer etc.), but also have not been observed significant promotional actions.

**Key words:** food consumption, promotions, growth, balance