

Abstract

The importance of food attributes and motivational factors in the purchasing decision represents a particularly significant aspect in the current context. This theme reflects the growing interest in locally sourced food products and their influence on consumer preferences and choices. Studying these aspects is becoming increasingly important to better understand consumer buying behaviour and to develop effective marketing and promotion strategies for local products. The purpose of this research is to explore the significance of various food attributes and motivational factors that influence the purchasing decisions of Romanian consumers regarding local food products. By examining the key factors that drive consumers to choose locally sourced products, we can gather valuable information about their preferences, attitudes, and behaviours. Through comprehensive research in these areas, we can gain a better understanding of the dynamics of the local food market in Romania. This knowledge can be invaluable for food producers, marketers, decision-makers, and consumers alike. It can contribute to supporting the growth of the local food sector, promoting sustainable and healthy eating habits, and contributing to the overall well-being of consumers and the Romanian agricultural industry. Culture, through traditions, consumption habits, values, and norms, significantly influences purchasing and food consumption behaviour. A nation's culture refers to behavioural patterns, economic and social ideas and activities of individuals and remains stable in the short and medium term while changing slowly in the long term. Cultural changes from one generation to another are almost imperceptible. Consumption habits are influenced by a nation's cultural norms, which are passed down vertically from one generation to the next. Thus, we can appreciate that consumption habits change very slowly over time. Beyond the strong traditional nature of buying and food consumption behaviour, the influence of culture in shaping this behaviour varies in intensity depending on the age and even the living environment of individuals. In the era where "globalization of food" has become a fundamental component of the overall globalization process, a new concept, "locavorism," seeks to mitigate the wave of importing food from distant lands and countries.

Key words: motivational factors, products, premises, attributes, food, purchase decision