

CONSUMPTION OF NATURAL JUICES: A COMPARATIVE MULTICRITERIAL ANALYSIS

**Cristian DELIBAȘ¹, Andy Felix JITĂREANU¹, Mioara MIHĂILĂ¹, Ciprian Ionel ALECU²,
Elena LEONTE¹**

e-mail: mioara.mihaila@iuls.ro

Abstract

The issue of consumption of specific food products, such as natural juices, is increasingly in the attention of both producers and marketing analysts. Predominantly, consumers from generations Y and Z (Millennials and IGen) are increasingly interested in quality food products that support health, proper nutrition and a healthy lifestyle. The research is based on some objective directions, and others subjective. On the consumption market, speculative capitalization is felt by producers who are tempted to deliver juices in accordance with the new subjective consumption requirements, but with minimum production costs.

The present paper considers the analysis of consumption preferences for natural juices, by young Romanian consumers, and constitutes a multicriteria market study using the survey. The results indicate that, in most cases, consumers do not know the content of what they are consuming, but they prefer juices that present a complete image of naturalness. The study was carried out through a market investigation, based on a questionnaire, applied at national level, and the results were based on a multivariate factorial analysis.

Key words: consumption preferences, natural juices, influence, speculation, healthy needs