



Comportamentul consumatorilor de fructe in Regiunea de NE a Romaniei

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In research on orchards sustainability, the focus on household food and fruits consumption is relatively new yet very important. The relation of sustainability to the area of consumption was first stressed in Agenda 21, where it is said that unsustainable consumption and some production patterns are the main cause for global environmental deterioration. The paper is dedicated to elaboration and theoretic substantiation of the modelation concept of the buying and consumption behavior and to the investigation decisional process of buying and consumption particularities of the behavior types in conditions of transition from a monopolistic economy to a functional market economy, based on the modern marketing principles and suggests new strategies of mark rises. At the basis of study is the methodological principle of the complex and systematic approach of the contemporary economic concepts, that allowed the investigation the buying and consumption behavior at the level of Romania's population and the assemblage of a theory and methodology to allow the firms the prevision of the future results depend in the consumption behavior demonstrated. In order to achieve the proposal objectives, a distinct importance is given to the stages of buying decisional process, the main factors influencing this process and modalities which the marketing mix can change the consumption behavior. The results of the research have a conceptual, methodological and operational aspect and they can be useful while elaborating the marketing and dicing firms as well as the firms that intend a future development on the Romanian marketing and the elaboration of the state macroeconomical policy regarding the sate exploiters and in the research and instruction process contributing to the thoroughgoing study and the development of the marketing practice and theory. The household consumption behavior across households that differ in the level of self-sufficiency relative to the production/purchase of fruits and vegetables. There is a significant difference in consumption patterns for different households with different levels of self-sufficiency. Households that purchase but do not produce fruits and vegetables exhibit a notably more market-oriented price responsive behavior. The consumption decisions of households that produce fruits and vegetables, but do not purchase them, are influenced more heavily by implicit income effects than by implicit price effects. The results show that supply, price and demand for fruits have significant connections with their status in the previous production cycle. The price of substitute products has a significant influence on fruits price but has no obvious influence on supply and demand. However, imports have a significant negative impact on the domestic fruits market. Meanwhile, export and processing have no positive influences on the increase of the aggregate demand for fruits. In addition, the increase of fruits supply does not necessarily lead to a fall in price.