



## Consumer behavior of Romanian ecological products

Gabriela BOLDUREANU - "Petre Andrei" University, Iasi

In the past years, among consumers, is establishing a growing interest in agricultural products and food quality, namely, ecological products. Even if organic foods are 20-40 % more expensive than conventional ones, their consumption is increasing and the Romanian market is growing fast. The market share of ecological products in our country is projected to reach about 2% over the next five years; Romania is currently experiencing higher trends of development in this sector than the rest of European countries. Currently, ecological products occupy a less than 1% of market share, many of the Romanians consumers preferring conventional products currently instead of ecological products. Starting from these considerations, we conducted a market study in the town Iasi, based on questionnaire on consumer behavior of ecological food products in Romania, whose results will be presented in this article.