



## The importance of the brand name in taking the consumption decisions. The case of the Romanian consumers

Laura DIACONU - "Alexandru Ioan Cuza" University of Iași

In the economic literature, the remarks regarding the relationship between the products' brand name and the consumption decisions can be included into a large and various opinions' framework. While some authors argue that the brand plays a more important role in the consumption decision than the price of a product, the label being strongly correlated to a higher quality, others notice that there is a positive relation between the price, the way in which the quality is perceived and the brand loyalty. Due to this conflict of opinions, the purpose of the present paper is to analyze the way in which the individuals' acquisition decisions are influenced or not by the products' brand name, taking the particular case of the Romanian consumers' behavior. The empirical support of this paper is given by an enquiry conducted on a sample of 380 persons from the North-Eastern part of Romania. The research instrument was the questionnaire, which included questions related not only to the long term products but also to the short term ones.