



## Research buying behavior for yoghurt among consumers in Arad city

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The starting point in marketing is research. This is meant to ensure marketing decisions, be it about market strategy, launching a new product or service, or penetrating an external market, opening a service network, or promoting sales over certain market segments. The research process in the field of marketing varies depending on one of the following: nature of the issue studied, financial resources, working instruments, and quality of expected results. Investigation success depends on several factors, i.e. rigorously defining objectives, properly using investigation means and techniques, existence of a proper informational system, etc. In order to obtain superior performance, any firm needs a marketing strategy firmly oriented towards the consumer. As a result, it is important to monitor and study the consumer behaviour from every point of view: type of consumer, age, sex, occupation, affiliation groups, personality, culture, etc. Who? When? How? How much? Where from? How many times? etc. are questions whose answers are studied by marketing operators with a view to modelling the purchasing and consumption behaviour of the individuals, making decisions on how a firm should respond. At present, consumers are sovereigns of their incomes. Social stratification differentiates incomes and determines significant variations in the structure of consumption. Knowing the attitudinal structure of the consumer is a good occasion for investigating the causes that determine acceptance or rejection of a product. The most important way is to research consumer desires.