

BEHAVIOR ANALYSIS OF SOME PORK DISHES CONSUMPTION

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Abstract

According to the food specifics of our country, the demand for pork dishes has become a food habit for consumers, because it represents a tasty, filling and quick choice as a preparation. By consuming such preparations, they provide the human body with the necessary supply of nutrients. In order to identify the consumption behavior of certain categories of pork preparations, a study was carried out over 45 days, differentiating categories of people. After carrying out the study, it was found that most consumers come from the urban environment, with a smaller share from those from the rural environment. Their consumption behavior is influenced by different factors such as age, gender, residential environment, lifestyle, which is expressed through daily activities, interests and opinions. A total of 126 consumers participated in the study.

Following the study, it is concluded that the majority of consumers are women, come from the urban environment, have higher education, consume pork dishes weekly, preferring packaged specialty dishes.

Key words: consumers, behavior, pork preparations