

HANDICRAFT COOPERATIVES AND DEVELOPMENT ASPECTS OF THE CONSUMPTION IN ROMANIA DURING 2009 – 2013

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Abstract

Most of the specialists who have studied consumer behavior have found that the main criterials the individual consumer segmentation by geographical (country or region in a particular territorial space, urban and rural areas, urban population), demographic (age, sex, family size, family life cycle, the income, occupation, religion), psihografic (social, lifestyle, personality), behavioral (purchase situations: normal, special advantages sought in the product: price, quality, status : new user, former user, potential user, regular user, fidelity to the product: zero, low, strong, total, attitude toward the product: enthusiastic, positive, indifferent, negative, hostile).

Also on the consumer market segmentation are organizational demographic criteria (industry or agriculture, business location, its size), many supply sys (centralized, decentralized lysates) or socioeconomic criteria (quality, price, facilities maintenance, structure power of decision, the nature of existing relationships)

The paper presents results of studies on these criteria in the domestic and European consumers reveals several important aspects of economic theory and practice.

Key words: consumer, behavior, socio-cultural and economics factors, level.

Consumer behavior is a component of the economic environment and human cells in general and reflect human behavior if suply consumption materials and services.

Great complexity of behavior is explained by many factors directly or indirectly influence the ultimate purchase decision process and system knowledge consumer. Factors acting in close contact and inter-peer can define and understand consumer behavior.

Factors that determine the behavior of consumers on purchasing a good or service is not simply about physical needs (food, shelter, clothing) and not solely depend on its power purchase (price, income). Most theories consider consumer behavior as a function determined by socio-cultural factors and personal traits.

MATERIAL AND METHOD

Analisis which makes behavior, Philip Kotler is based on analysis of the factors influencing it. They are of different nature:

Demographic factors: items such as: age, sex, area of residence, educational level, matrimonial status, area of origin.

At the macroeconomic level, the main variables concern: population and its geographical distribution, natural growth, structure by age group and occupation, educational level, number of families and households as well as family and

household size, population mobility, type of habitat (urban, rural).

On the consumer level, are important variables such as stage of lifecycle (age), sex, marriage status, physical characteristics, race, etc.

In general, women and men buy different product types and other criteria used in choosing different products. Age is what differentiates purchasing decisions, and with aging changes take to be taken into account, because they change consumer behavior.

Economic factors directly affect the size and consumption trends, macroeconomic they characterized the ability to purchase the company has at a time, behavior training is a prerequisite consumers. In this category may be included and economic factors such as:

- personal - wealth expressed mainly by the degree of endowment with different goods,

- utilization by the individual consumer credit.

Give *psychological factors* explaining endogenous influences consumer behavior by their multiple incidences of the individual. This category includes: needs, perceptions, motivation, learning, attitude.

Factors deceived:

This includes:

- *Family* - is the variable that carries the strongest influence on behavior, because it influences the decisions of each member of her and her influence is felt in a long time, generally on the entire life cycle of the individual. Family members can play the role of:

- inspiration, issuing purchase idea comes first with the idea to buy something;
- exciting, seeking to influence other family members, he was usually at whose opinions are respected by other members, for its experience in buying the product type;
- informant, who collected the information;
- governor, who purchase decision;
- buyer making the purchase;
- consumer who uses or consumes the product.

Sometimes a single buyer fulfills all these roles, especially for plant personnel. In most families, the wife is shopping, the influence of others is manifested in determining its behavior as a buyer.

If we consider the dynamics of family time, distinguish:

- family "orientation", consisting of individual parents. Any individual receiving guidance from their parents in religious, political and economic, but also a sense for personal ambition, self-evaluation, love. They subconsciously influence his behavior significantly, even when not fall too much in contact with parents;
- family "of procreation" made up of spouses and children, have direct influence, daily, on purchasing behavior.

- *Group membership* is the type of social structure in which individuals have the knowledge that belong to common goals, sense of unity and common rules. Typical example is the family, and professional organizations, ethnic groups, friends, sports, etc., which obviously differ in size, objectives, duration of association, degree of cohesion.

- *Culture* is "those material and spiritual values, norms, customs, traditions and institutions that they teach human individual in society, it carries and leading to a behavioral pattern practiced within that society.

- *Subculture or secondary culture* is a set of beliefs adopted by a subset of the main culture.

In general, distinguished four groups of subcultures is defined on the individual and influences consumer behavior:

- ethnic groups who live in large communities, with specific tastes and ethnic traditions;
- religious groups, their preferences and have need;
- racial groups with different attitudes and cultural styles;
- geographical groups, lifestyles characteristic of territorial spaces

In the contemporary period are increasingly talking about the food behavior of the individual, as all reactions of the response to external stimuli or internal advertising of food intake or stopping consumption of certain foods. Contemporary consumer-especially at the urban environment-is daily subjected to high stress and often is short of time.

Factors involved in the characterization of individual food behavior may be:

- external factors-foods by nutritional value;
- internal factors-the nature physiologically and psychologically sezorial.

The human body has the ability to select appropriate foods metabolic needs, food ingested by free choice.

Currently the consumer behavior of agricultural and food products is influenced by these issues:

- may not be stable meals;
- frequent changes daily meals for different consumer segments;
- you become dinner meals a day for an important segment of consumers;
- • increase the number of those who eat alone.

It also outlines a growing demand for food adapted older people:

- eat echilibrat in terms of nutrition;
- do not be potentially harmful health;
- to provide curative properties in various diseases.

RESULTS AND DISCUSSIONS

Based on research conducted at European consumers, European consumers have been grouped as follows:

A. European consumer groups:

1) North-West, including Britain and Ireland, with a population having an age close to the average European, English-speaking;

2) North and Central Europe, ranging – Zand northern France, southern Belgium, central Germany and Luxembourg, with a predominantly aging population, speaking French and German;

3) South-Western, that Spain and Portugal, with a predominantly young population, Spanish and Portuguese speakers;

4) Central and South America, including southern Germany, northern Italy, southern France, Austria, with a population of average age, high annual income, speaking German, French and Italian;

5) South East Europe - Greece and southern Italy, with a young population, below average income, speaking French and Italian;

6) Northern Europe and Switzerland, including Denmark, northern Germany, the Netherlands, northern Belgium, Sweden, Norway, Finland, Switzerland, with a population of older EU average, very high income – speakers of Scandinavian languages, French, Italian, German.

B. Euroconsumers were simply based on cultural, psychological and preferences according to certain groups such products:

Group 1 - Austria, Germany, Switzerland, Italy, Ireland, United Kingdom - with low interest to power, degree of individualism, environment, trends towards masculinity, preferring products with higher performance, eager for novelty;

Group 2 - Belgium, France, Greece, Portugal, Spain, Turkey - Average forward to puteredorință high uncertainty avoidance, the tendency to individualism, but also to collectivism, masculinity small to medium events, preferring traditional products without high risks the purchase and wanting to be under the official umbrella of consumer protection;

Group 3 - Denmark, Sweden, Finland, Netherlands, Norway - small forward to power, with a strong individualism, degree "of masculinity bed, eager for new products and, especially, uncontaminated from companies with awareness high.

C. The test resulted in the division office euroconsumers groups:

- traditionalist - a very homogeneous group with a strong dependence on national character (Nordic countries, Greece, Italy);

- familys - strong link origins and childhood, the pressing need to integrate the social environment, having good relations with others and are less able to cope with violence in society (Spain, Portugal, South-East);

- rationalists - willing to take risks, able to cope with unforeseen circumstances (England, Germany, part of France, Central European countries);

- lovers of pleasure-stress the emotional experience, resist hierarchical structures (the North European countries and Western Europe);

- fighters-person individual, self-organize their lives (Germany, Belgium, Holland, Denmark, part of the Nordic countries);

- innovators and followers of unranked structures of spontaneity, able to respond positively and promptly to the fast changing environment.

Following the efforts of European integration, but also the globalization of business, we can state that, currently, there are so-called pan-European customers for industrial goods, services and some consumer goods. For other categories of products, addressing consumer behavior is only on a national basis.

An interesting research was done in our country at the initiative of the Association to promote products and brands ↪ bad - Romania

(ASPPR) on promoting the brand "Made in Romania", representing the trend toward consumer structures, the sedentary or nostalgic family man resigned, little affected.

The main factors influence consumer behavior novel are: purchasing power, lifestyle, product or service mark.

Consumers in Romania were divided as follows:

Active professionals have a particularly active life dedicated career through which hopes to obtain as high a social position, I'll focus on their image than they grow through acquisitions of goods and services which, do all they can to possible to reach objectives;

Sedentary family man - appreciate the values of family and safety, although to quality, are often compromises, being influenced by price, most activities and free time are spent in the family (often in front of the TV);

Consider passive traditionalists - life is not that another time, are suspicious of new things, innovative. Conservatives by definition, adhere to traditional values that apply in their own family.

Nostalgic resigned - Admirers of the past, do nothing to change the current state of things; Sophisticated Consumers - are successful, it considers a successful life and this is reflected in everything they do. I am confident in yourself and success is recognized by others.

CONCLUSIONS

The individual as a consumer is purchasing a number of factors that influence purchasing behavior;

In Europe can speak of a group of consumers in six major groups based on geographical criteria;

Euroconsumers can be grouped into three major groups;

Based on social criteria were found six groups of consumers.

In our country we found five groups of consumers.

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