

## STUDY REGARDING THE PURCHASE AND CONSUMPTION BEHAVIOR FOR BREAD OF IAȘI COUNTY POPULATION (CASE STUDY)

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### Abstract

In order to study the consumer buying behavior for bakery of Iasi county population (purchasing criteria, favorite brands and types, quantities purchased and consumed) a statistical survey was conducted in 2012 by the survey method with the written questionnaire. *The main objectives* of the study were represented by: highlighting acquisition criteria and factors influencing consumption of bakery products; revealing the varieties of bread consumed in terms of quality and quantity; identify the main bakery brands acquired; specifying the buying motivations and determinants of bread consumption pattern from the consumer's point of view; determine the conditions of the purchase in grocery stores and buyer satisfaction. *The main reason for buying* certain bakery was given by the product quality (54.90%) while the products influence on health was the main motivation for 22.22% of the subjects. A particular pattern of consumption for bakery products can be determined mainly by consumption behavior of the family (especially parents) in view of 26.8 % of respondents, household income (29.41%), food needs and/or diet (27.45%). Consumers targeted by the undertaken survey are loyal to a certain brand of bread products (44.4%), most rural people stating that the brand is not one of the main criteria of choice. *Information on the label* are considered to be *very important* in the process of purchasing for 31.4% of respondents, *quite important* for 28.8 %, while 9.8 % said they are *unimportant*. In the Iasi County, the supermarkets develops their own brands, offering fresh and a wide range of products, generally disposed in a specially designed bakery space and with an attractive visual layout, while maintaining and diversifying local or regional manufacturers brands. The quantities of bread and bakery products bought in Romania by a household decreased during the analyzed period (2007-2012), at nation level registered successive declines, ranging in 2012 at 7.66 kg/month/person, respectively at 91.92 kg/year/person, the highest consumption being in rural areas.

**Key words:** bread, purchase, consumption, strategies

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