



## Handicraft cooperatives and development aspects of the consumption in Romania during 2009 – 2013

Ioana Anda MILIN, Iuliana Ioana MERCE, Teodor IANCU, Ion BRAD, Elena PET - USAMVB  
Timisoara

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.