

## STUDY REGARDING THE CONSUMERS BEHAVIOR OF ANIMAL ORIGIN PRODUCTS

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**Abstract:** The marketing of meat and meat products has known an important development, in the frame of a vast process of continuous improvement, being focus on deepening and perfecting the actual marketing researches, but also on studying the consumer behavior. The consumers behavior represents all the decisional acts, carried out at individual level or group, in close connection with the obtaining and using of these goods, all in order to satisfy the needs, being a component of the economic behavior of persons and a manifestation form of the human behavior, depending on the segment of the population to which the consumer belongs and which evolves in time. The behavior of the consumer of products of animal origin is influenced both by endogenous and exogenous factors, but in his study must be considered also the economic factors.

**Key words:** behavior, consumers, factors, animal products

### INTRODUCTION

The main premise, on which marketing is based, is that, any farm economic activity, must propose, the full satisfaction of the requirements of the meat and meat products consumer, both actual and potential [5,8]. The notion of a consumer of meat and meat products, is the attribute of any natural or legal person who personally uses, these goods, in the sense of satisfying will, needs and desires. Consumer, of meat and meat products, from an economic point of view is characterized by its option: [1,3,6]

- to choose, on a competitive market;
- to enter into a contract with a supplier, which is still making his professional or commercial activity;
- have a budget that they can spend on a set of goods existent on the market.

The consumer of animal products will manage its available financial resources according to its preferences, so as to maximize the utility of purchases within the limits the available budget, the market having to take into account the profile of the potential consumers. [2,4,7] In this respect, the criteria based on to which the profiles of different categories of consumers can be defined, are related to the economic condition, by the area, the level of education, and the age category, meeting, different profiles of consumers:

- by economic criteria:
  - consumers with low-income;
  - middle-income consumers;
  - high-income consumers.
- by area (territory) criteria:
  - national consumers;
  - international consumers.
- according to the education criteria:
  - consumers with university studies;
  - consumers with average studies;
  - consumers with secondary education.
  - consumers without studies.
- by age criteria:
  - children;
  - teenagers;
  - young people;
  - adults;
  - pensioners.

Another aspect to be taken into account is the six areas of consumer development, that are found in the type of product purchased: social, intellectual, affective, spiritual, physical and physical. Behavior of the consumer is represented by the determination of what he purchases, when he purchases and why he purchases a product of animal origin, he associating elements of psychology, sociology, socio-psychology, anthropology and economics, trying to understand the decision making process, both individually and in groups. Consumer behavior studies the characteristics of the individual consumer and its behavioral variables in the attempt to determine what people that are buying animal products want.

### **MATERIAL AND METHOD**

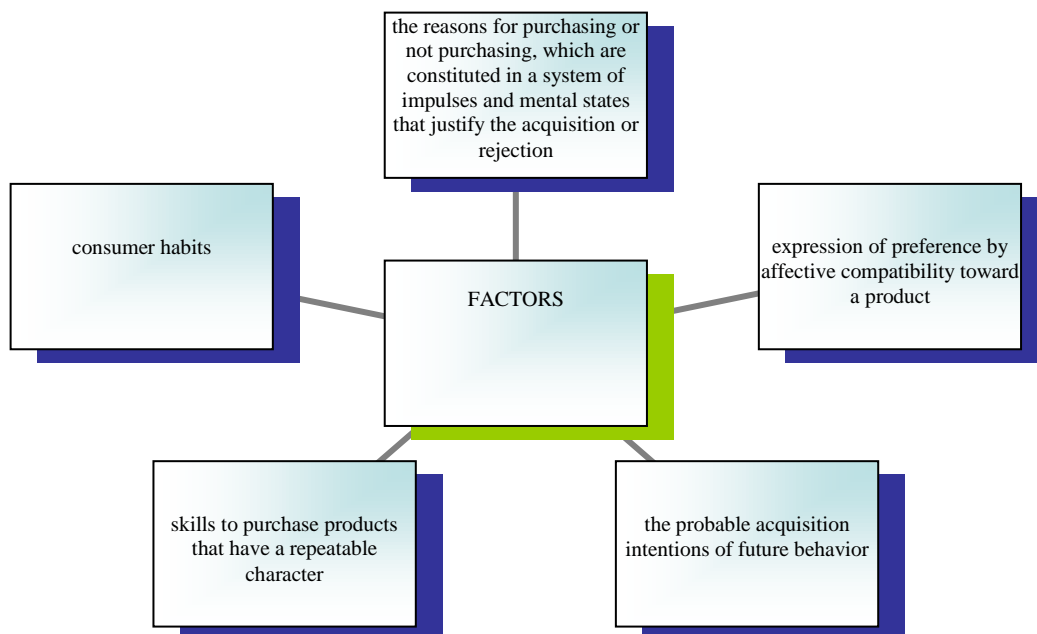
In this scientific approach, we have analyzed the behavior of the consumer of animal products and the influences they exert on consumer groups. Since studying consumer behavior can only be achieved through an interdisciplinary approach, because of multiple acts and processes that influence how people behave economically, the knowledge of economic behavior is still fragmented and relative. Consumers' of animal origin products expectations according to their profile are constantly evolving, so farmers increasingly have to take into account a new type of consumer, namely the responsible consumer, which has become increasingly sophisticated, thanks to offering a wide range of products distributed on the market.

### **RESEARCH RESULTS**

Responsible consumers of animal origin products want to harmonize their purchases with the values they share, paying more attention to the social, environmental and ethical features of the products they buy. In order to improve marketing strategies, it is imperative that marketing operators focus on studying consumer behavior and understand:

- how consumers think, how they think and choose the alternatives they have at their disposal;
- how the environment in which they live influences their behavior;
- when they purchase the products;
- the way in which the decisions taken influence the knowledge they have;
- strategies and motivations according to the importance of the products or the interest they represent for consumers.

By attitudes consumer of products express what he feel, and unlike behaviors, they are not observable, they are unknown only after analyzes, inquiries or interviews. Attitudes are based on existing opinions, what the consumer thinks about a product, the affective dimension of a product, as well as its contentious dimension. Analyzing the attributes of product quality, depends on making the decision to buy it, and depending on these and their importance, choices will be made. These attributes are: important because they meet the expectations, determinant being by importance, pertinent but also striking because they are remarked at the time of the election. Through the comparison that the consumer of animal products makes between the results of the buying experience, with what he anticipates when engaging in the purchase act results the post-purchase satisfaction of the animal products. The main difficulty is the clear appreciation of his expectations, expectations that can be influenced by what he believed and not by the objective reality. Concerning the purchase of a product of animal origin by consumers, we believe that it is not just about the relationship between available budget and price, or income and expenditure, but also a number of factors such as: Figure 1.



**Figure 1 Factors involved in the intention to purchase products of animal origin**

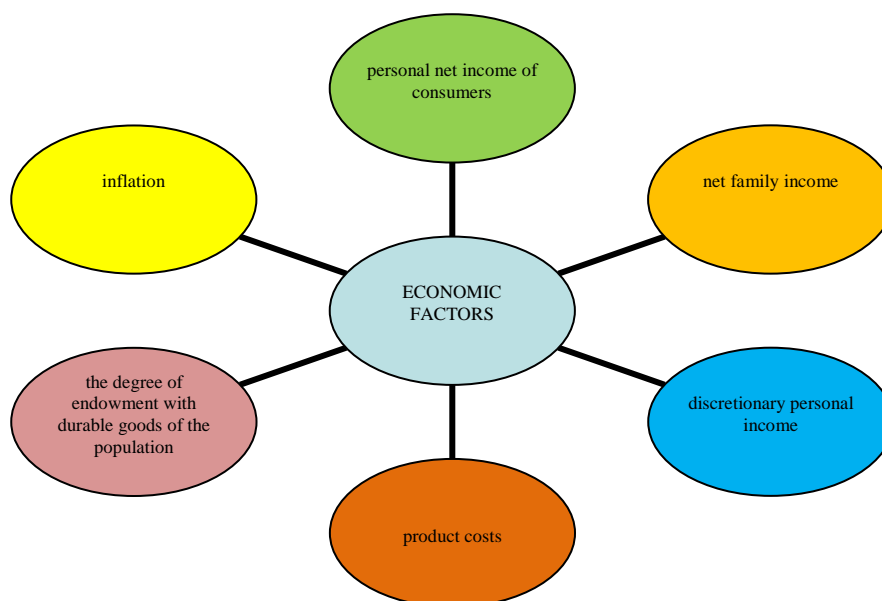
The behavior of the consumer of animal products is influenced by a number of factors that make him to purchase more or less these products:

- endogenous factors related to the internal structure of the consumer;
- exogenous factors related to the environment in which the consumer lives.

Within the endogenous factors, the consumer focuses on knowing the directly observable influences, the demographic and economic factors, the marketing mix specific factors as well as the situational factors. Demographic factors include the attributes associated with consumers, who are either individuals or families or households:

- at the individual level: gender, level of training, matrimonial status, occupation, home environment.
- at family/household level: occupation and household size.

In studying the behavior of consumers of animal products it is necessary to take into account the economic factors, which are represented by: Figure 2



**Figure 2. The economic factors that influence the behavior of consumers of animal origin products**

In the category of observable influences on consumer behavior, there are also variables specific to the marketing mix, which are related to product policy, price policy, distribution policy and promotional policy. A particularly important role in the formation and manifestation of consumer behavior is the product with its organoleptic, technical, economic and presentation characteristics. On the behavior of the consumer, a directly visible influence is the price of the product offered on the market.

### CONCLUSIONS

Consumers of animal products must harmonize their purchases made, paying more attention to the social, environmental and ethical features of the products they purchase, so that the price level is based on the perception of the price paid and the correlation between the prices accepted with individual, family or household incomes. Through attitudes the consumer of animal origin products, express what he feel, and unlike behaviors, they are not observable, unknown, only after analyzes, inquiries or interviews. Attitudes are based on existing opinions, what the consumer thinks about a product, the affective dimension of a product, as well as its contentious dimension. By the analyze of the attributes of product quality, depends making the decision to buy it, and depending on these and their importance, choices will be made. By comparison that the consumer of animal products it does between the results of the buying experience with what he anticipates, when he engages in the purchase act, result the after-sales satisfaction of the agro-tourism product. Behavioral habits of purchasers of animal products are relatively stable regarding these behavioral attitudes, and decisions are based not only on purely economic criteria, but on other variables, by directly studying consumer demand and needs.

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