

FACTORS THAT INFLUENCE CONSUMER OF RURAL AND FARM TOURISM BEHAVIOR

MARIN DIANA¹, PETROMAN I.¹, POPESCU M.², PETROMAN CORNELIA¹, IOSIM IASMINA¹, CIOLAC RAMONA¹, DUMITRESCU CARMEN¹, LOZICI ANA¹

¹ *Banat's University of Agricultural Sciences and Veterinary Medicine Timisoara, Agricultural Management Faculty, Romania*

² *West University Timisoara*

Abstract: *To suggest its available financial resources, consumer of rural and farm tourism, according to its preferences, must maximize the utility of purchases within own available budget. Consumer of rural and farm tourism products and services, in economic terms, is characterized through the option to choose a competitive market, outside his professional activity (public, private or commercial). The study evaluates consumer behavior influences that are exerted on consumer by family groups, friends and society in general. Consumer of agro-tourist farm goods and services behavior is influenced by a number of factors that make them come more often or less often or only seasonal to the farm: endogenous and exogenous factors.*

Key words: *factors, consumer, rural tourism, farm tourism*

INTRODUCTION

The premise on which marketing is based is that any economic activity should aim to fully satisfy customer actual and potential needs.

The term consumer "is attributed to natural or legal person who uses a personal, a good or service [2,5].

Without the inclusion of the word "consumer", marketing discussion is meaningless, because every manufacturer of agro-tourist farm services act only satisfied the wishes, needs and desires of consumers of tourism [4,6].

Tourism market, from which agro-tourism farm is part, must take into account the profile of potential tourists. In this respect the criteria's for on witch we can define different profiles of tourists are related to their economic, territorial areas in which they are located, of educational level and age group, so we meet different consumer profiles [1,3]:

- Economic criteria:
 - ❖ tourists with middle-incomes;
 - ❖ tourists with high-income.
- Territoriality criteria:
 - ❖ domestic tourists;
 - ❖ international tourists.
- Education criteria:
 - ❖ tourists with higher education;
 - ❖ tourists with secondary education;
 - ❖ tourists with secondary education.
 - ❖ other categories.
- Age criteria:
 - ❖ children;
 - ❖ youth;
 - ❖ adults;
 - ❖ retirees.

Another aspect that should be taken into account refers to the six areas of tourism development that are found in the type of tourist product that consumer purchase. These areas of development are: social development, intellectual development, emotional development, spiritual development, character development, physical development.

MATERIALS AND METHODS

To achieve this scientific approach we determined and analyzed the factors which determine consumer behavior of tourist products in general and rural and farm tourism in particular.

RESEARCH RESULTS

In recent decades marketing has experienced a significant development in a process of continuous improvement, being oriented in two main directions: on the one hand, deepening and improving marketing research itself, on conceptual and practical level, on the other part study of tourism classical consumer behavior and less of the one with average income, large families who prefer vacations on the farm.

Consumer behavior is all decisional acts performed individually or at group level, closely related to the collection and use of goods and services in order to meet current and future needs, containing decision processes that precede and influence these acts. It is part of the economic behavior of people who, in turn, is a manifestation of human behavior in general; it varies depending on the segment of the population witch consumer belongs and evolve over time both qualitatively (the types of products and services favorite brands fidelity or indifference products, etc..) and quantitatively (under the influence of economic circumstances, those on low incomes prefer rural tourism and agro-tourism farm).

Consumer behavior is represented by the determination of what is purchased, when purchase and why purchase a agro-tourist farm product/service. It combines elements of psychology, sociology, social psychology, anthropology and economics, trying to understand the decision-making process by the purchaser, both individually and in groups.

Studying consumer behavior is an interdisciplinary approach because of many documents and processes that influence the way of people behave economically, in this case knowledge of economic behavior is still relatively fragmented and poorly structured.

Consumer behavior is the study of rational motives, emotional and often subconscious, while people act in a certain way.

Although marketing operators sometimes fail to convince people to buy their company's product or service, they can make (product or service) in the best light if they understand what consumers want, how they make decisions, why prefer some marks. Consumer expectations of product / service of agro-tourism farm is constantly evolving, therefore farmers must increasingly take account of a new type of consumer that is responsible consumer. Number of consumers of this type that want to harmonize purchases they make with the values they share, paying attention to the social, environmental and ethical products and services they buy. Having as scope improving marketing strategies, marketing operators focus on studying consumer behavior trying to understand issues such as:

- how consumers think, reasoning and choosing between different alternatives available to them (preferring "country life");

- how consumers are influenced by their environment (degree of culture, family, mass media, income);
- consumer behavior when purchasing a good or service or take other decisions (not purchase the postponing purchase of kitsch);
- how consumer decisions influence the knowledge they have (meat and milk quality, animal products, vegetable products, production technologies);
- strategies and motivations of consumers differ according to the importance of products or services or the interest they pose to consumers.

Through attitudes the consumer of products / services farm brand expresses what he feels, and unlike behaviors, they are not observable (if not the farm is not satisfied), being known only after investigations or interviews. Attitudes are based on existing opinions (what the consumer thinks about a product agritourism farm if the farmer gives assurance that the product is natural), affective dimension of a agro-tourist product (or if you prefer or reject) and conative dimension (or intends to purchase or not, compotes, jams, pickles, vegetable stew, ham, salami produced on the farm).

By analysis of agro-tourist product qualities depends the decision to stay on the farm, and according to this and their importance will be the choice: classic tourism, rural and farm tourism. These attributes are:

- important attributes (consumer attaches high importance, since they correspond to his expectations, are typical of those known to him when relatives came to the country);
- determinant attributes (they are both important and relevant, that distinguish them from other similar products offered by other private farms, respects the traditional technologies of production);
- striking attributes (will be seen when choosing became strong brands).

By comparison that consumer makes between the shopping experience with what he anticipated when engaged in the act of purchase resulting post-purchase satisfaction of agro-tourist product. The main difficulty is assessing its expectations clear, expectations that can be influenced by what he believed, and not by objective reality. **Agro-tourist farm product quality, assessed at the time of purchase may be far from its actual quality, witch will find in the use of the consumer trained and visited other private farms.**

Regarding purchase of a farm agro-tourist product / service we believe that it is not only the relationship between the family budget availability and price in agro-tourism farm or choose between incomes and expenditure but involved a number of factors of which the most important are:

- reasons of purchase or failure to acquire, which consist of a system of impulses and mental states justify the purchase or rejection of a particular agro-tourist product (some consumers prefer rural areas because they are quiet, clean, stress free when consuming products / fresh traditional services).
- preference is expressed through emotional compatibility to a product or service (nostalgia for rural life in old age);
- purchase intentions are probabilistic estimates of future behavior (satisfaction of needs determined them to return with pleasure in those places, specific gastronomy of the farm);
- skills acquisition of agro-tourist products have a repeatability character (consumption of traditional products is leading consumers to seek them often willing to buy at departure);

- consumer habits are closely related to skills acquisition and relates to the acquisition of goods or services steadily purchased (obtained organic farm products, which achizionează weekly subscription-based or farm loyal customers in weekend).

Consumer behavior of agro-tourist farm goods and services is influenced by a number of factors that make them come more often or less or seasonal in the farm (picking cherries, Christmas tree cutting, vintage pig slaughter, slaughter lamb Easter):

- endogenous factors (internal structure of the person - the consumer likes "country life" and constantly coming with family for farm products / services)
- external factors (environment in which the person lives - lives in urban areas but has rural roots wishing to relax or participate in the activities of the farm and less to educational cultural activities (recognition of plant and animal species, reliability animals, milking sheep).

In the endogenous factors category, consumer focuses on knowledge influences directly observable. In the directly observable influences are included demographic factors and economic factors, specific marketing mix and situational factors.

Into demographic factors category fall the associated attributes consumers who are either individuals or the family or household, such as:

➤ individually level:

- Sex (women prefer to produce themselves after traditional technology compotes, jams and pickles to farm);

- Level of education (those with higher studies purchasing fresh products / services without interest them obtaining technology);

- Marital status (unmarried ones consume farm products and not doing winter reserves);

- Occupation (those with technical studies are interested in traditional technological process of obtaining meat, milk);

- Home environment (those from urban areas are interested in all farm deployed activities while those in rural areas are not interested in some activities because they are a habit for them).

➤ at family / household level: occupation and size of household;

In studying consumer behavior are taken into account economic factors such as:

- consumers personal net income (monthly incomes – agro-tourism farm is for people with average incomes);

- net income of all family members – husband, wife, children (monthly average);

- discretionary personal income (the amount that a consumer can spend only for personal needs);

- cost of farm agro-tourist products / services (relatively low cost);

- tourism level of durable goods of the population;

- inflation.

➤ costurile produselor /serviciilor agroturistice de fermă (costuri relativ reduse);

➤ gradul de echipare cu bunuri de uz îndelungat a populației;

➤ inflația.

In the category of observable influences on consumer behavior are specific marketing mix variables, related to product policy, pricing policy, distribution policy and promotional policy, where agro farm animals.

The product is a combination of goods and services that are offered to meet the needs and desires of consumers. Price is the amount of money that consumers are willing to pay for a good or service. The communication process that takes place between a business enterprise and different audiences is represented by the promotion. Regarding the

location, it refers to the availability of the right product at the right place at the right time to be purchased by consumers, but farm brand products at farm gate, markets, specialist shops or offered directly to those staying in the farm and only the surplus is offered for sale on the market.

Direct influence on consumer behavior visible is the price of the product or service. This influence is studied primarily through the levels that may be associated with a given product or service so that the price level is based on the consumer's perception of the price paid / utility, and in the second row by linking consumers with affordable prices their income in order to determine the target consumers for the product or service. Also the distribution of products or services influence directly the consumer behavior, this takes into account not only logistics but also information flows, monetary flows, information on consumer reaction to the goods or services purchased.

CONCLUSIONS

Buyers habits are relatively stable related to these behaviors, and decisions on distribution are based not only on strictly economic criteria, but also on such variables known only by direct study of demand and consumer needs.

An important role in the formation and manifestation of consumer behavior it has the product or service offered by producers (farmers) and its organoleptic characteristics, technical, economic, presentation (fir bark, braided husk / straw).

Before transform agricultural plant or animal farm to diversify its activities in an agro-tourist farm, the farmer must consider, first, the profile of tourism potential customers, and then proceed to develop "agro-tourist product" itself, to not wake when the tourism product is ready prepared and has not who to give it due to its high price and presentation form.

REFERENCES

1. **CĂTOIU I., TEODORESCU N.**, (2004), *Comportamentul consumatorului* Ediția a II a revizuită și adăugită, Editura Uranus București
2. **MARIN-PANTELESCU ANDREEA**, (2009), *Diversificarea și personalizarea serviciilor turistice în contextul globalizării*, Editura ASE, București
3. **PARSONS, ELIZABETH & MACLARAN, PAULINE**. (2009), *Contemporary Issues in Marketing and Consumer Behaviour*. Amsterdam: Butterworth-Heinemann
4. **PETROMAN I., PETROMAN CORNELIA, MARIN DIANA, BUZATU C, DUMITRESCU A., COMAN ȘT., STAN ANDREEA, AVRAMESCU DANIELA**, (2012), *Solutions for destination management on agri-tourism farm*, *Lucrări Științifice Zootehnie și Biotehnologii (Scientific Papers: Animal Science and Biotechnologies)*, ISSN 1221-5287, vol. 45 (1) pag. 456-459
5. **PETROMAN I., STAN ANDREEA, PETROMAN CORNELIA, MARIN DIANA, STATIE C., DUMITRESCU A., ȘUCAN MOISINA**, (2012), *Impact of turism on rural development*, *Lucrări Științifice Zootehnie și Biotehnologii (Scientific Papers: Animal Science and Biotechnologies)*, ISSN 1221-5287, vol. 45 (1), pag. 454-455
6. **RUSSELL, E.** (2010), *The Fundamentals of Marketing*. Lausanne: AVA Book
7. **STANCIU S.M., ANDREEA FEHER, TABĂRĂ-AMÂNAR G.C.**, *Analysis of new law on tourism in Romania and its implications on our economy*, *Lucrări Științifice, Facultatea de Management Agricol*, ISSN: 1453-1410 Seria I Vol XIII (3) 2011 , Indexat DOAJ, CABI Full Text, INDEX COPERNICUS EBSCO, Pag. 259 – 266, Simpozionul Științific Internațional „Managementul dezvoltării rurale durabile” 20 mai 2011, USAMVB Timișoara, 2011