

## STUDY ON THE CONSUMPTION OF ORGANIC DAIRY PRODUCTS AND THE NEED FOR THE DEVELOPMENT OF THESE BUSINESSES

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**Abstract:** *The present work aims to analyze consumer preferences for organic dairy products existing on the Romanian market. The study was carried out by administering a questionnaire, and from the analysis of the answers we noticed that over 90% of the respondents are consumers of organic dairy products, they most often choose to consume milk and organic yogurt, and in terms of the frequency of consumption, the respondents consume once per week. The development and promotion of businesses that sell ecological products is very important because they are obtained without using chemical products and respect the principles of sustainability.*

**Key words:** *green products, business development, consumer preferences.*

### INTRODUCTION

From specialized literature [11] it is observed that the organic products market in Romania depends on the offer which, due to the numerous products on the market, arouses the interest of consumers, and the demand for these products depends on the purchasing power and education level of consumers.

There are a number of factors that determine a constant evolution of the organic food market for example:

- an improved economy;
- an increase in the number of retailers;
- the level of education of the population [10].

Organic agri-food production uses techniques and technologies for cultivation and animal husbandry that must ensure[2]:

- soil conservation and long-term fertility improvement;
- use of resistant plant varieties;
- breeding of resistant animal breeds;
- use of biological, mechanical and physical methods to prevent and combat diseases and pests;
- prohibition of all synthetic chemicals.

Romanians are interested in purchasing organic products (eggs, meat, milk, vegetables and fruits) and organic milk is obtained from cows that have consumed grass from unpolluted meadows and which has been processed without the use of preservatives, this fact determines a reduced shelf life and a much higher price [10,11].

Organic foods are more expensive than conventional foods because they use raw materials that are difficult to obtain and very expensive, require more employees, must meet certain standards, and have a shorter shelf life than conventional foods because they do not contain synthetic food additives [10].

There are numerous studies that show the importance of dairy consumption [1,3, 5,6,7,8,9,12,13].

- Organic farming has progressed in other countries due to the following factors: [4]
- farmers received subsidies;

- a commercial chain was established in which organic products were distributed in stores other than specialized ones;
  - there were some programs that promoted and informed consumers.
- Consumers can identify and buy organic dairy products through organic labels and certifications [14,15].

### MATERIALS AND METHODS

In this study, we used the questionnaire as a research method, which included 11 questions and the dependent variables used were consumers' preferences for organic dairy products and the independent variables were gender, age, level of education and the environment they come from.

### RESEARCH RESULTS

In this study, we analyzed the preferences of organic dairy consumers in order to identify the needs to develop these businesses.

From the first question referring to the consumption of organic dairy, it is observed that 93% of respondents answered yes and only 3% answered that they do not consume.

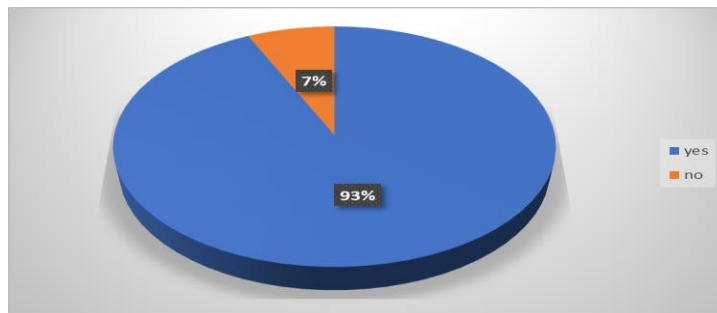


Figure 1. Percentage distribution of organic dairy consumption

Figure 2 shows the frequency of consumption of organic dairy products as follows: 39% consume daily, 40% consume once a week, 8% once a week, 9% once a month, and 3% do not consume organic dairy products.

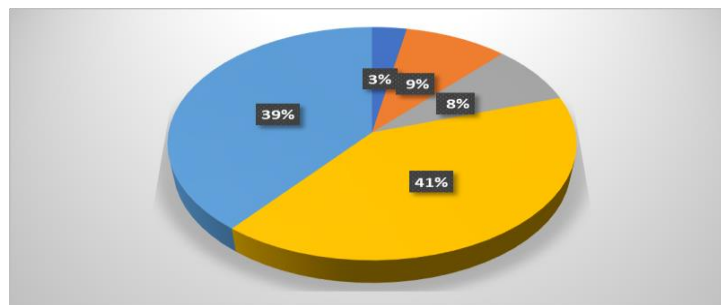
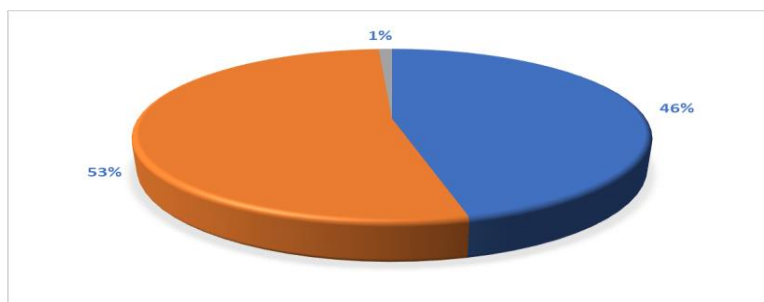


Figure 2. Frequency of organic dairy consumption

When asked if they are satisfied with organic dairy products, 53% of respondents answered very satisfied, 46% are satisfied, and 1% answered that they are not satisfied.

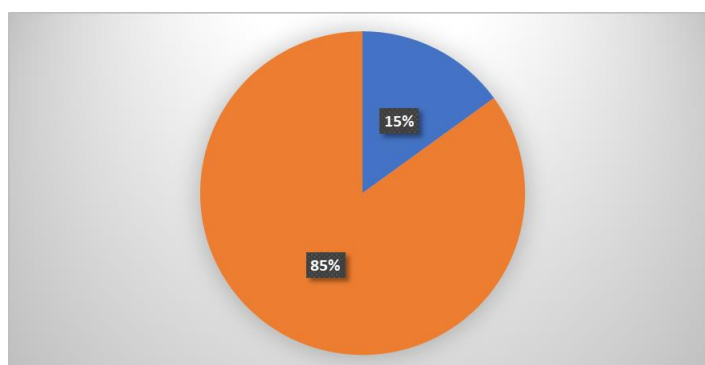


**Figure 3. Satisfaction with organic dairy products**

In Romania there is a varied range of organic products, and in this study we set out to analyze consumer preferences for organic dairy products.

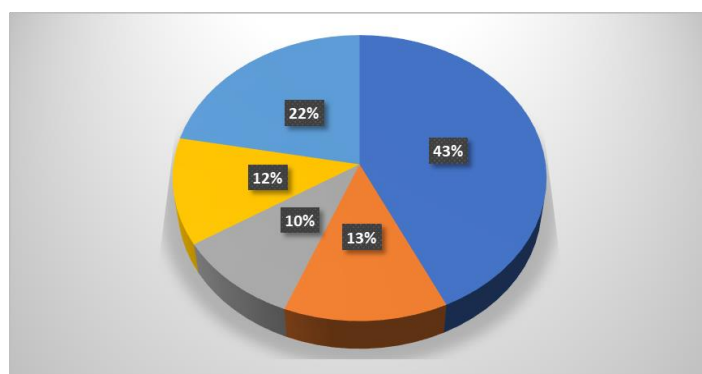
From the analysis of the responses of organic dairy consumers, we observed that the most consumed products are milk, yogurt, cheese, and then other products.

From figure 4 it can be seen that 85% of respondents have seen advertisements for organic dairy products and 15% answered that they have not.



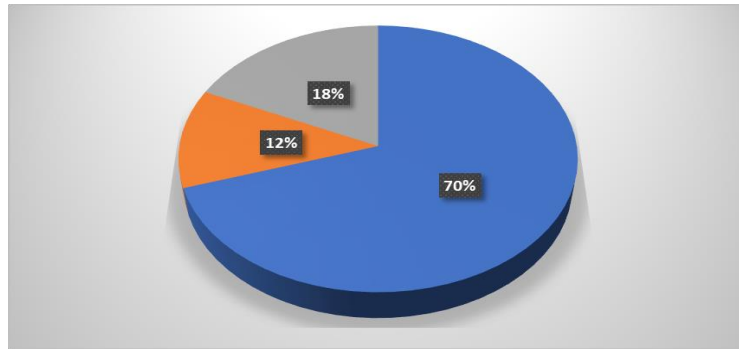
**Figure 4. Distribution of responses regarding viewing ads**

To the question: How much does advertising influence you in choosing organic dairy products? From Figure 5 it can be seen that 13% of respondents stated a lot, 43% a little, 22% a lot, 12% very little and 10% are not influenced at all by advertising.



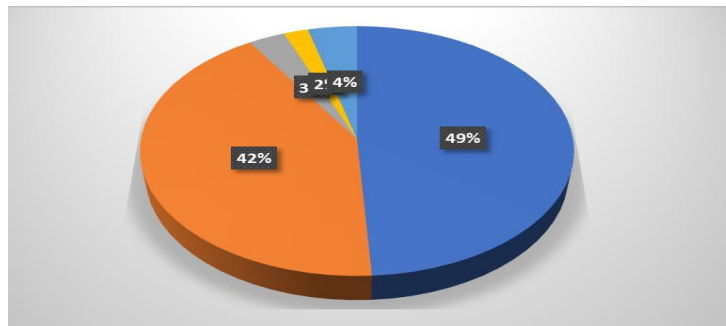
**Figure 5. Percentage distribution of advertising influence**

From figure 6, it can be seen that 70% of respondents answered that the whole family consumes organic dairy products, 18% answered that only adults, and 12% answered that young people consume organic dairy products.



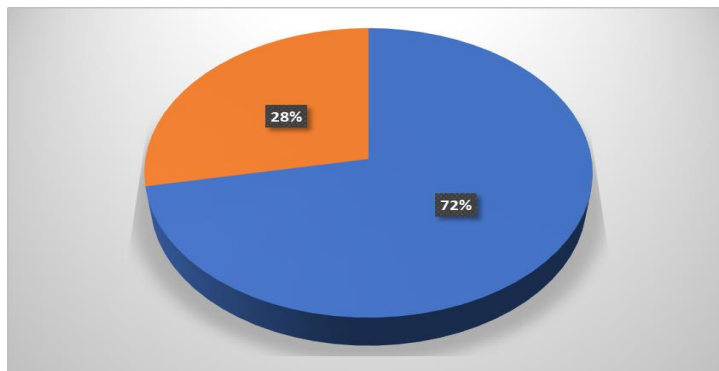
**Figure 6. Frequency distribution of organic dairy consumption in the family**

Regarding the criteria by which respondents buy organic dairy products, we note that 49% consume them because they are healthy products, 42% choose based on taste, 4% by price, 3% by caloric content, and 2% answered other criteria.



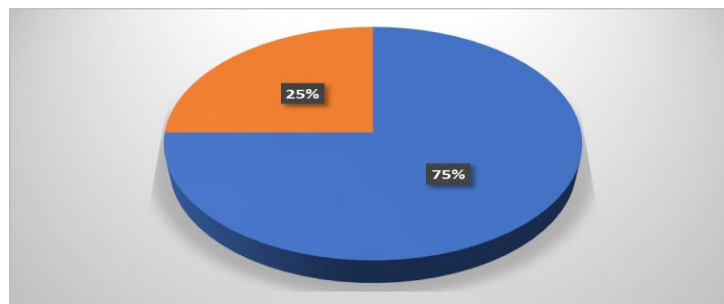
**Figure 7. Distribution of answers regarding the criteria for purchasing organic dairy products**

Figure 8 shows that 72% of respondents prefer to buy less organic dairy products even if they are more expensive, and 28% prefer to buy more and cheaper ones.



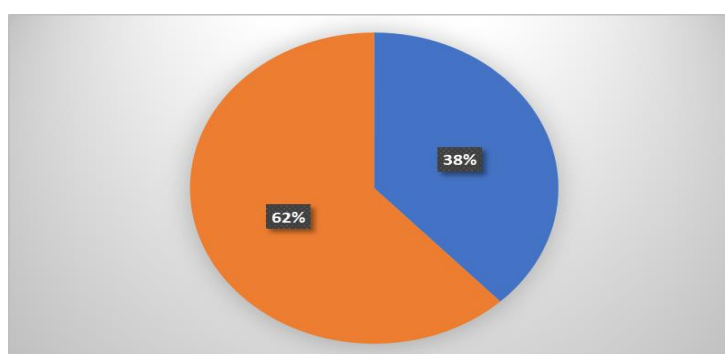
**Figure 8. Distribution of responses by quantity and price**

From figure 9 it can be seen that 75% of the respondents are female and 25% are male.



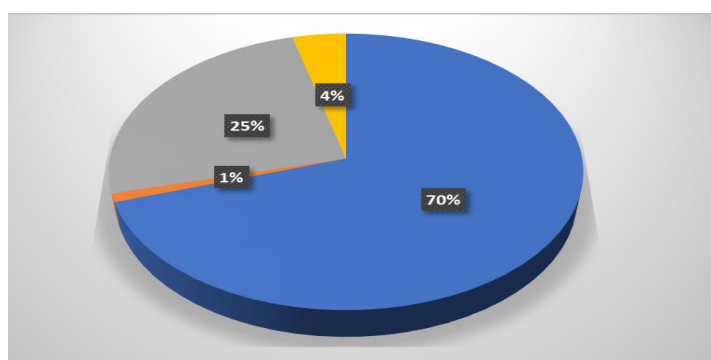
**Figure 9. Distribution by gender of respondents**

From figure 10 it can be seen that 62% of respondents come from urban areas, and 38% come from rural areas.



**Figure 10. Distribution by environment of origin**

Regarding the level of education, it is observed that 70% of respondents have higher education, 25% have high school education. 4% have post-secondary education and 1% others.



**Figure 11. Distribution of responses by level of education**

## CONCLUSIONS

Following the study, we observed that respondents prefer to consume organic dairy products because they consider them healthy products for the body.

Although there is a wide range of organic dairy products, respondents prefer to buy fewer organic dairy products even if they are more expensive, instead of cheaper ones, but in a larger quantity.

From the analysis of the responses of organic dairy consumers, we noticed that the most consumed is milk, yogurt, cheese and then other products.

70% of respondents answered that the whole family consumes organic dairy products.

Consumers of organic dairy products contribute to protecting the environment by their decision to consume.

The development and promotion of businesses that sell organic dairy products is important because they come from farms where animals are raised sustainably.

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