

THE ECOLOGIC PRODUCTS AND THE FACTORS THAT INFLUENCE CONSUMERS

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Abstract: This study intend to analyze consumers' perception of organic products. The study was realized in Timisoara, in different places: universities and super-markets and after analyzing the results, I have noticed that women buy these products because they think they are healthier, but also people with university studies understand the implications of ecology and buy more organic products.

Key words: marketing, organic products, consumers

INTRODUCTION

At the moment, there are ecological products in all supermarkets, unlike previous years when those products were nonexistent. According to some researches in the field, the manufacturers have adapted to the new consumers that take care of themselves and their families health. [7], [11]

From the specialized literatures [13], [6], [9], [11], we can observe that the market of ecological products proved that it can be developed in Romania, too.

MATERIALS AND METHODS

In this research we've analysed the ecological product consumer's behavior and their decision in picking ecological products.

The research method used was the survey containing data about some variables that influences the consumption of ecological products: age, gender, level of education, family s income and information sources.

RESEARCH RESULTS

From the analysis of the answers given by the surveyed population, we observe that the 75% from the female persons chooses to buy ecological products, unlike the male persons that buy in a reduced percentage (25%).

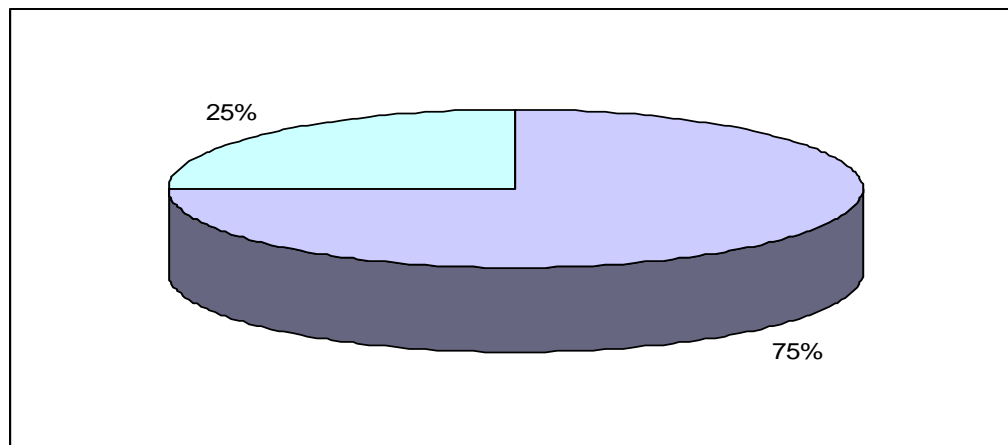


Figure 1. The frequency of responses by respondent's gender

This explains the fact that the women are more interested in buying those healthy products, both for themselves and their families. From figure 2 we have observed that the 82% of the persons interested in buying ecological products from the markets that sells those products had higher education, and only 18% had high education.

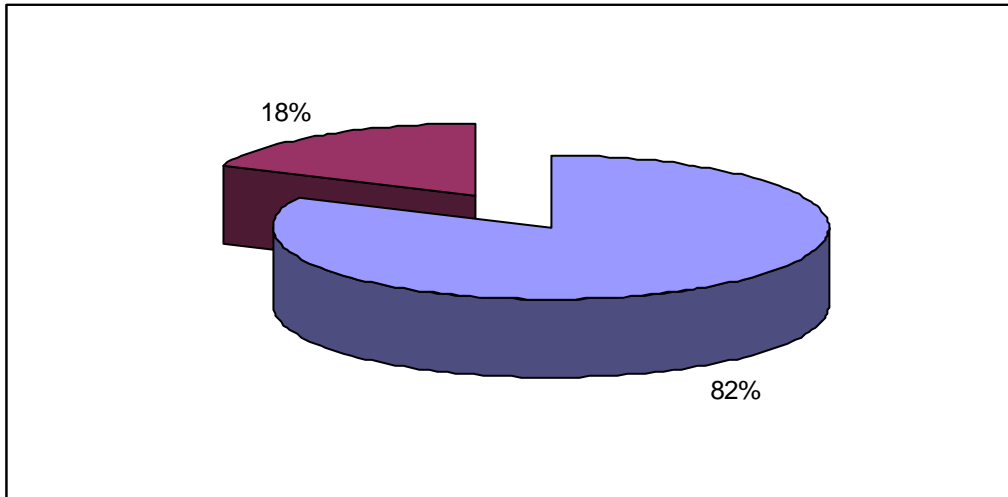


Figure 2. The distribution of responses after studies

From here, we can tell that the education influences the decision of buying ecological products.

In the specialized literature [5], [3], [10], [12] are more researches referring to the decision of buying the consumptors.

In figure 3 we observe that the age of the responders influences the decision of buying ecological products. Those products are preferred in 58% by the persons aged 30-40. 19% of the persons under 30 are more interested in the ecological products, and those aged 45 or more are interested in those products only 23%.

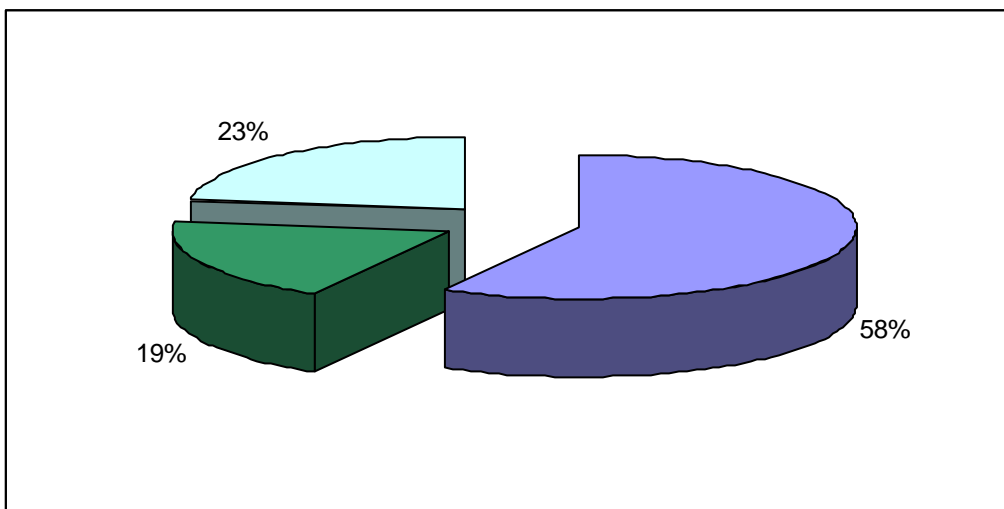


Figure 3. The distribution of answers by responder's age

From the answer's analysis we've observed that a high importance in picking ecological is determined by having childrens.

The responders that have childrens are more interested in buying EC. Product in a proportion of 63%, unlike the 37% of the others.

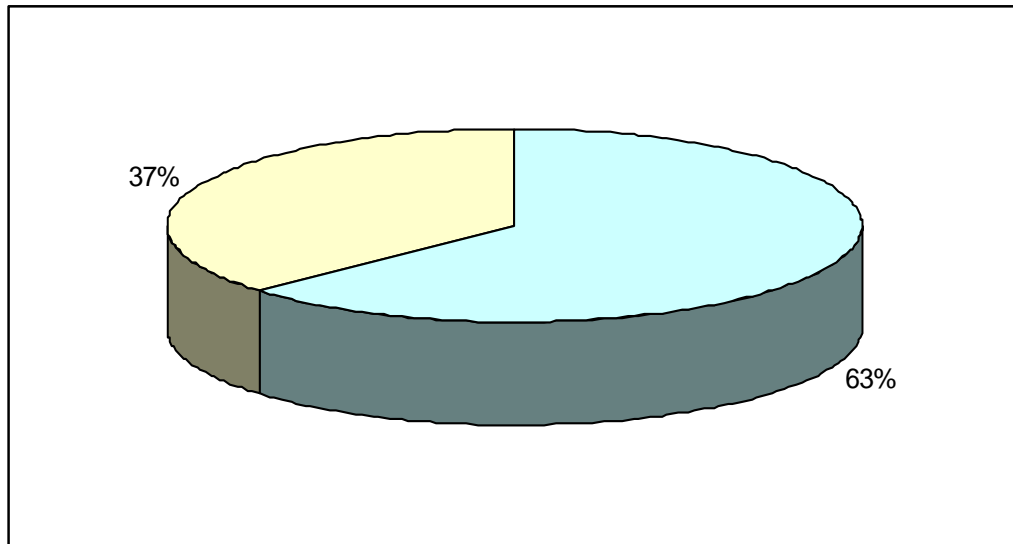


Figure 4. The frequency of answers by the children's existence

There are plenty materials in the specialized literature [1], [2], [4], [8], [14], [15] that approaches a theme like this. In our research we were interested in the level and the sources of information in figure 5 it shows that the 48% of the responders inform themselves before buying those products online, the 34% of them inform themselves in the markets that sells this kind of products, and the 18% of them heard of ecological products from friends.

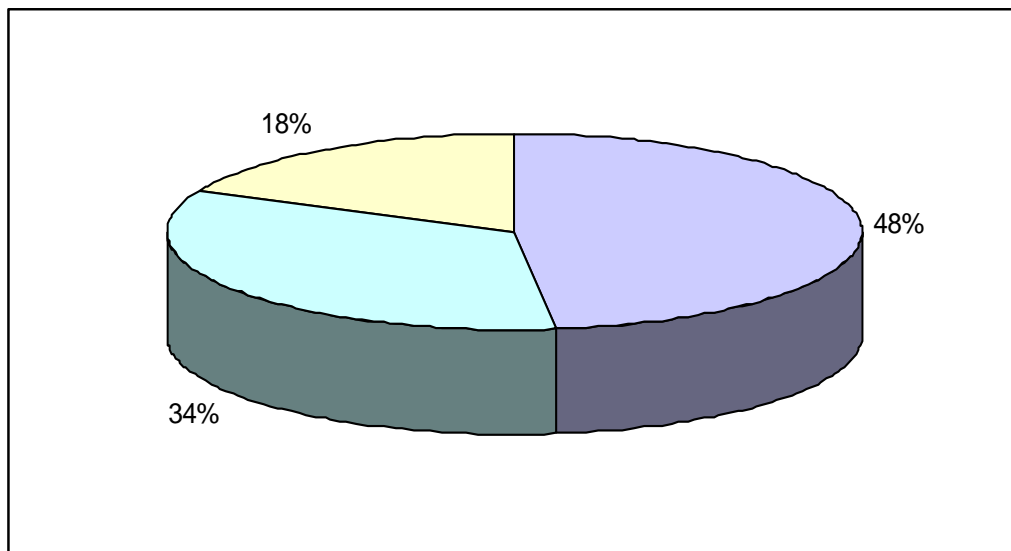


Figure 5. The distribution of answers by the sources of information

From this research we can observe that the level of incomes influences the behaviour of buying ecological products.

From figure 6 we observe that those persons whose incomes are higher, in a proportion of 56% are interested in ecological products, unlike the 44% of those whose incomes are lower.

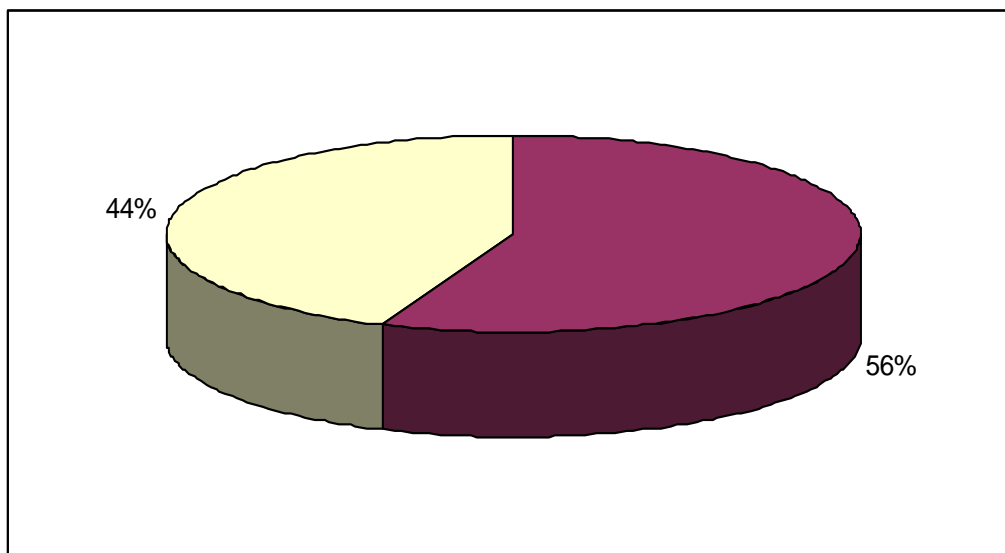


Figure 6. The distribution of answers by the level of incomes

From figure 7 we have observed that the responders are concerned about a balanced lifestyle in a proportion of 65%, unlike the rest of 35% that aren't interested in what they buy and consume.

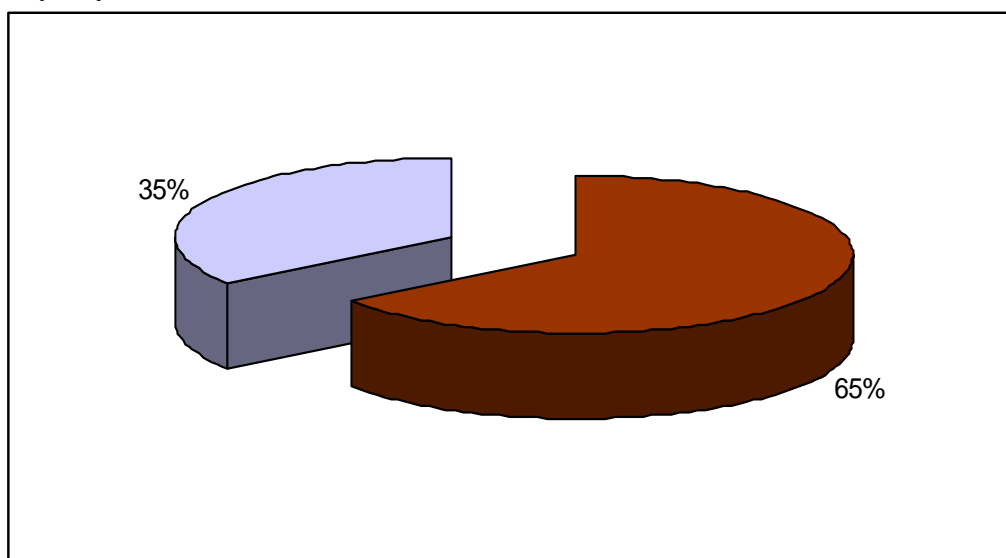


Figure 7. The distribution of answers by the lifestyle

CONCLUSIONS

The results reveal the fact that, at the moment, the consumers pay more attention at what products they consume, and many of them take the decision of buying ecological products.

The women are more worried of the health of their families, that is why they buy those products in a higher percentage.

Our research shows that the level of education and the level of incomes influences the consumers in buying ecological products.

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