

PATTERNS OF CONSUMER BEHAVIOR OF SWINE MEAT AND MEAT PRODUCTS

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Abstract

Meat and pork products are highly demanded by consumers from the meat market, although they are not on the first place in their consumption preferences. By developing new forms of farm tourism in rural areas, it is stimulated to obtain these products in traditional systems for self-consumption or for distribution on the local or regional market. Consumption patterns in the researched area are different depending on consumer behavior being a function of personal and situational variables requiring consumption behavior to be modeled, an action that will help small and medium business farms and product organizations to improve their strategies integrated production management and marketing's management.

Key words: *swine, meat, consumption, behavior*

INTRODUCTION

Swine meat and meat products are among the most consumed agri-food products, the demand being high due to: [3,5,7,15,16]

- population growth and diversification of processed products;
- increasing the income of the population;
- urbanization.

Even if pork meat does not dominate consumption, on the first place being the one from poultry species, it is sold at affordable prices, the forecasts showing increases in demand especially for processed swine products with long service life, due to the high value of meat proteins. [17,19]Urban and peri-urban residents generally consume meat and meat products produced in intensive systems but there are niche markets for meat produced on small professional farms, which are sold at good prices, but are also produced for self-consumption in rural areas, that have resources for the growth and exploitation of the swine species, contributing to the sustainable development of this area. [1,2,10]

We can thus say that both at urban and rural level through the development of new forms of niche rural tourism, certain models of consumers have been formed, both locally and among tourists who visit agrotourism farms and practice farm tourism because: [4,6,11,12,18]

- ✓ meat obtained from swine of local breeds, healthy fed with resources of the area, on pasture is increasingly demanded by consumers for self-consumption or on the regional market;
- ✓ the meat of the Mangalita or Bazna indigenous breeds obtained in ecological systems, differs in appearance and taste from the intensively obtained products, being preferred by consumers;
- ✓ the meat consumption obtained from local breeds for self-consumption and the regional market has increased.

There are many ways to sustainably develop the production of meat and swine meat products not only on industrial farms but also on small and medium-sized professional farms because: [8,9,13,14]

- ✓ swine adapt well to any production system;
- ✓ local production provides diverse resources for the diversification of production systems;

- ✓ swine have a high conversion rate of different types of feed in economic conditions.

MATERIAL AND METHOD

Due to its special organoleptic and physico-chemical properties, swine meat as well as swine products are highly demanded by consumers from the meat market, consumer behavior being influenced by three categories of factors that determine consumption patterns: internal, external and objective factors. Experienced consumers are increasingly sophisticated, seeking information, examining a wide range of sources of information and using study methods based on the discovery of new facts, for these reasons in this scientific approach, we will analyze the particularities of these consumers of meat and dishes from swine meat, in order to orient the productions towards obtaining certain products according to the consumption patterns found on the meat market in the researched area.

RESEARCH RESULTS

The meat and swine products consumption patterns, in the researched area, Caras-Severin County, are different due to the fact that:

- consumer behavior is extremely complex;
- is a function of personal variables;
- is a function of situational variables.

Taking in consideration this complexity, it has been found that it is possible to reduce consumer behavior to its main components, which is possible. This is possible as a modeling approach, a method successfully used as a method:

- to explain consumer behavior;
- to estimate consumer behavior in rural and urban areas. Because a consumption pattern represents all or part of the variables of consumer behavior it expresses two main purposes:

- identifies the hypothesis and develops a new theory of consumer behavior;
- explains the current state of consumer behavior theory.

Analyzing the consumer behavior in the researched area, we found that the consumption model has general and partial purposes that:

- presents stages of analysis of swine products;
 - flows in the decision-making process, depending on the awareness of these products;
 - demonstrates operational relationships between purchasing or non-purchasing decision variables;
 - explains the fundamental relationships between the identified variables;
 - include the identification of all or part of the consumption variables;
 - specifies the exact cause and effect between the variables and the relationship.
- marketing management

We believe that it is necessary for the consumer's behavior on the swine meat market from Caras-Severin County to be modeled, because this modeling action will help small and medium professional farms and product organizations to improve their strategies to:

- management of systems for obtaining meat and swine meat products;
- marketing management.
- and understand the following aspects:
 - ✓ consumer behavior during shopping;
 - ✓ of purchasing decisions;
 - ✓ influencing the decisions and the results of the purchasing decision by the limits of the consumers' knowledge;

- ✓ influencing decisions and their results depending on information processing skills;
- ✓ how marketing management can adapt and improve their marketing campaigns;
- ✓ how marketing strategies can reach the consumer more easily;
- ✓ how motivation and strategies differ from one product to another;
- ✓ the level of importance or interest of the products for swine meat consumers;
- ✓ the psychology of the way consumers think;
- ✓ how consumers select different alternatives, brands;
- ✓ the way in which the consumer is influenced by his cultural and family environment;
- ✓ how consumers are influenced by signs, logos, media.

On the market we met consumer behavior patterns generic known and specific of the regional market in the analyzed area. Among the generic models predominated:

- Alfred Marshall's model, based on rational economic choice that describes, explains and specifies which meat products are bought the most by consumers.
- Evan Pavlov's learning model, based on the creation of conditioned reflexes, consumers looking for products obtained by a certain local company, because it has regional influences;

The main patterns of consumers behavior of meat and swine products, specific to the regional and local market were:

- the John Howard and Jagadish Sheth model, after which the consumer plays an active role in the commercial transaction and processes the information according to the exposure to them;
- the model of the consumer's decision which subjects to analysis the whole range of products obtained from swine and acts on the needs of the buyer according to his requirements;
- the Francesco M. Nicosia model, in which the message sent by the product goes from the source to a possible purchase decision.

We can conclude that these generic or specific models of the regional market for swine meat and meat products must meet the following requirements in order to satisfy consumer needs and increase sales of such products:

- enable the management of integrated swine farming production systems to:
 - a. develop agri-food policies;
 - b. take decisions on the organization of production based on the established objectives;
 - c. set the objectives to be achieved;
 - d. meets the needs of consumers according to consumption patterns found on the market.
- to allow marketing management to determine:
 - a. consumer needs in a dynamic environment;
 - b. help them to reasonably assess whether product/service offerings are in line with their objectives.
- to serve as a basis for forecasting, planning and setting objectives to be achieved:
- and help managers focus on farm objectives;
- on customer satisfaction.

CONCLUSIONS

The meat and swine products production, distributed on the regional and local market is influenced by the management of farm production systems and their ability to adapt to the needs of consumers from the market, because on the market there are particularities regarding the consumption models. The behavior of consumers from the regional and local swine meat market needs to be shaped, because this modeling action will help small and medium-sized professional farms and product organizations to improve their management strategies for meat and meat production systems. of swine and marketing management according to consumer preferences.

Generic and specific models of the regional market for swine and swine products, due to the particularities of consumers in the research area, must meet the requirements of meeting consumer needs and increase sales and allow management to adapt production systems and marketing management to meet the needs of consumers from the meat market. The models must meet a number of specific requirements, to satisfy consumer needs and increase sales of such swine products, enabling production management to develop policies and decisions to achieve pre-established objectives and allow marketing to determine consumer needs of swine meat and products in a dynamic environment.

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