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**MAXIMIZING THE BUSINESS IN FARM TOURISM FROM TIMIS COUNTY  
ACCORDING TO THE PROFILE OF CONSUMERS**

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***Abstract:** The premise on which the marketing of farm products and services is based, is to meet the requirements of both actual and potential consumers, they are willing to pay for quality, helping to maximize business, because for them we must act not towards effective marketing but in the sense of satisfying the will, needs and desires of tourists who visit or stay and benefit from the products and services offered by the farm. The analysis of the profile of consumers of products and services highlights a multitude of profiles depending on the criteria used but this must also follow the six areas of development of tourism on the farm, houses are found in the type of product or service they purchased. Improving marketing strategies should be based on studies of consumer behavior in order to understand the consumer's profile, way of thinking, background, and timing of purchase of the product or service, how decisions, strategies and motivations depend on the importance of the product or service or in the interests of consumers. We consider it possible to maximize the business in farm tourism by setting priorities, turnover, profit and revenue or turnover, income and profit for the farm and the need to diversify activities by creating products/services specific to the profile of visitors.*

***Key words:** farm, tourism, business, maximization*

## **INTRODUCTION**

The premise on which the marketing of farm tourism products and services is based is that any economic activity must aim to satisfy as fully as possible the requirements of the increasingly sophisticated consumer, both actual and potential. The term "consumer" in agritourism farms is attributed to farm tourists and visitors which use in a personal capacity: [1,2,5,9,21]

- products obtained on the farm and intended for agri-food consumption;
- recreational and leisure services;
- farm brands that make it attractive from a tourist point of view.

Without including the element "consumer of agritourism products and farm brand services", the discussion about effective marketing does not make sense, because any farmer acts only in the sense of satisfying the will, needs and desires of those who visit the farm or stay and consumes the products obtained on the farm and enjoys the personalized services offered by the farm staff in addition to his professional activity: [3,7,8,17]

- a. concludes a contract with a supplier of farm products and services;
- b. has a budget that he can spend on a set of goods and services existing on the farm. [12,13]

In order to maximize the agritourism farm business, it is necessary to analyze the profile of the farm tourism consumer, because he will manage his available financial resources according to his preferences, in such a way as to maximize the utility of the purchases within his budget. The agritourism market, of which the agritourism farm is part, must take into account the profile of potential tourists: [4,10,16,19,20]

- defining the profiles according to their economic condition;
- zoning of farms that carry out farm tourism;
- the level of education of the visitors;
- the preferences of farm tourists;

- age category and social status

Because the behavior of the consumer of farm products and services represents the totality of decision-making carried out at individual or group level, closely related to obtaining and using goods and services, in order to meet current and future needs, containing decision-making processes influence this acts, it is a component of: [6,15,18]

- the economic behavior of farm tutors;
- a form of manifestation of human behavior in general;
- what differs depending on the segment of the population to which the consumer belongs;
- which evolves over time both qualitatively, as preferred types of products and services, loyalty or indifference to product brands and quantitatively under the influence of economic conditions, those with low incomes preferring rural tourism and farm tourism.[11,14]

### **MATERIALS AND METHODS**

In this scientific approach, using known methods of analysis, we determined the profiles of consumers of rural and farm tourism from Timis County, part of the Western Development Region of Romania, depending on economic condition, level of education and age category, to maximize the rural tourism, agritourism and farm tourism business in the researched area, because the profile of consumers of such farm activities, shows depending on the multitude of criteria used for this purpose and preferences for certain farm activities. For these reasons, it is necessary for farmers to develop the products and services of their own farm according to the profile of visitors and their preferences for a particular activity.

### **RESEARCH RESULTS**

The analysis of the consumers profile of farm products and services, from Timis County, shows us according to the criteria used the existence of several profiles of farm tourists who spend their leisure stay on the farm:

- depending on the economic criteria, we found the existence of the following profiles of farm tourists:
  - a. with average income;
  - b. with high income.
- depending on the territoriality criterion, we distinguish:
  - national farm tourists;
  - international farm tourists.
- depending on the criterion of education:
  - farm tourists with higher education;
  - farm tourists with secondary education;
  - farm tourists with high school education.
  - other categories of farm tourists, pupils, students.
- depending on the age category we distinguish:
  - children and adolescents visiting or staying at the animal farm;
  - young farm tourists;
  - adults who stay at the agritourism farm;
  - pensioners, nostalgic for the rural who stay on the farm.

We consider that another aspect that must be taken into account in the analysis of the consumers profile of farm products and services are the six areas of development of the farm tourist, which are found in the type of product/service that consumers purchase. These areas of development of farm tourists are: social, intellectual, emotional, spiritual,

character and physical development. Due to the fact that marketing has experienced an important development, through the promotion of farm products and services, in a process of continuous improvement, being oriented in the following main directions:

- deepening and perfecting the marketing research itself, conceptually and applicative;
- studying the behavior of the classic tourism consumer;
- sporadic research of middle-income consumers, large families;
- preference for vacation, stay or leisure on the farm.

The behavior of the consumer of farm products and services is represented by the determination of what he buys for consumption on the farm, when he buys these products or services and by what he buys a certain farm product/service. The study of consumer behavior must also assess the influences exerted on the consumer by groups of farm tourists who stay on the farm or visit it and require an interdisciplinary approach, due to the multiple acts and processes that influence the way farm tourists behave, economically, therefore we consider that the knowledge of economic behavior is:

- fragmentary and relatively insufficiently structured;
- farmers, marketing operators through the farm products and services they offer, fail to convince potential farm tourists to buy the farm product or service.

But these players in the farm tourism market can put the product or service in the best light if they understand:

- what farm tourism consumers want;
- how they make decisions about the price and promotion of farm-specific products;
- why do consumers prefer the products/services of other tourist farms.

Consumers' expectations of farm products/services are constantly evolving, which is why we believe that farmers must increasingly take into account:

- a new type of consumer of farm products and services;
- consumers responsible for products and services.

The number of consumers of this type, who tend to harmonize the purchases they make with the values they share, paying more attention to the social, environmental and ethical characteristics of the products or services they purchase, is increasing for these reasons improving marketing strategies must focus on studying the behavior of consumers of farm products and services, trying to understand:

- the way consumers thinking way, how they reason and choose the alternatives they have, preferring life on the farm;
- influence the environment in which they live, degree of culture, family, income, information flow;
- the moment of purchasing the product or service;
- the way in which the decisions taken influence the consumers' knowledge, regarding the quality of the animal products and the processing technologies;
- consumer strategies and motivations depending on the importance of the products;
- interest for tourism consumers at the animal farm.

Through attitudes, the consumer of farm products/services expresses what he feels and unlike behaviors, they are not observable, if he was not satisfied he does not return, being known only after some investigations. The attitudes of consumers of farm products or services are based on:

- existing opinions, meaning what the consumer thinks about a farm product;
- if the farmer offers the guarantee that the product is authentic, the emotional dimension of a farm product;
- conative size, intention to buy or not products from the farm pantry.

By analyzing these attributes regarding the quality of the products/services offered by the farm, it depends the decision to stay on the farm and choose to practice, classic, rural or farm tourism.

- Important:
  - a. meet expectations;
  - b. are typical of those known from other farm visits.
- Determinant:
  - a. differ from the products offered by other farms;
  - b. respects traditional processing technologies.
- Striking:
  - a. are noticed at the time of election;
  - b. have become farm brands.

The comparison that the consumer of farm products and services makes between the result of the shopping experience and what he anticipates, when he has engaged in the act of purchase, results in post-purchase satisfaction. Regarding the purchase of a farm product/service, we believe that it is not only the relationship between the available budget of the family, which chooses the tourist farm and price or between income and expenses, but also the following factors:

- the reasons for purchase or non-purchase, the system of impulses and mental states likely to justify the purchase or rejection of a certain agritourism product;
- emotional compatibility with a product, nostalgia for rural life in old age;
- satisfying the needs determines the consumers to return to the farm due to the specific activities or gastronomy;
- repeatability of consuming traditional products to traditional products;
- consumption habits.

We believe that the behavior of the consumer of farm goods and services is also influenced by other factors that make farm tourists to systematically visit the location:

- internal structure, engogenous factors;
- appreciation of farm life;
- living environment, exogenous factors;
- the roots in the rural area satisfy him.

We consider that in the endogenous factors, the consumer emphasizes the knowledge of directly observable influences, but here are also included other factors: demographic, economic, specific to the marketing mix but also some situational factors. In the category of observable influences, on consumer behavior, its profile, there are also variables specific to the marketing mix, which are related to product farms in product policy, price, distribution, promotional policy and people. A very important role in the formation and manifestation of consumer behavior has the product or service offered by producers (farmers), respectively its organoleptic, technical, economic characteristics, presentation. Within each business in general and the tourism farm in particular, there are at least three financial objectives expressed from a financial point of view, namely turnover, profit and revenue. Maximizing these annual objectives is possible by establishing a certain order of priorities, turnover, profit and revenue or turnover, revenue and profit for the farm and the need to diversify its activity.

Turnover represents the value of sales and to maximize it, several options can be considered:

- granting discounts on sales of products/services from the tourist farm, resulting in increased sales, reduced profits and increased revenues, during the period when the basic activity does not produce income and the complementary activity is at its peak.

- granting terms of grace to loyal farm tourists resulting in increased sales, reduced revenues and increased profits.

If you want to maximize the profit of the tourist farm, you must act as follows:

- marketing of farm products and services that produce high profit resulting in:

a. profit increase;

b. reduction of turnover because the supply of products is reduced;

c. increase the turnover if commercial loans are granted to loyal customers.

- revising the policy of discounts on farm products and services and on categories of loyal visitors and tourists resulting in:

a. profit increase;

b. reduction of turnover;

c. reduction of revenues.

To maximize the income of the tourist farm, we recommend the following:

- special offers for events and holidays with effects on:

a. prices decrease;

b. increase in turnover;

c. decrease in profit.

- focusing on customer categories with effects on:

a. revenues increase;

b. sales decrease;

c. profit reduction.

We can conclude that there is an interdependence between the three financial dimensions of the business, relationships that must be managed and optimized, by setting financial priorities and stages of development of the tourist farm, with multiple possibilities to expand one activity and reduce another according to recreational and leisure needs of farm tourists. We believe that in order to maximize the business in a tourist farm, it is necessary to take into account the profile and consumers needs and the construction of specific brands in the farm tourism activities, because it offers guarantee and credibility to consumers. The specific farm brand indicates to tourists of any profile that the farm product or service is quality, the farm is successful and creates the belief that it is the best choice even if there are products and services on the market at lower prices, but not are represented by a brand.

The characteristics that determine the economic efficiency of a farm product/service are related to their ability to positively influence the tourism market, the degree of internationality, the ability to withstand to innovation operations, market stability, and the ability to increase sales of tourist farm.

## CONCLUSIONS

Because the marketing of farm tourism products and services represents an economic activity, the strategies implemented on farms must aim to meet the actual and potential requirements of consumers according to their profile, to maximize the business. The analysis of the consumers profile of farm products and services, shows according to the criteria used in the evaluation, the existence of profiles of farm tourists and visitors who spend their stay at the tourist farm according to economic, territoriality, education and age category criteria.

Improving marketing strategies should be based on studying the behavior of consumers of farm products and services, trying to understand, consumer profile, way of thinking, living environment, time of purchase of the product or service, how decisions, strategies and motivations are depending on the importance of the products or the interest

for consumers. The comparison that the consumer makes between the result of the shopping experience and what he anticipates, when he has engaged in the act of purchase, results in post-purchase satisfaction, the purchase being influenced by the system of impulses and mental states, emotional compatibility with a product, satisfying the needs, repeatability of consumption and consumption habits. A very important role in the formation and manifestation of consumer behavior has the product or service offered by producers, respectively its organoleptic, technical, economic characteristics, presentation way and to maximize the business of the farm must meet at least three objectives, expressed in terms of financially through turnover, profit and revenue. We consider the maximization of these economic indicators possible by setting priorities, turnover, profit and revenue or turnover, revenue and profit for the farm and the need to diversify its activity by creating specific products and services, the profile of consumers of farm activities.

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