

**RESEARCH REGARDING THE NECESSITY OF IMPLEMENTING FOODSTUFF
LAW IN THE CONSUMER'S BEHAVIOUR**

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Enhancing the processing of the goods and the expansion of the assortment of products are factors that draw attention to the connection that is established between the foods consumed and the health of the body.

This work carry out a study on the way in which the nourishment of the laws are implemented correctly in the consumer behaviour of a sample of respondents, the survey method, applying the questionnaire as an instrument of investigation.

Key words: *nutrition, laws, consumer behavior.*

INTRODUCTION

The influence of food on the health status of the people, its importance in the development of the body in maintaining physical and intellectual strength, so the impact on the results achieved in economic and social activities, have led to a continuous development of the sectors which have as their object of activity of human nutrition.

Food is an essential factor for humans, providing energy and the basic substances of the metabolism, growth and development, representing the controller of Exchange processes of the human body and the environment. The imbalance between needs and nutritional intake causes deep changes, especially as the human body is much sought and exhibited some stressor. The shortage of food ration of basic nutrients have negative influences on the health and human activity, decreasing ability, resistance to disease and stress factors, amplifying some metabolic disorders.

The diet must be designed to meet the following three conditions:

- a. *to ensure proper growth and development.* In this regard, the particular importance of the nutrition in the early years of life. Inadequate nutrition in the early years means a defective physical development and excessive eating in the first years of life can cause, among other things a multiplication exaggerated fat cells, making the child obesity or obesity adult germ.
- b. *to provide a physical and intellectual activity.* Insufficient nourishment decreases the efficiency of physical and, to some extent, and the intellectual.
- c. *to ensure good health.* Be taken into account not only the consequences of major nutritional imbalances (obesity, nutrition), but also of the minor (e.g., irritable bowel), often overlooked or viewed as without a definite relationship with food.

The laws of proper diet are:

- **The Quantity Law** (the amount of food to be taken on a daily basis should be sufficient to cover the needs of the body).

- **The Quality Law** (the diet must be complete and varied in its composition, so as to provide all the necessary body: carbohydrates, lipids, proteins, vitamins, minerals, water and vegetable fiber).
- **The law of balance** (content of various substances that provide energy and to be integrated into foodstuffs shall keep a correct proportion between them).
- **The Law on suitability** (proper selection, preparation, and the amount of food, all of which must be adequate weight, physiological condition and the genre of work or activity)..

MATERIAL AND METHODS

Realization of the pyramid power was based on the laws of fair food. Food pyramid guidelines are as follows:

- consume plenty of fruits, vegetables and whole grains;
- reduce intake of saturated fats, cholesterol and fatty acids and limiting the amount of sweets and salt;
- the consumption of alcoholic beverages in moderation, or not at all;
- controlling portion sizes, the total number of calories and incorporate physical activity into your daily routine.

This paper makes a study on how they take into account the laws of good eating habits in food consumption behavior. For this purpose a questionnaire was developed and administered consumers who share the same type of work (students) .. The sample was studied in a total of **100 subjects**.

By comparing the results obtained by questioning the 100 subjects were followed highlighting the importance of healthy eating and balanced.

RESULTS AND DISCUSSION

When asked "Choose one of the options on the main meals of the day", 34% of subjects taking the three main meals (Figure 1).

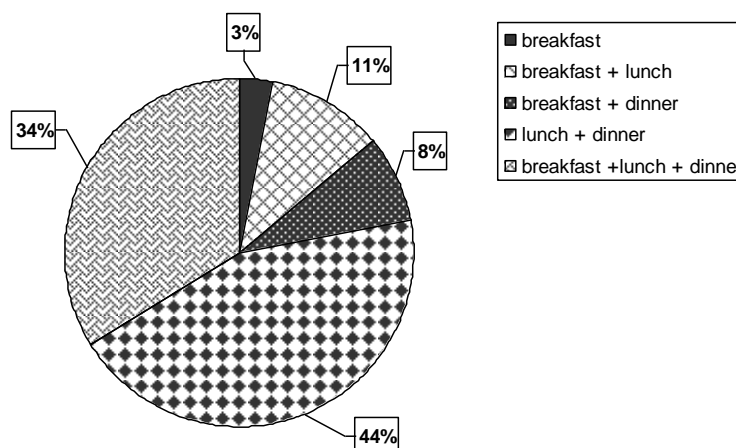


Figure 1 Frequency main meals of the day

When asked "Check 10 of the following foods you use most in your menu" is different order of these foods for female and male subjects, as shown in the graphs below.

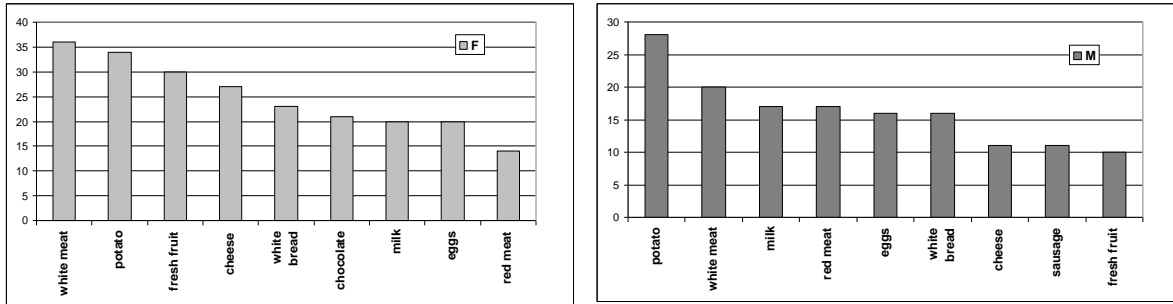


Figure 2 Categories of foods commonly consumed by subjects

When asked "How often do you eat fruit?", 37% of subjects consumed daily and the question "How often do you eat vegetables?", 46% of subjects consumed daily (Figure 3).

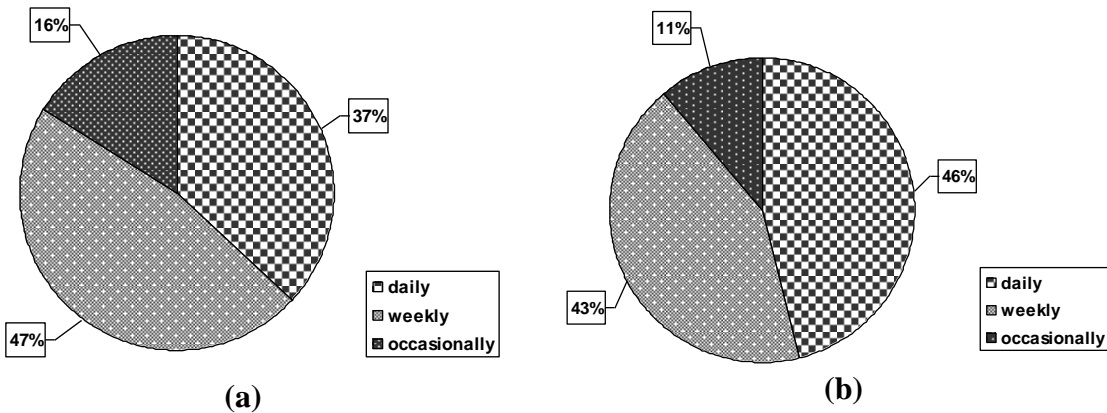


Figure 3 Frequency of consumption of fruit (a) and vegetables (b)

When asked "How often do you eat milk or dairy products?", 52% of subjects consumed daily and 39% weekly (Figure 4).

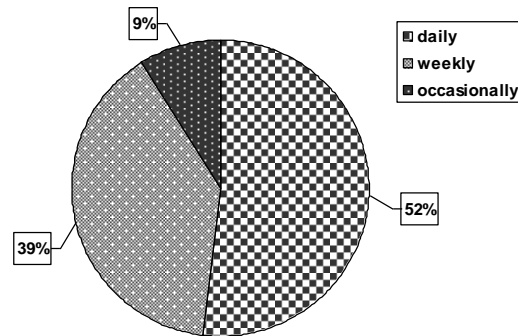


Figure 4 Frequency of consumption of milk and milk products

When asked "What type of bread you eat more often?", 74% of subjects consuming white bread and only 22% eat brown bread and rye (Figure 5).

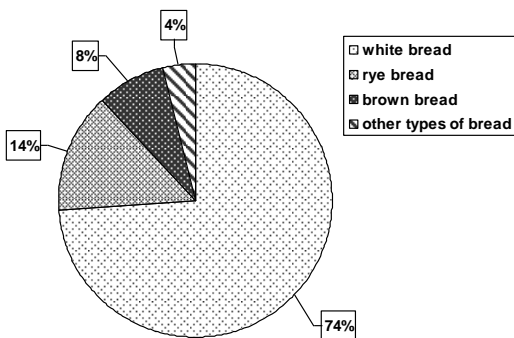


Figure 5 The main types of bread consumed by subjects

When asked "How often do you eat sweets?", 45% of subjects consumed daily and 44% weekly (Figure 6).

When asked "During the month whenever you eat fast food?", 76% of subjects attending these units 2-3 times per month (Figure 7).

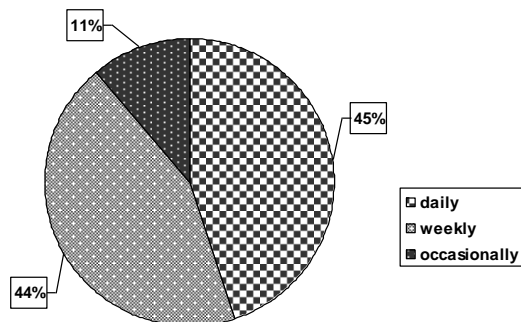


Figure 6 Frequency of consumption of sweets

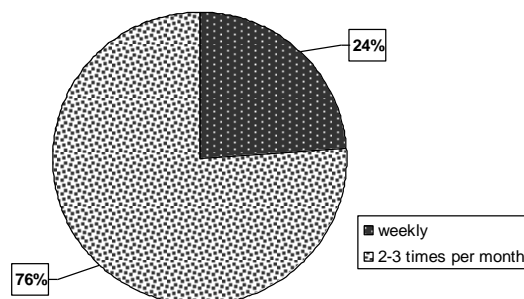


Figure 7 Frequency of consumption of fast-food

When asked "How often do you drink soft drinks or added sugar?", 32% of subjects and 20% occasionally consume daily (Figure 8).

When asked "How important is nutrition to you?" 50% of respondents consider it very important (Figure 9).

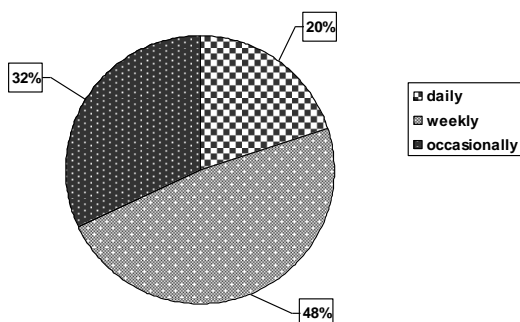


Figure 8 Frequency of consumption of soft drinks or added sugar

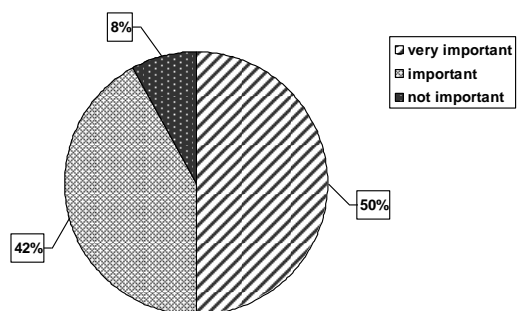
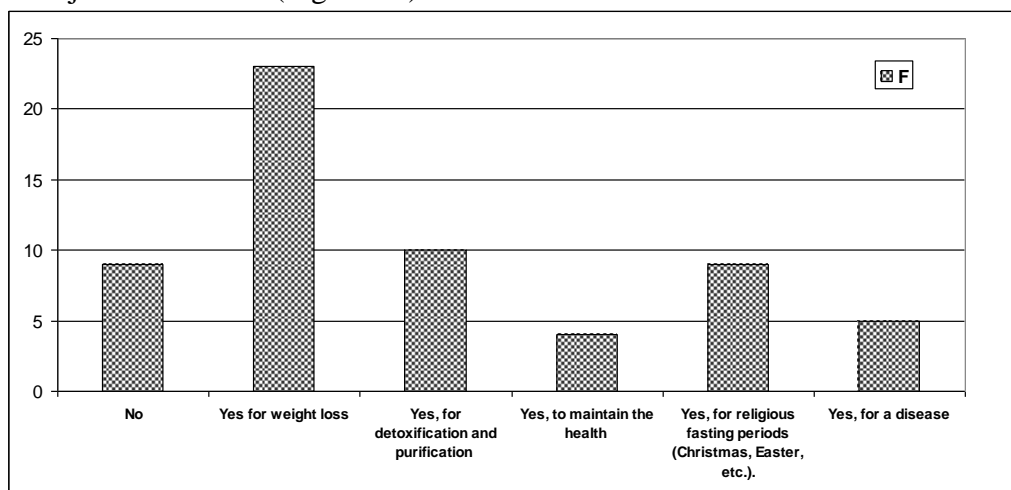


Figure 9

To the question "Have you ever held a diet?" Responses are different between female subjects and males (Figure 10).



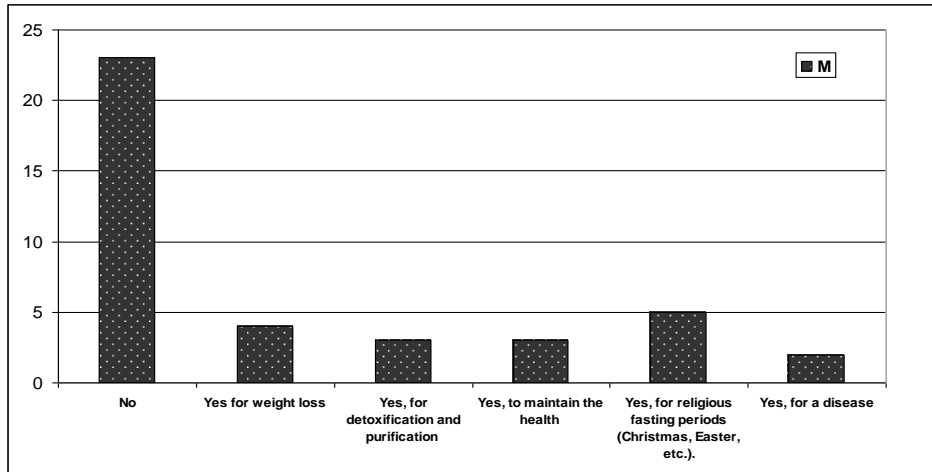


Figure 10 Need to adopt a diet for female and male subjects

When asked "When you buy food, you regard composition and nutritional value?", 46% of respondents are interested in these issues (Figure 11).

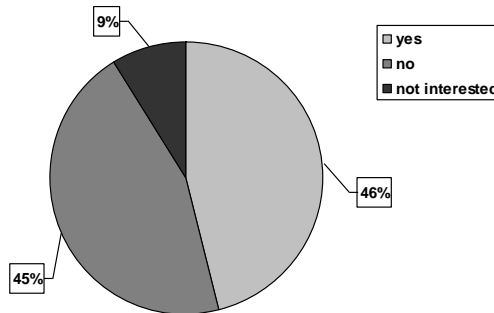


Figure 11 The interest of the subjects on the chemical composition and nutritive value of food

When asked "Do you think that your life is influenced by diet?", 81% of respondents answering in the affirmative, of which over 70% are considering a healthy diet (Figure 12).

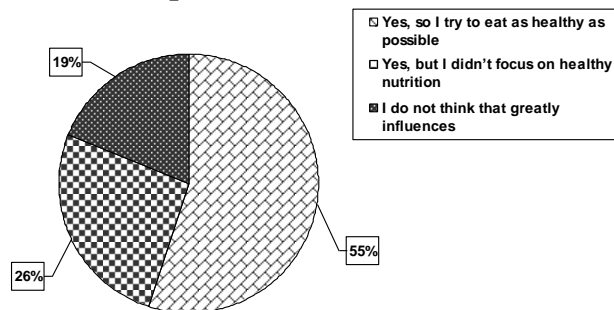


Figure 12

Calculating body mass index, more than half of the subjects fall in the standard of normality (Figure 13).

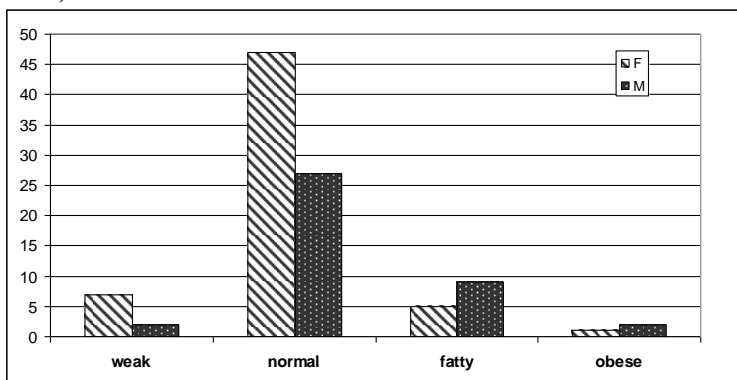


Figure 13

CONCLUSIONS

Analysing the data obtained through the questionnaire, you can detach the following conclusions:

- 34% of respondents used three main meals and fewer than half (35-45%), consuming fruits and vegetables;
- 39% of the respondents consume dairy products weekly and only 22% consume black rye bread;
- 45% of the respondents consume sweets and carbonated drinks, 20% daily and 24% consume Fast Food dishes, weekly;
- 50% of the respondents consider nutrition and the laws that govern a very important;
- 46% of respondents are interested in composition and nutritional value of food;
- 81% of the respondents believe that diet influences the life.

More than half of all students surveyed did not apply under at least three laws of proper nutrition (quality, balance and suitability), although most consider nutrition very important.

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