

**ANALYSIS OF MARKETING ACTIVITY TO S.C. PRODAGRO FARM  
S.R.L MOLDOVA NOUA**

**LAURA MARIANA STRĂIN<sup>1</sup>, ANCA GABRIELA HANDARIC<sup>1</sup>, IOAN CSÖSZ<sup>1</sup>, ELENA  
PET<sup>1</sup>, SIMONA MARTIN<sup>1</sup>**

**<sup>1</sup>Banat's University of Agricultural Sciences and Veterinary Medicine "Regele Mihai I al  
României" Timișoara, Agricultural Management Faculty, Timișoara, Romania,  
lauracioroparu@yahoo.ro**

**Abstract:** *Marketing is today omnipresent. The contemporary world shows to him a superfluous interest and contradictory attitude. Today marketing tends to incorporate almost everything that can be used the initiation and promotion of a business, from its conception to when the product reaches to the final consumer who need it. Marketing has its origin in the fact that people experience certain needs and desires. The modern client has a higher education and expectations are becoming higher. All the actions regarding the way of using the income to purchase services form the behavior of services consumer. Knowledge of this has a particular importance because it provides to company services the necessary elements to assess the application, in terms of volume, and also a way of expression.*

**Key words:** *marketing, consumer, services, company, request*

## **INTRODUCTION**

Economic theory is still dominated by the "stereotype" of material production, which is reflected in the analysis of differences between goods and services. Trying a distinction between material goods and services, would be a mistake to exaggerate the differences between them, as it is the transition to the other extreme. If the distinction between these two categories is needed to clarify these concepts, exaggerating differences means an error. [1]

In the specialized local and international literature there are hundreds of definitions of the concept of service. But today we don't find an universally accepted definition of services or universally acceptable.

Traditionally speaking, the service is something done by someone, by a human, for another human. Nowadays such a definition seems very restrictive, because there are more and more services made by the machinerys, equipments, without any intervention of a providing person. [2]

Most economists regard services as a system of utilities, in which the beneficiary buys or uses, not a product, but a certain utility, that gives them certain benefits or satisfactions, not materialized in most cases, in a material good designed to satisfy certain personal and social needs. From many definitions found in the literature, the most representative, for various stages of conceptualizing of this object of study are considered those developed by the American Marketing Association (1960), Leonard L. Berry (1980) and Ph. Kotler (1986). [3]

The definition given by the *American Marketing Association* has the advantage of emanating from a prestigious scientific institution. According to this "the services are activities, benefits or utilities that are offered on the market or provided in association with the sale of a material good." [8]

In economically developed countries, over 60% from gross domestic product is created in the service sector. In this sector is occupied nearly 70% from the active population of those countries. Highest performance seems to have been achieved in the

US, where these percents are close to 70% and 80%. In this country, more than 90% from the nearly 40 million jobs are created in the last two decades, and are in the service sector. In the 60s, a middle-income family spent 40% of its budget for services. In the middle of the last decade, this share reached 50% and now exceeds 50%. [7]

It can be said therefore that, in a modern economy services make an essential contribution to:

- Better awareness of material, human and financial resources of the society;
- Meeting the needs of population and society as a whole;
- Stimulate growth, renewal and diversification of production of material goods;
- Facilitating conditions of distribution and consumption processes;
- Increase the efficiency of the economy;
- Efficient and rational use of working time and leisure time;
- Training of labor force;
- Maintain and improve the health of the population. [5]

Between the level of development achieved and economic structure on the three sectors there is a strong correlation, which is verified also in Romania's case.

In our country is underdeveloped tertiary, not only in comparison with developed countries of the world, but also with some countries from the East-European space (Czech Republic, Poland, Hungary). Thus, in Romania, the share of services in GDP approaching 40%, and staff employee in tertiary barely exceeds 33% in the employed population.

Viewed over time, the evolutions are encouraging, but positive processes (the evolution of the two shares) takes place very slowly. Of course, the volume of the services has increased considerably in the last decade, but only the rhythms seem satisfactory only if we follow the dynamic of the activity in current prices. The calculations made in comparable prices even show a downward trend. [2]

## MATERIALS AND METHODS

Research methods of the needs are found both in office studies and in field studies.

The research was conducted on a sample of 50 people found statistically representative. The research was conducted at the company headquarters.

The sampling method used was presenting the questionnaire to each individual who enters the store and the request to reserve a few minutes to resolve it. The questionnaire was the basic instrument used for data collection, it largely determines the success of a field research. [6]

In this study, it is considered a guarantee probability of the result by 95% and an acceptable error limit by 3%. In this research, the collection of information was done over a period of 30 days, at the S.C. PRODAGRO FARM S.R.L. Moldova Noua.

## RESEARCH RESULTS

Caras-Severin County is a county located in the Banat region from Romania, whose residence is the industrial city Resita.

Moldova Noua is a city in Caras Severin County. It has a population of 14,000 inhabitants. It is one of the most important cities from the county. The city is located in the south of the County in the west of the Danube Gorge, at the south - eastern foot of the Locvei Mountains, at an altitude of 270 m.

In this city develop the activity the society that we have chosen for this study.

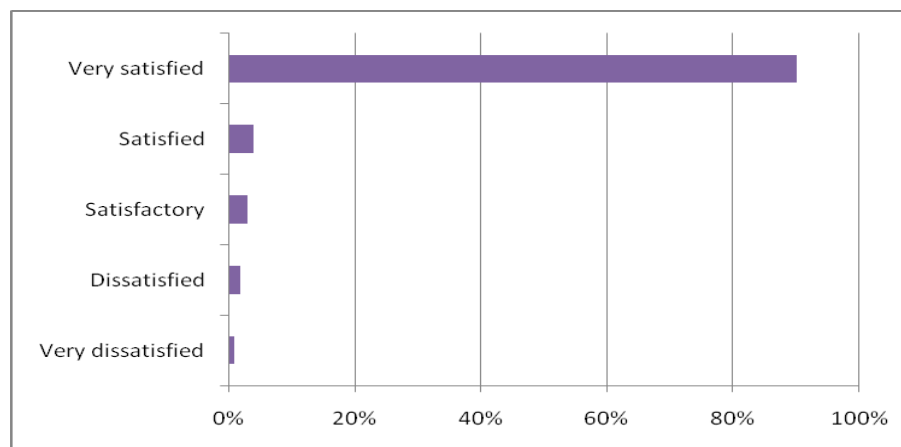
S.C. PRODAGRO FARM S.R.L. Moldova Noua with its headquarters in Moldova Noua, Caras Severin County has begun his activity in 2000, having as the purpose of the activity the wholesale of chemical products (CAEN code 4675).

The products sold by the company named above cover a wide range of chemicals and seeds used by farmers in agriculture. Products are purchased from suppliers carefully selected, always giving customers quality products at reasonable prices.

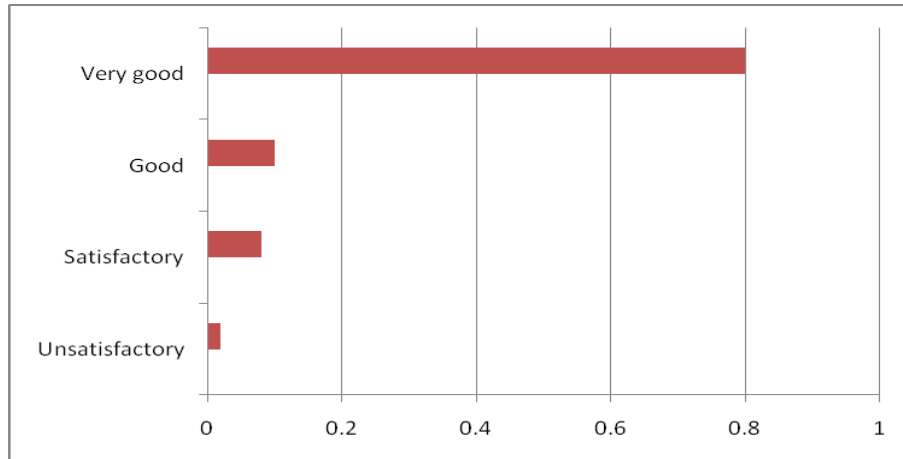
From the beginning the company has proposed to become competitive on the market through the diversified range of products that they sold, aspect succeeded over the years, and as a reward to the success were market leaders in Top Sales Caras Severin three years in a row (2009, 2010, 2011). The company also believes that their connections establish with farmers are essential for its proper functioning. Qualified personnel are trained to give farmers a special attention, and those are very satisfied because in addition to quality products at good prices received also tips for their business. [9]

Base on the questionnaire drawn up and implemented, in order to achieve the analysis of behavior, attitudes and buyers opinions towards the service offered by S.C. PRODAGRO FARM S.R.L. Moldova Noua on a sample of 50 individuals revealed the following information:

- To the first question from the questionnaire, *Based on your experience, how satisfied are you with the quality of services provided by S.C. PRODAGRO FARM S.R.L.?* 90% from the respondents said that they are very satisfied by the services offered, 4% - satisfied, 3% - satisfactory, 2% - dissatisfied and 1% - very dissatisfied.

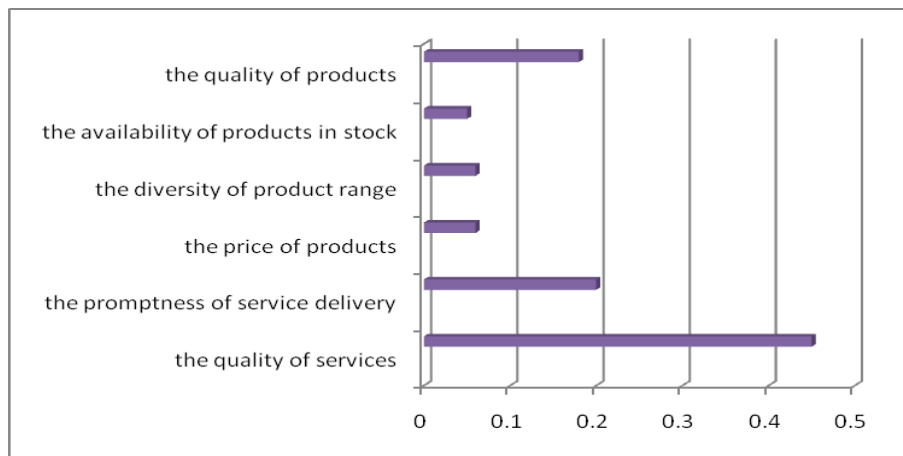


- Regarding the promptness of service delivery 80% of them consider it very good, 10% - good, 8% - satisfactory, 2% - unsatisfactory.

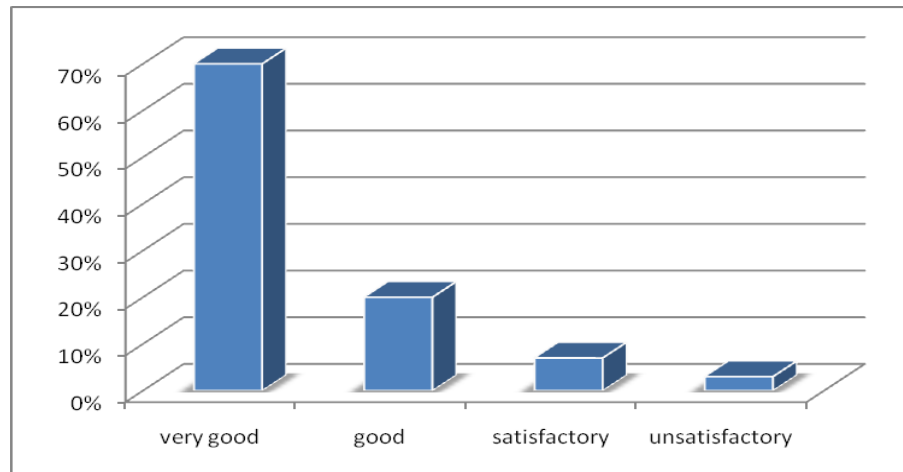


Witch is your opinion regarding the promptness of service delivery?

• To this question: What are the criteria by which you have chosen to use the products and services offered by S.C. PRODAGRO FARM S.R.L. Moldova Noua, 45% of respondents answered that for them one of the most important criteria that determine to purchase from our store is the quality of services, 20% - appreciate the promptness of service delivery, 18% - the quality of offered products, 6% - appreciates the price of products, and the diversity of product range and 5% - considered important the availability of products in stock.

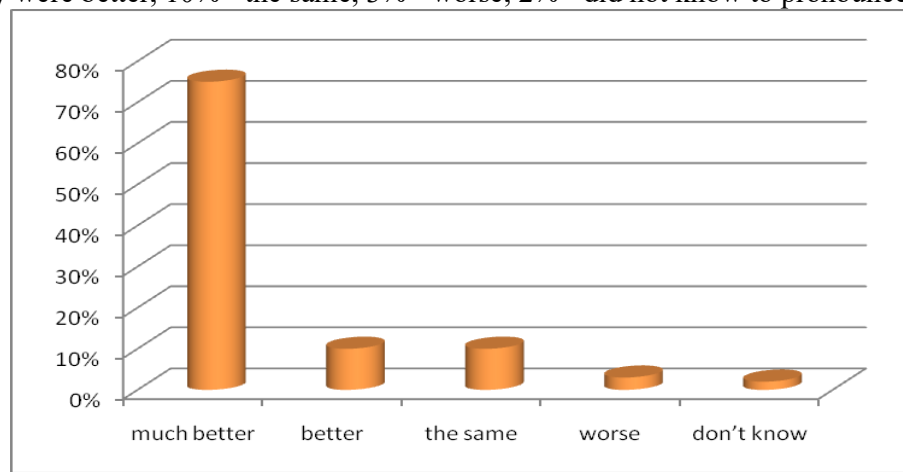


• In terms of price / quality report 70% from respondents said it was very good, 20% - good, 7% - satisfactory, 3% – unsatisfactory



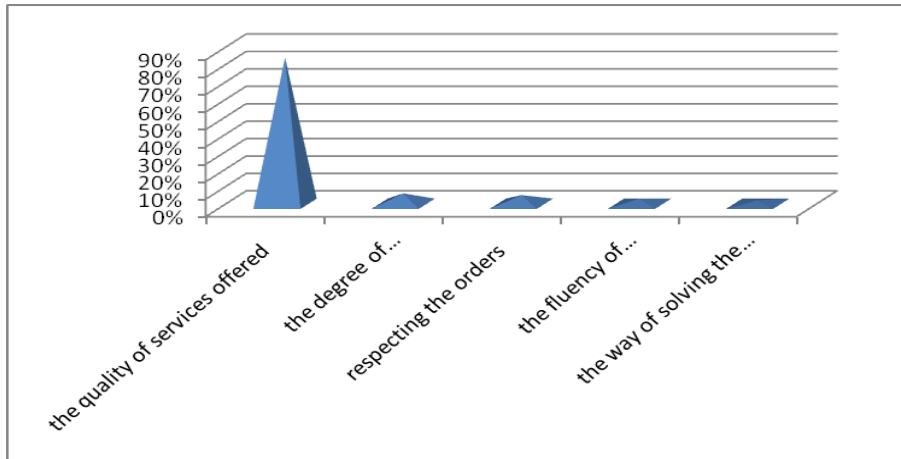
Whou you appreciate the price / quality report for service delivered?

- Ask to assess the quality of services provided by S.C. PRODAGRO FARM S.R.L. compared with other firms, 75% of respondents said they are much better, 10% said they were better, 10% - the same, 3% - worse, 2% - did not know to pronounce.

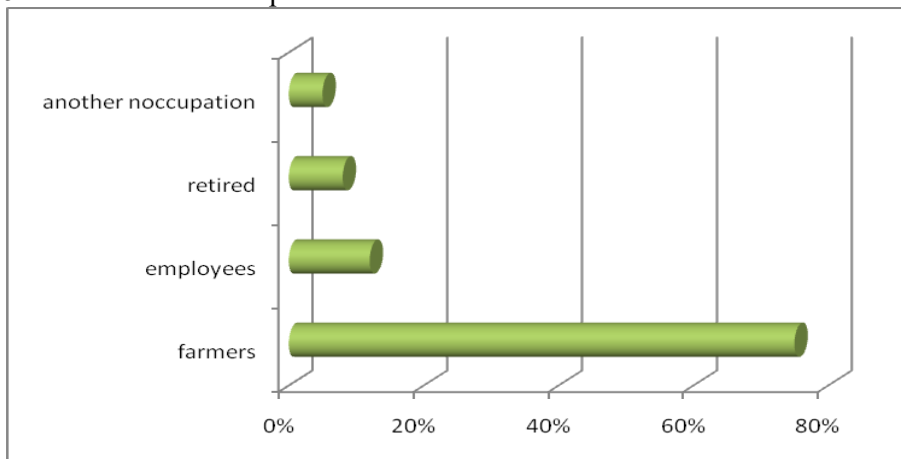


Please estimate whou are our services compared to those of our competitors?

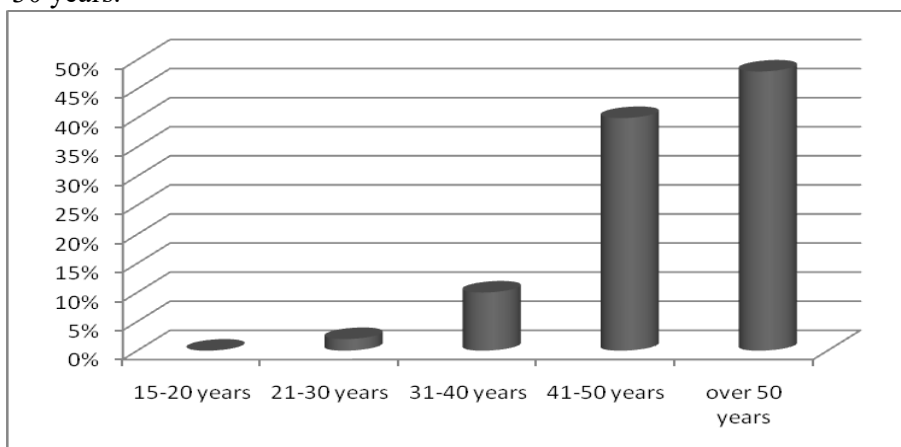
- To this question 84% of respondents stated that for them the quality of services is a very important feature, 6% considered important the degree of professionalism of the employees, 5% considered respecting the orders an important feature, 3% - the fluency of communication between society and customers and 2% - appreciates the way of solving the complaints (if it is the case)



- Regarding to their occupations 75% of them are farmers, 12% employees, 8% retired, and 5% have another occupation.



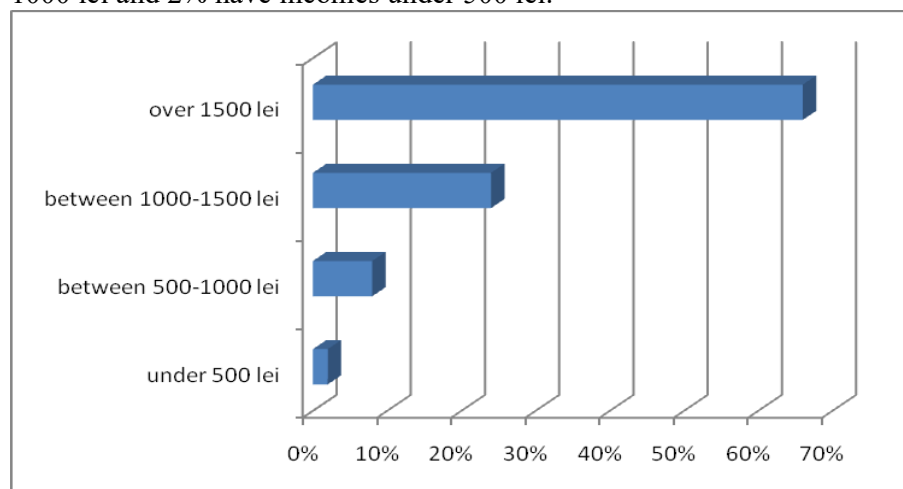
- To the question regarding the age category in which they occurs, 48% were over 50 years, 40% were over 41-50 years, 10% - were over 31-40 years and 2% are between 21 – 30 years.



- Regarding the area of origin 85% of respondents are from rural area and 15% from urban areas.



- Regarding the category of income in which they occurs, 66% from the respondents fall into the category of income over 1,500 lei, 24% - between 1001-1500 lei, 8% - between 501-1000 lei and 2% have incomes under 500 lei.



## CONCLUSIONS

In the current conditions of a global market increasingly competitive, the companies can not survive except through an activity developed at the highest level. Consumers are faced with the existence of a large number of suppliers, who seek to satisfy all their needs. Recent studies have shown that the critical factor for the success of a company is represented by the knowledge and satisfaction of the consumers concerned through a superior offer and marketing is that function of a firm responsible for defining categories of consumers targeted and of the best ways to meet the needs and desires at a competitive and profitable level. [4]

Behind the results obtained it can be seen that the most part of respondents use the company's products and services, which shows a very high satisfaction of them through the products sold and services provided by S.C. PRODAGRO FARM S.R.L. Moldova Noua.

REFERENCES

1. **CETINĂ IULIANA, RALUCA BRANDABUR, MIHAELA CONSTANTINESCU**, 2006, "Marketingul serviciilor – teorie și aplicații", Editura Uranus, București.
2. **CSÖSZ IOAN, BRÎNZAN OANA, CHIȘ SABIN, CSÖSZ CRISTIAN EDMUND, CIOLAC RAMONA, CHIȘ JR. SABIN**, 2011, "Managementul cercetării - dezvoltării", Editura Universității "Aurel Vlaicu", Arad.
3. **ISTRATE LETIȚIA**, 2010, "Marketingul serviciilor – suport de curs", Editura Risoprint, Cluj Napoca.
4. **LILE, RAMONA, IACOB, MIHAELA IOANA**, *Mission and social responsibility in business*, INDUSTRIAL REVOLUTIONS, FROM THE GLOBALIZATION AND POST-GLOBALIZATION PERSPECTIVE, VOL II: CHANGE MANAGEMENT: NEW COORDINATES, 16th International Economic Conference - IECS 2009, pg.152-157
5. **MARTIN SIMONA**, "Serviciile – o provocare a economiei de piață", 2014, Editura Eurostampa, Timișoara.
6. **MARTIN, SIMONA, ORODAN, ELENA, TONEA, ELENA, SÎRBU, CORINA, CIOLAC, RAMONA, LILE, RAMONA**, *Client - basic element in the frame of public food service*, JOURNAL OF BIOTECHNOLOGY, Volume: 208, Pages: S49+, Supplement: S, 2015.
7. **PETȚ ELENA**, 2004, "Marketing agrar", Editura Marineasa, Timișoara.
8. **PETȚ ELENA, STRĂIN LAURA MARIANA, PETȚ IOAN**, 2013, "Analysis of degree of customer satisfaction towards the company products", Revista AGIR, Anul V, nr.2 (16), pag.110-117.
9. **TORDJMAN A.**, 1983,"Strategies des concurrence dans le commerce", Les editions d'organisation, Paris.
10. \*\*\*Marketing Definitions, a Glossary of Marketing Terms, 1960, Comitte on definitions of the American Marketing Association.
11. \*\*\*[www.moldova-noua.ro](http://www.moldova-noua.ro).