THE CONTRIBUTION OF THE PACKAGE ON THE FORMATION OF BUYING DECISION

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SUMMARY

The present study wants to draw managers’ and packing producer attention on consumer’s complaint from Timis County concerning the favorite beer package type. To accomplish this project there has to be made up the following steps: to elaborate and adopt a study project, to collect the information, to analyze and interpret the information, to formulate the conclusions. The environment of the persons interviewed, the sex, the income, the age, and the choice for a certain package represented the frames for the analysis and the interpretation of the information. Gathering all the answers received it is obvious that the bottle stands out in beer consumers’ opinion, considered by excellence a quite noble package.

INTRODUCTION

To find out beer consumers’ preferences from Timis County concerning the best beer package there were elaborated 800 questionnaires with questions on this theme in both urban and rural environment. In order to gather trustful information, the answers were structured according to the provenance environment, the sex, the age and the income of the subject.

RESULTS AND DISCUSSIONS

The correlation between the provenance environment, the sex, the age and the income of the subject and the favorite package are presented below, into the following . The correlation: the provenance environment – the preference for a certain package: the PET is the most appreciate package for beer for 7.2% from urban environment consumers and 6.9% from rural environment. The bottle is the best package for 59.6% for the urban environment consumers and 55.2% for the consumers from rural environment, and aluminum can represents the most suitable package for 19.7% for the consumers from urban environment and 14.2% for the consumers from rural environment. The correlation: the sex – the preferences: the PET is the most suitable package for 6.9% of the male consumers and 7.4% of the female consumers. 66.05% of male consumers and 46.6% of female consumers prefer the bottle package.16.8% of male consumers and 18.6% of female consumers think as the most suitable the aluminum can. The correlation income-preferences: the PET is the most suitable package for 10.3% of the subjects with an income around 4 million/month, 18.2% of the subjects with incomes of 7 million/month and 3.4% with incomes over 7 million/month. The subjects that prefer the aluminum can are as follows: 15.5% of those with an income of 4 million/month, 21.2% of those with an income around 7 million/month and 17.1% with an income over 7 million/month. The correlation age-preferences: The subjects between 45-60 years old consider the most suitable package as the PET. The subjects between 20-
60 years old consider the most suitable package as the bottle. The subjects between 20-40 years old consider the aluminum can as the most suitable package.

CONCLUSION

According to the consumers preferences in the urban environment as much as in the rural environment the bottle scored the higher percentage among the favorite packages. The bottle represents the best package for 59.6% for the consumers from the cities and 55.2% for the consumers from villages. The distinction on the sex leads us to the conclusion that the bottle is the most suitable package for beer, preferred in 66.5% of men and 46.6% of women. Also, there is noticed an increase of beer consumption among women and the young men under the age recommended. Regardless of the age and the income, the bottle is in the top of all the preferences, followed by the aluminum can and then the PET. Based on the market study, the consumers prefer the bottle first, considered a noble package by excellence.

BIBLIOGRAPHY