Consumption andBuying Behavior of Main Foodstuff

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SUMMARY

The aim of this work consists in making a diagnosis of major food consumption structure in terms of quality in rural and urban areas, in the Timis county, and the way this consumption relates to the historical models as well as to the recommendations of Romanian nutritionists. According to the results obtained, the frequency of consumption by various groups of products, in a week time, is as follows: A percentage of 25.25 persons consume meat and meat products every day, and 58.4% consume meat three times a week at least; Most persons consume bread and cereals every day (84.21%) and 90% consume bread or cereals at least four times a week; In terms of fats and oil consumption, most persons (44.3%) consume these products twice a week; The percentage of people consuming milk and milk products every day is of 30.4 and of those consuming these products four times a week is of 62.75; 47.6% of people consume fruits and vegetables on a daily basis. As far as the origin of the products consumed, the distribution is rather equal, in the sense that half of the persons interviewed answered they buy the products they consume and the rest of 50% consume both foodstuff they buy and foodstuff they make at home. None of the persons interviewed consume exclusively homemade foodstuff. Out of these products, the most consumed are the meat, the milk products, the fruits and vegetables. The bread, the fats and the oil are home made to a very small extent.

In order to define the criteria used by consumers when choosing a product, we asked the interviewers to make a hierarchy of the following criteria: price, quality, brand and quantity. For 36.75% of the people interviewed, quality is the most important criterion, followed by price and the quantity purchased. The brand of the product is the less important criterion, when buying consumer goods.

The present consumption model in Romania can be defined according to the following aspects. The food model specific to the Romanian people is characterized by a strong milk and cereal like element, fact that proves the subsistence character of the Romanian dominant model. On the contrary, the high consumption of fruits and vegetables ranks Romania above the average of EU countries. The food imbalance created by the higher quantity of vegetal origin food and the deficit of animal origin food, in relation to the limits allowed by modern nutrition sciences for a balanced food model, have been specific to the Romania model for a long time. At present, the situation gets closer to normality, both in cities and rural localities. A series of surviving strategies are necessary, in order to prevent food insecurity and exploit agricultural and homemade products.

REFERENCES