THE INFLUENCE OF ADVERTISING ON CONSUMER BEHAVIOR OF FOOD PRODUCTS ON THE MARKET OF TIMISOARA

INFLUENŢA PUBLICITĂŢII ASUPRA COMPORTAMENTULUI CONSUMATORULUI DE PRODUSE AGROALIMENTARE PE PIAŢA MUNICIPIULUI TIMIŞOARA

S. MOISA[1], I. FRUJA[1], ELENA PEŢ[1]

[1]Banat's University of Agriculture Sciences and Veterinary Medicine, Timisoara, Romania; seb_moisa@yahoo.com

Abstract: *With our study we try to demonstrate the influence of the promotion in the consumer decision to purchase. In our paper the results are eloquent: over 62% of people interviewed admit that they are influenced by advertising to purchase a product. From here emerges the importance of advertising in the sale of products in general and food products in particular. The consumer is influenced in a relatively high percentage by advertising to purchase a product found in advertisements, regardless of the medium used for these ads. Also, advertisements in agricultural products have the largest share in the interest of the people interviewed, with a percentage over 51%.*

Key words: *promotion, advertising, consumer behavior, food products, questionnair, sample, market*

INTRODUCTION

Promotion is one of the four elements of marketing mix, of vital importance in the sale of products and services, whose role is to highlight the essential attributes of products or services and inform purchasers to meet the optimal conditions of their needs.

The promotion is directed to the general public, which includes prospective buyers by providing them information on the producing company, on its products and its quality, the services provided, usage, pricing, distribution, etc.

The purpose of this paper is to establish a diagnosis of advertising consumption structure in terms of quantity and quality at local level. In this regard a study was conducted on a sample basis.

MATERIAL AND METHODS

Regarding the sampling method chosen, we chose a random sampling, of probabilistic nature. The method chosen ensures its representativeness, and therefore the study results and its accuracy.

The sample size of 509 people is representative for the area chosen in the study. The administration of the questionnaires was conducted in June - July 2008, in Timisoara, Timis county.

In the conducted research we used descriptive analysis that requires a description of the results observed on a sample. Thus, using SPSS statistical program, starting from database, there has been generated a series of results organized in the form of frequency tables.

Based on the survey conducted and the data obtained, we managed to get the following information concerning the influence of advertising on consumer behavior of agricultural products from Timis County, the city of Timisoara.

The administered questionnaire contains eight questions relating to quantity, quality and structure of consumption of advertising, and other four questions on a range of factual data.

RESULTS AND DISCUSSIONS

Below we present the first four questions in the questionnaire, relevant questions of interest for the ads, the buying decision influence and the spread of advertising media.

To examine the use of public advertising under research, one-dimensional tables were built (based on a single variable), in which we presented absolute and relative frequency of occurrence of responses at the level of the sample. We obtained the following results.

As regards the interest on ads (Question 1. Do you watch advertisements?) we obtained the following data from the application of the questionnaire.

From the table 1and figure 1 one can observe, first, that of the 509 respondents 432 watch advertisements, i.e. 85.04%, and only 76 persons do not seek any advertisement, 14.96% respectively (percentages corresponding valid responses) . On this question we have a non-response (0.2% of total questionnaires).

Table 1

Interest in advertisements of the studied population

		Frequency	Percentage %	Valid Percentage %	Cumulative Percentage %
Valid anwers	Yes	432	84,87	85,04	85,04
	No	76	14,93	14,96	100,00
	Total	508	99,80	100,00	-
Non-answers		1	0,20	-	-
Total		509	100,00	-	-

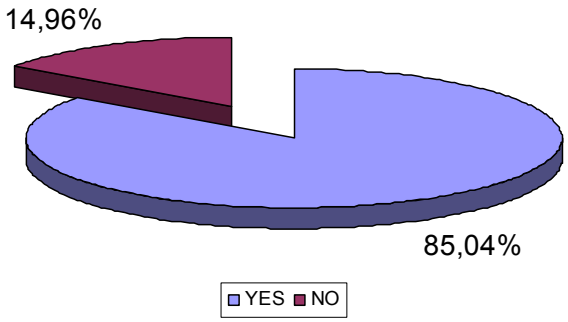


Fig. 1. Interest in advertisements

Of the 432 affirmative answers, the situation for advertisements on the group's concerns is detailed in question 2.

As for the interest for a particular product group (question 2. If yes, what interests you the most?) in advertisements, the situation is as follows:

Advertisements for food products (question 2a - The food) interest 51.39%, i.e. a total of 222 people. A total of 210 persons or 48.61% are not interested in food advertisements.

Table 2

Persons interested in food products advertisements

	Frequency	Percentage %	Valid Percentage %	Cumulative Percentage %
Not Interested	210	48,61	48,61	48,61
Interested	222	51,39	51,39	100
Total	432	100	100	-

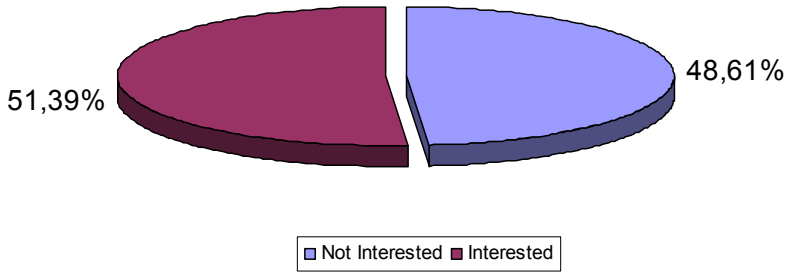


Fig. 2. Interest in advertising food products

Advertisements for alcohol, wine, beer, tobacco (question 2b - those relating to alcohol, wine, beer, cigarettes) 23.84% are interested, that is a number of 103 persons. The other 329, i.e. 76.16% is not interested in advertisements related to alcohol.

Table 3

Persons interested in advertisements on alcoholic products and tobacco

	Frequency	Percentage %	Valid Percentage %	Cumulative Percentage %
Not Interested	329	76,16	76,16	76,16
Interested	103	23,84	23,84	100
Total	432	100	100	-

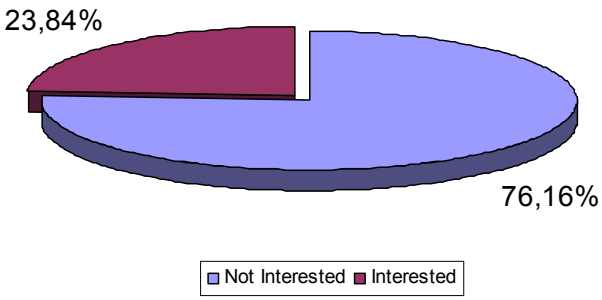


Fig. 3. Interest in advertisements on alcoholic products and tobacco

Advertisements for personal hygiene products (question 2c - those relating to personal hygiene products) 41.9%, are interested in them, i.e. a

total of 181 people. A number of 251 persons or 58.10%.are not interested in hygiene products advertisements.

Table 4

Persons interested in advertisements on hygiene products

	Frequency	Percentage %	Valid Percentage %	Cumulative Percentage %
Not Interested	251	58,10	58,10	58,10
Interested	181	41,90	41,90	100
Total	432	100	100	-

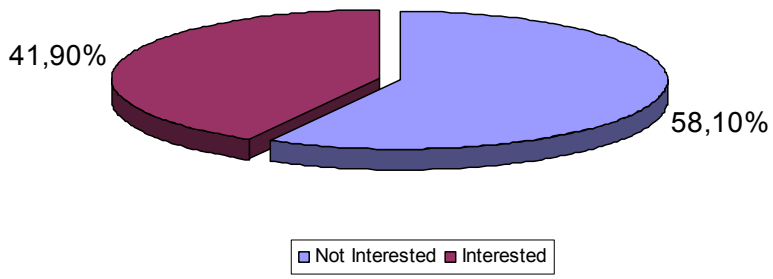


Fig. 4. Interest in advertisements of hygiene products

Advertisements for other products (2d question - those relating to other products) 39.81% are interested, i.e. a total of 172 people. The other 260, representing 60.19% are not interested in advertisements for other products.

Table 5

Persons interested in advertisements on other products

	Frequency	Percentage %	Valid Percentage %	Cumulative Percentage %
Not Interested	260	60,19	60,19	60,19
Interested	172	39,81	39,81	100
Total	432	100	100	-

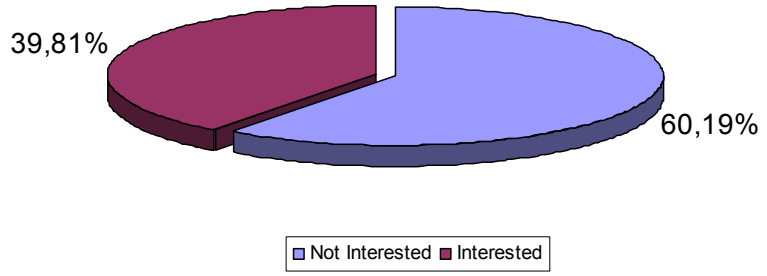


Fig. 5. Interest in advertisements on other products

As for support (media channel) that advertisements are received on (question 3. Do you follow the advertisements), the situation is as follows: Advertisements in the media channel "TV" (question 3a - TV) are pursued by a number of 391 respondents, 76.82% respectively, while 118 persons, 23.18% respectively do not seek advertisements on "TV' .

Table 6

Interest in advertising on "TV"

	Frequency	Percentage %	Valid Percentage %	Cumulative Percentage %
NO	118	23,18	23,18	23,18
YES	391	76,82	76,82	100
Total	509	100	100	

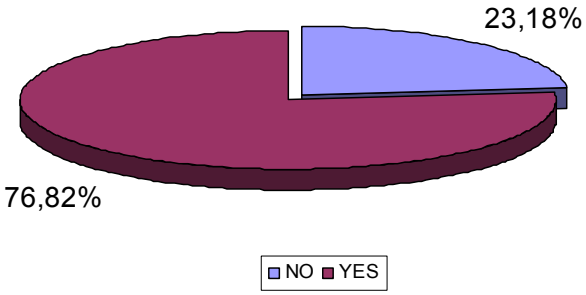


Fig. 6. Interest in advertising on "TV"

Advertisements in the media channel "Radio" (question 3b - Radio) are pursued by a number of 91 respondents, 17.88% respectively, while 418 persons or 82.12% do not seek advertisements at Radio.

Table 7

Interest in advertising on "Radio"

	Frequency	Percentage %	Valid Percentage %	Cumulative Percentage %
NO	418	82,12	82,12	82,12
YES	91	17,88	17,88	100
Total	509	100	100	-

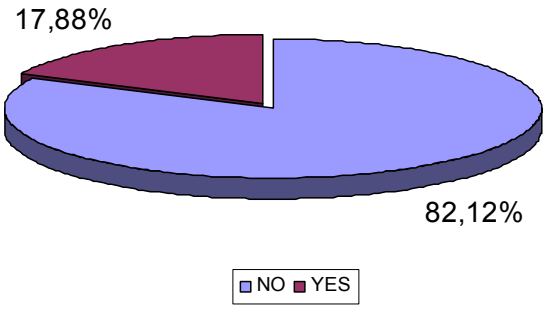


Fig. 7. Interest in advertising on "Radio"

Advertisements in the media "leaflets" (question 3c - Folders) are pursued by a number of 239 respondents, 46.95% respectively, while 270 persons, i.e. 53.05% are not interested in advertisements in "leaflets .

Table 8

Interest in advertising in the "Leaflets"

	Frequency	Percentage %	Valid Percentage %	Cumulative Percentage %
NO	270	53,05	53,05	53,05
YES	239	46,95	46,95	100
Total	509	100	100	-

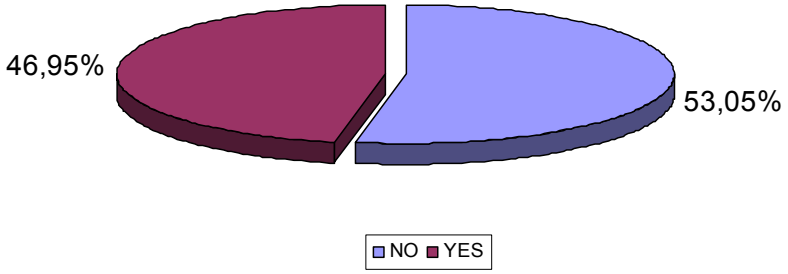


Fig. 8. Interest in advertising in the "Leaflets"

After the promotional support "TV "of advertisements, leaflets have great significance for the consumer of food products, almost half of respondents (46.95%) answered yes to the question whether pursuing advertisements in leaflets.

This confirms again the importance of our study, done in the previous section, namely that the leaflets are in second place in terms of spreading media of the ad. So the consumer interest for the advertisements in fliers is relatively high.

The advertisements on the support of the "Other Materials" (question 3d - Other materials) are pursued by a number of 76 respondents, 14.93% respectively, while 433 persons or 85.07% are not interested in advertisements in "Other materials".

Table 9

Interest in advertising in the "Other materials"

	Frequency	Percentage %	Valid Percentage %	Cumulative Percentage %
NO	433	85,07	85,07	85,07
YES	76	14,93	14,93	100
Total	509	100	100	-

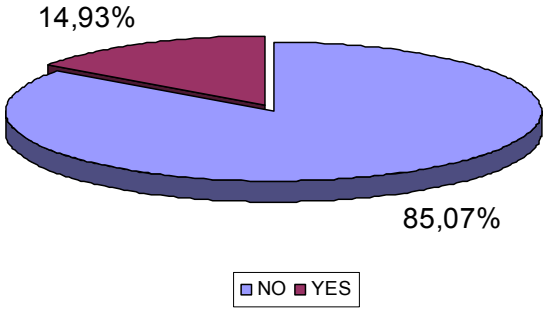


Fig. 9. Interest in advertising in the "Other materials"

Question from number four in the questionnaire (Do advertisements have an influence on your decision to buy (that product)?) refers to a very important aspect of advertising on consumer behavior, namely to influence consumer purchasing decision. Thus, a total of 317 respondents, 62.28%, admit that they are influenced by advertising to buy a product.

Table 10

Advertising influence on the decision to purchase

	Frequency	Percentage %	Valid Percentage %	Cumulative Percentage %
YES	317	62,28	62,28	62,28
NO	177	34,77	34,77	97,05
Non-answers	15	2,95	2,95	100
Total	509	100	100	

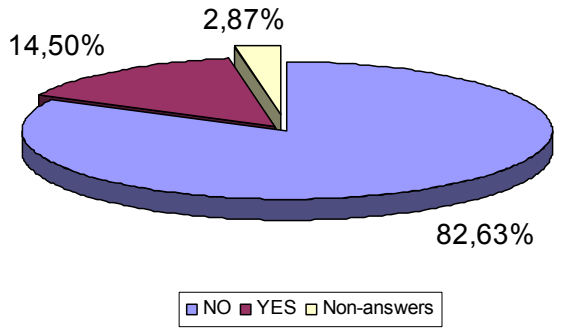


Fig. 10. Advertising influence on the decision to purchase

A total of 177 persons or 34.77% are not influenced by any advertising, and a number of 15 persons or 2.95% did not answer this question. This shows the importance of advertising to sell products in general and food products in particular.

Consumers are influenced in a relatively high percentage in advertising when to purchase a product found in advertisements, regardless of the medium used for these ads.

CONCLUSIONS

Based on the survey conducted and the data obtained, we managed to get the following conclusions:

- 85% of the persons interviewed watch advertisements, and 15% are not interested in any advertisement;

- the influence of consumer buying decision is clearly demonstrated by our study, as a percentage of 62.28% of people surveyed admit that they are influenced by advertising to buy a product, therefore the importance in the sale of advertising in general and food products in particular. Consumers are influenced in a relatively high percentage by advertising in order to purchase a product found in advertisements, regardless of the medium used for these ads;

- food products advertising has the largest share of the interest of the people interviewed, with a rate of over 51%;

- the channel media/promotional support is preferred by the respondents is television (with a share of almost 77%), followed by leaflets (about 47%), radio and finally from other materials. This merely confirms once again the importance of leaflets and brochures with offers found in super / hypermarkets locally available;

The survey has confirmed to us that the interest of consumers to promotional activity is increasing, the causes that could influence this phenomenon is primarily the media and aggressive retail advertising practiced in stores, and secondly, to imitate the trends and attitudes in developed countries.

REFERENCES

1. **SEBASTIAN, MOISA**, "The role of promotional mix in distribution and sale of food products, PhD thesis, USAMVB Timisoara, The Agricultural Management Faculty, 2009