TRADITIONAL PRODUCTS IN EMOTIONAL POINT OF VIEW

PRODUSELE TRADIȚIONALE DIN PUNCT DE VEDERE EMOȚIONAL

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Abstract: *In many cases, in rural areas and small settlements, agriculture offers employment opportunity. Today the rate of unemployment in these areas is the highest. In the villages there is a sustained demand for this type of part-time employment. One way to sustain and/or increase employment of the workforce can be the production of the regional traditional special products. This would also ensure continuous income for the populace.*

The protection of traditional, regional food and horticultural products can be an important tool in ensuring the sustainability of rural development and the countryside. It allows for the diversification of agricultural production, the popularity of the disadvantaged regions' products and the increase of the specific products producers' income.

1. INTRODUCTION

In the European Union continues grows then interest in the unique, traditional products customer and consumer. This according to the surveys for the full shopping has 12,4 %. Most customers believe in the nominations, trademarks because they get a distinguished value for their money in these according to the customer study. The smaller producer and the more special product are elected because a taller quality is imagined there if the same one is the price (Guerro et al., 2004). All this explicable with that trend which can be observed resolutely currently, according to which the consumer is better off with the consumption of the foods with a tall quality on a longer distance.

Other researches corroboratet his result like wise, it means for the consumers the primary view point the quality (Kozák, 2007). The statement of the customer and category helping lose weight separable in the marketing, you are not person making the shopping always not his sole

consumer for the given product, and it necessary, that he comes to the final decision (Töröcsik, 2007).

2. MATERIAL AND METHOD

2.1. CATERING AND NOURISHMENTPOLITICS

The catering and nourishment politics directed on a governmental level the totality of concerted activities, which all of the population is, with enough quantities and is aimed at supplying him with food with a suitable quality. Aim, that onto validity let truth secure the healthy nutrition human right. His task not only supplying the catering, that is the population with food, but the health the prevention of his keeping, illnesses through the correct nourishment (Zajkás, 2004).

2.2. METHODS

The market research means the organized and systematic examination of today's market phenomena. It an examination expands on factors, which may be important for the market work for the user, on it (Domán et al., 2009). From among the methods of the information acquisition the market research with a primer character asking procedure we applied it. From among the asking procedures as the device of the standard interview the standard questionnaire we applied the method of written asking.the research was based on a self-produced questionnaire survey. With the bigger part of the questions onto the food consumption, influencing factors defining it, we laid the emphasis on related knowledge with the healthy nutrition though with his smaller proportion.

3. RESULTS AND DISCUSSION

3.1. THE MOST IMPORTANTINFLUENCING AND DETERMININGFACTOR

According to the Fig. 1. the asked shopping for it most important influencing and determining factor the flavour. It is a price on the second place what gets into the customer basket. The price of the product to be bought defines the people nation multitude largely on the middle of the economic crisis today. This the multinational company furthers firms' strengthening largely, since it is known with bigger actions the vásárlóak to themselves to attract, like what the primary producers. The quality the

trademark, and the health, and the packing the respondents put it into medium field, since for them important not too. Surprising, that the ancestry. Than a factor depends on the last place quasi always yet. It means unfortunately, that for the people nation the shopping of a given product not viewpoint, that his own country's economic situation and let it promote the prosperity by selecting a home product.

3.2. THE EXAMINATION OF NUTRITIONALTRENDS

The nutritional trend the exemplifies the result of an examination (Fig. 2.). The asked 48% the tries to continue a regular and conscious dining. The regular and conscious nourishment would be necessary for the people nation, but unfortunately this dining the respondents only 19% marked it. The expletive ones 33% the eats so much as much feels good, this shows it well, that the dining means the satisfaction of a need to them only and does not further their organization lasting healthily.

3.3. THE HEALTHYFOODS

Based on the Fig. 3. can be related, that the asked close his half between the healthiest foods the vegetable, fruit, and the dairy products owe. Observes this healthy foods, than the organic products, the foods produced at home. Few respondents believe it so, that the foods with full extraction their healthy number.

4. CONCLUSIONS

The development of the capital guidelines and his application make the realisation of the achievement of capital aims possible according to the undermentioned ones:

- The considerable increase of the specialists' dietetics knowledge in the course of the 5 years coming in due course and with this in a time the intensive dissemination of the population nutritional knowledge, on emphasized one in the children's education.
- Continuous data collection and orientation from the population's nourishment, the choice of a food.

- The nourishment, the right understanding of the contact of a lifestyle, an illness, health and the necessary modification of the strategies are the supports of the dietetics researches in the interest of it.
- It is necessary to healthy nutrition food the formation of a support scheme motivating the forming of choice and the continuous long-term operating of this.
- The healthy nutrition fundamental human right, and it is necessary to create it for the poorest ones this right the economic and social conditions of his practice.

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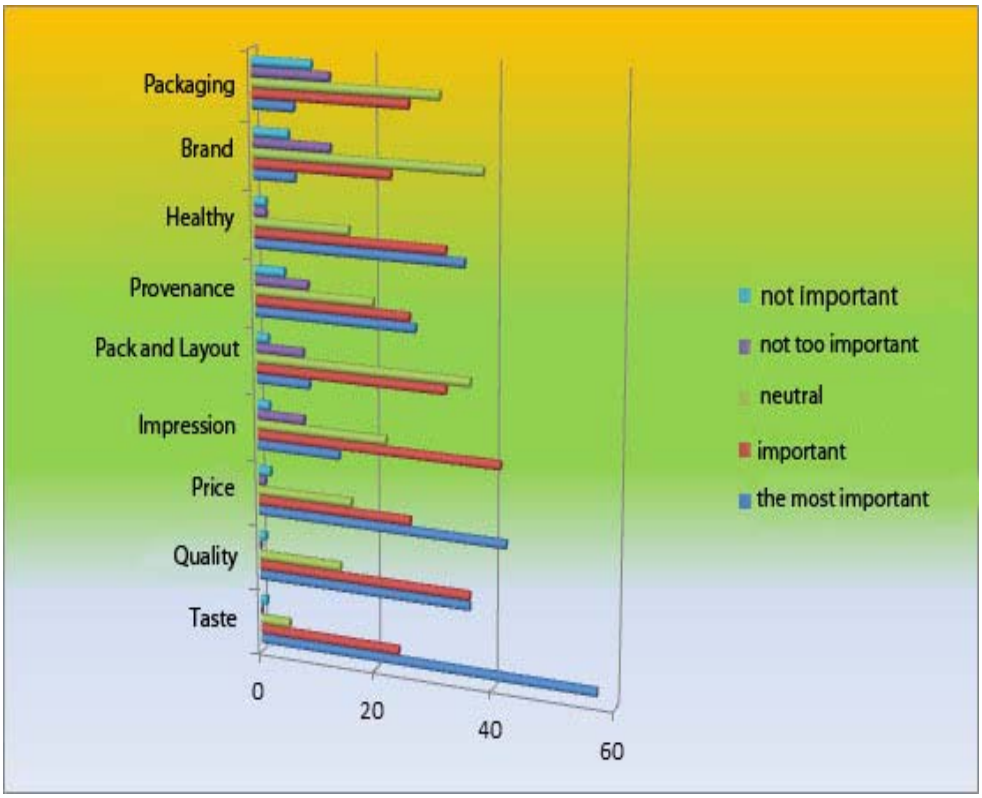


Fig 1. Influence factors of shopping

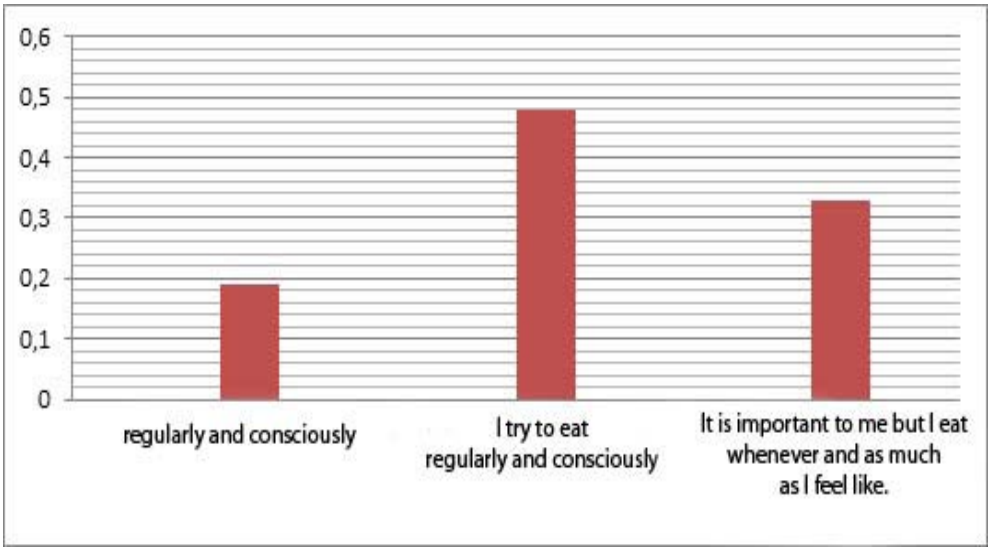


Fig 2. Dietary habits

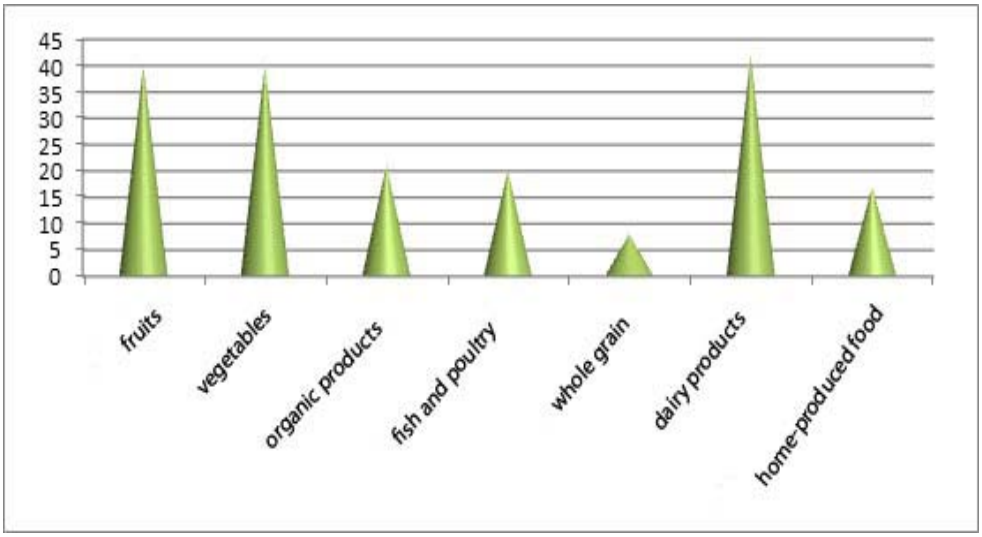


Fig. 3. The knowledge of healthy foods