STUDY REGARDING THE BRANDS OF CHEESES PREFERRED ON CLUJ MARKET

STUDIU PRIVIND MĂRCILE DE CAŞCAVAL PREFERATE PE PIAȚA CLUJEANĂ

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Abstract: *The aim of this article is a market study in order to determine which brands of cheeses are mostly preferred by the residents of Cluj County. A survey has been conducted on a sample of 240 people using a questionnaire with eighteen questions. Results indicate that the residents of Cluj County like the cheese from Napolact factory which is a local one.*

Key words*: brand, cheese, Napolact*

INTRODUCTION

According to statistical data offered by the Nielsen institute of marketing research, the cheese products are mostly preferred by the Romanian consumers. The amount of cheese sales between 2009 and 2010 was 12122.5 tones with a total value of 307.885.100 lei (Ardelean Romina, 2010).

In 2010 the top brands on the Romanian cheese market gathered together 44% of the total amount of sales. Leader on the market was Hochland followed by Delaco and Napolact, Lacto Solomonescu and Milli on fifth place (Nielsen, 2010). Therefore, it is extremely important to find the local tendency of cheese consumption for the national producers to organize their offer according to the market demand.

MATERIALS AND METHODS

In order to verify the brands of cheeses mostly preferred by the people from Cluj County, a survey was conducted from January until March. The instrument used is the questionnaire that has been developed during two months (from November to December 2011) and pre-tested on a sample of 25 respondents.

The questionnaire has been administered among the population of Cluj-Napoca on a sample of 166 respondents and each one of them was a member of a different household. The questionnaire had 18 questions and the first question was: "which of the following brands of cheeses do you frequently purchase?" The respondent had the possibility to chose multiple answers between: Moeciu(Napolact), Bobalna (Napolact), Dalia(La Dorna), Hochland, Dalia (Delaco), Casa Buna, Rucar (Therezia), Rucar (Gordon), Dalia (Albalact), Dalia (Raraul) and Dalia (Milli). Beside these choices, the respondent could also mention other brands. The brands were established after a market observation in the hypermarkets and supermarkets from Cluj-Napoca such as: Carrefour, Auchan, Cora, Billa, Profi and Lidl. The brands that could be frequently found in the stores mentioned were considered as choices in the questionnaire.

RESULTS AND DISCUSSIONS

In figure 1 it can be observed that Moeciu from Napolact is mostly preferred by the people from Cluj-Napoca from a total of 166 respondents, 116 households frequently purchase this cheese. It is followed by Hochland cheese which is frequently purchased by 80 households. Bobalna which is a cheese also made by Napolact is frequently purchased by 58 households. Dalia from La Dorna and Delaco are purchased by 41 and 38 households. Other cheeses that were mentioned by the respondents are: Nasal and Olanda from Napolact. The results clearly indicate a strong preference of the people from Cluj-Napoca for the local factory Napolact.

After summarizing all the brands mentioned by the respondents it can be observed in figure 2 that Napolact factory has a 40% share in the consumers purchasing habits regarding cheese followed by Hochland with 18% and Dalia and La Dorna with 9%.

Among the respondents 63% were women and 37% were men. The household size with three members has a total share of 34% followed by the households with two members with a total share of 28% and the ones with four members with a share of 19% (figure 3).

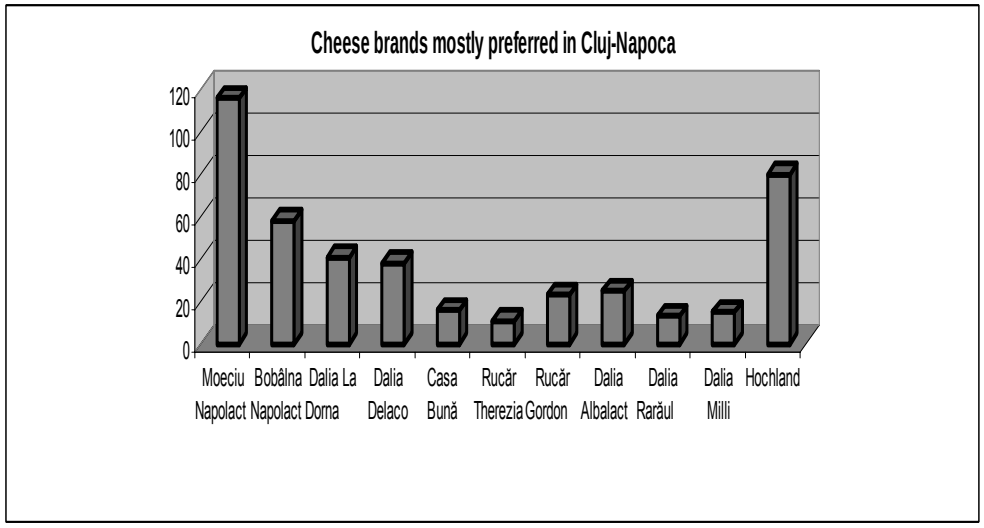


Fig. no.1 Cheese brands mostly preferred in Cluj-Napoca

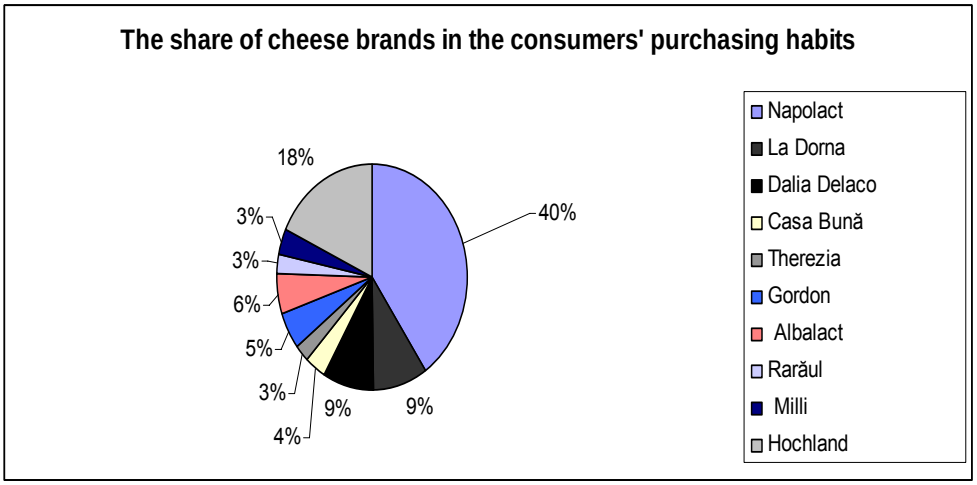


Fig. no. 2 The share of cheese brands in the consumers' purchasing habits

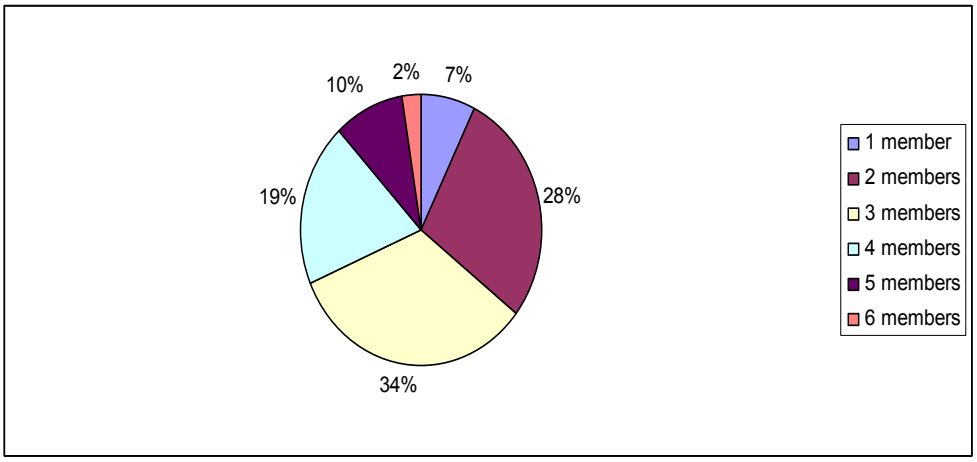


Fig no. 2 The household size of the respondents

CONCLUSIONS

It can be concluded that the present survey is very useful for the dairy factories because it indicates the consumer's preferences for different brands of cheeses. Another positive aspect is related to the research developed inside the local supermarkets and hypermarkets to identify the cheese offer. This research indicated that the large amount of cheese is being produced by dairy factories from Counties localized in the same geographical area: Delaco (Brasov), Therezia (Mures), Albalact (Alba).

A similar study could be developed in other Romanian Counties in order to study whether the preference for cheese is related or not to the presence of a local dairy factory with a long tradition on the market.

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