RESEARCHES REGARDING THE ACCEPTABILITY GRADE OF THE CONSUMERS OF CLUJ NAPOCA ABOUT THE CONSUMPTION OF TRADITIONAL PRODUCTS

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Abstract: The study aimed the cognition of the acceptability grade of Cluj Napoca's inhabitants over the traditional alimentary products.

Most of the people, which have knowlidge about the certified traditional product existency on the market have academic studies, the lack of information veeing found at people without studies or with moderate studies thus beeing necessary the adopting of a stimulating education stategy in the way of improoving their cognition level on this field. We can say that, at the level of Cluj Napoca, however it exists a high level of culture and wide acces to information sources, the level of knowlidge reffering to traditional products is relativly low, beeing observed at the same time a lack of interest in this field, as from the consumer part like from the resoponsables of the product certificators found in various regions.

MATERIAL AND METHODS

In accordance with the estabilished objectives, interrogation forms were built up with the special structure of answering the opened and closed questions. The questions are presented in group, having the role of determining the social characteristics, knowlidge level, population attitude towards the traditional products.

The interrogation forms contain questions reffering consumer behaviour, perceptions regarding the accomplishment of traditional products, understanding of the „traditional product" concept. The forms were coded in the purpose of numeric variable transformation.

So as for the analysis of the registered data a searies of software were used destined for statistic data calculation. The functions of Microsoft Excel were used for calculations, and the SPSS software was used for corelation studies, highlighting possible relations between the variables.

RESULTS

Presentation of the obtained inquiry on the bases of consumer pattern set up, taking in consideration the age and sex variables.

Gender	Person age				Total
	<25 years	26 – 35 years	36 – 49 years	> 50 years	
Male	24	21	26	14	85
Female	18	22	35	15	90
Total	42	43	61	29	175

Tabel 1: Pattern distribution according to age and sex

The obtained results show the predominance of women (51%) in comparation with men (49%), the difference observed at the 36-49 age cathegory (57%).

From the total inquiered people, 58% accomplishes financial incomes from various activities; 85% of the asked people have academic studies; the average family number is between 2 and 4 members. 14% of the questioned do not have children, and 31% have one child usually under 18 years old.

The results of the inquiry reffering to the information and knowlidge rate of the population regarding the traditional products.

87% of the inquired know the generic denomination of the tradtitional product, while 13% do not know what is a traditional product.

The traditional product is:	Total number	Percent
Authentic	5	3
Specific to an area or country	34	22
Old	11	7
Tipic	12	8
Rustic	26	17
Conservatory	24	16
Originated	12	8
Aboriginal	18	12
Well-known	10	7
Total	152	100

Tabel 2*: Associated names of the traditional products*

80% of the quiestioned know general information about the traditional products from commercials presented in television and unspecialised/specialised publications beeing on the market at the present.

The results of the inquiry reffering to the knowlidge of the procedure and traditional product certification neccessity:

	Frequency	Percent
Is necessary	93	53
It is not neccessary	3	2
I don't know	79	45
TOTAL	175	100

Tabel 3: Do you think that traditional products must be certificated?

For product quality guarantee
Clear difference setup between the traditional products and those which come from another source
For recognition and protection in other countries/regions
Because a quality certification is needed
Each product used by the population must be checked for potential danger
To be shure of the product's quality
Thorugh certification, we have international recognition of a romanian product
To preserve the true values of tradition
Certification is important for the capitalisation of the product
A certified product has economical benefit as well as regional prestige
It is important to be known which products are specificly romanian
Not to loose national specific
Traditional products relay on natural ingredients for which they should be certified

For the capitalisation of own goods and quality of each area

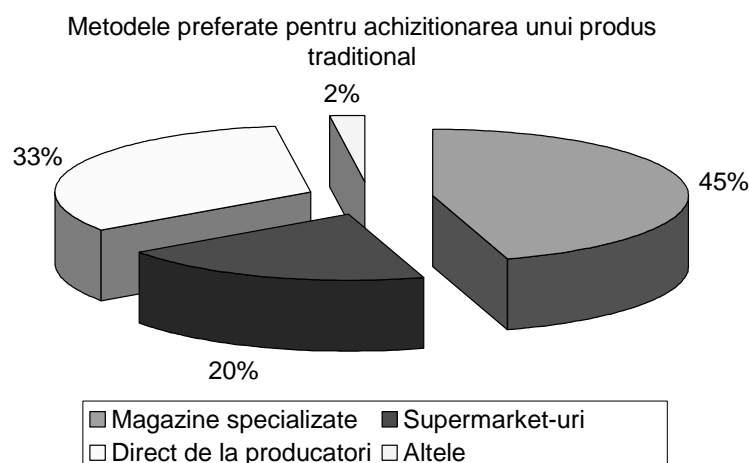**Tabel 4**: Argument regarding the neccessity of traditional product certification

Certification of a national product is important mainly for according the claimed value of an area with such potential, for assuring product security as well as fr national and/or international prestige of a country/region.

Inquiry results reffering to the possibilities of commerce and the importance of traditional products:

Over 50% of the questioned people considers that the presentation form of a product is important, having mainly an important contribution to the assurance of the area prestige which it represents, and than to the obtainment of economic advantage.

Calități	Frecvența	Procent
Diferența de gust	14	8
Diferența de preț	23	13
Certificare	87	50
Împachetare specială	18	10
Etichetare corespunzătoare	29	17
Altele	4	2
Total	175	100

Tabel 4: Security parameters which guarantee that a product is traditional

Metodele preferate pentru achizitionarea unui produs traditional

■ Magazine specializate   ■ Supermarket-uri
□ Direct de la producatori □ Altele

50% of the questioned people consider that a first certainty for a product is traditional is through the proof of it's certification, also beeing important the labeling ways as well as the price range difference which could accure. Also, a higher consumer trust is observed in the specific shops, and directly from the producers, in limit of access.

The results of the inquiry reffering to the information possibilites of the consumer and their interest in the cognition of traditional product refferring problems:

There is a reduced interest for population information regarding the problems that occur over the traditional products. Only 10% of the asked people participated/accessed informational purpose activities (seminars), and 76% of the consumers consider beeing neccessary and important such instrctional/educational seminars to be organized.

Presentation of the results reffering to consumer public opinion of the local authorities attitude towards the traditional products:

We can draw that in the opinion of the questioned consumers, local authorities involve inssuficiently in the promotion and capitalisation of theese products for which certification could be obtained for assuring their traditionality. In this context we can observe that

nevertheless exists an optimistic tendency from the consumers reffering to the future development of the certification possibilites of the traditional products.

CONCLUSIONS

The inquiry results manifest the fact that lack of information is one of the high impact variables in the promotion and development of the traditional product field and utternace of consumer options on their regard.

In this direction, it is recommended the organization of intensive information and promotion campaigns so that consumers could be informed as good as possible about traditional products, to know the advantages and procedures legally established which have the role of guarantee and assure their quality.

Most people, who have knowledge about the existence of certified traditional product markets have academic studies, the lack of information being found at the people with medium studies/ no studies, being necessary the adopting of an education stimulating strategy for their knowledge level improvement in this field.

Also, from the presented data, it can be concluded that, the promotion of traditional products has an important role in the prestige increase of a region/country.

At the promotion of traditional products, an important role have the responsible public institutions which are in significant correlation with the development of the traditional product market sector, as it arises from the determination of the Pearson coefficient.

We can say that at the level of Cluj Napoca city, although there is a high level of culture and wide access to information, the knowledge level reffering to traditional products is significantly low, being observed at the same time a lack of interest on this filed, as well as from the consumer part like the certification responsible part located in various regions.

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