

# RESEARCH REGARDING THE PERCEPTIONS AND ATTITUDES OF FARMERS FROM TRANSYLVANIA TOWARDS AGRICULTURAL MARKETING

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**Abstract.** The paper centers around a study focused on identifying the perceptions and attitudes of farmers from Transylvania towards agricultural marketing. It is essential to highlight the importance of agricultural marketing because even for farmers the goal is to maximize ones profits. Understanding and applying the correct marketing strategy makes the difference between success and failure.

**Keywords:** agricultural marketing, marketing study, marketing strategy

## INTRODUCTION

The following paper touches upon the challenges that farmers from Transylvania have to face related to marketing their products. Despite the fact that in most cases the quality of the products is at a high level, the farmers are often unable to close a good deal, because of their lack of marketing knowledge (Magreta Joan, 2013). Thus, in order to be successful the farmers must be acutely aware that it is in their best interest to have an appropriate understanding of what marketing is. One of the most important aspects that needs to be taken into account is the implementation of a marketing strategy. In this respect, Michael Porter's model represents an important "tool" when it comes to identifying the correct strategy (Porter Michael, 2001). In order to choose the appropriate strategy, one must first carefully examine the five major factors that converge towards indicating the level of competition intensity that characterizes a sector of activity.

So the farmers must be acutely aware of the bargaining power of buyers, the threat of substitutes, and the threat of the new entrants. But also they must take into consideration the bargaining power of suppliers and the competition between themselves. The pressure of these five forces will determine the type of strategy that needs to be applied in order to obtain business success (Porter Michael, 2008).

## APPLIED RESEARCH REGARDING THE PERCEPTIONS OF FARMERS FROM TRANSYLVANIA TOWARDS MARKETING

The survey was done on a swatch of 50 subjects, all farmers from Transylvania, selected by a nonrandom method - accessibility. The objective of the survey is to identify the farmer's knowledge and attitudes towards marketing. And also to see if there is any hope what so ever for farmers to renew their agricultural machinery. In the next lines there will be a brief presentation of some of the survey's results, using approximate percentages.

To put things into perspective, the first question of the survey asked the farmers if they know what marketing is. The results were as following:

Table 1

Farmers knowing about marketing	
1	2
Yes	No
70%	30%

The results show that an alarming 30% of the investigated farmers from Transylvania don't even know what marketing is. This lack of knowledge represents an important barrier in achieving business success. When asked if they consider that marketing plays a major role in achieving success in the agricultural business, the results were as following:

Table 2

Farmers considering if marketing is important				
1	2	3	4	5
Certainly not	Probably not	I don't know	Probably yes	Certainly yes
0	10%	30%	35%	25%

One can observe that at the level of the investigated swatch, most of the farmers from Transylvania recognize the importance of marketing in agricultural business. But, in spite the combined 60% that responded probably yes and certainly yes, there is a worrying 30% that simply don't know whether marketing is important or not in agricultural business.

The next question focused on whether the investigated farmers are willing to learn marketing techniques in order to apply them in the agricultural business.

Table 3

Farmers willing to learn marketing techniques				
1	2	3	4	5
Certainly not	Probably not	I don't know	Probably yes	Certainly yes
0	10%	10%	30%	50%

Considering the fact that the combined positive answers are 80%, one can conclude that most of the farmers from Transylvania are willing to learn marketing techniques in order to apply them in their agricultural business. At the question regarding the intention of buying (in the next 2 years) new agricultural machinery, the answers of the investigated subjects whereas follows in the table nr. 4:

Table 4

Probability of buying new agricultural machinery in the next 2 years, at the level of the investigated swatch

1	2	3	4	5
Certainly not	Probably not	I don't know	Probably yes	Certainly yes
43%	30%	25%	2%	0

The lack of sufficient funds in order to replace the outdated agricultural machinery remains the main problem for farmers in Transylvania. As this survey shows, the vast majority of the investigated farmers don't even consider the possibility of acquiring new agricultural machinery in the next 2 years. At the question "In your opinion which are the most important criteria in deciding to buy agricultural machinery?" The answers are as follows:

Tabel 5

Importance of different criteria, in the decision to buy agricultural machinery, at the level of the investigated swatch

Criteria	Percentage
Guaranty	10%
Service	10%
Facilities given at purchase	23%
Way of payment (zero advance, no interest or low interest etc.)	22 %
Producers image	0
Price	35%
Product quality	0

As seen in the answers of the previous question, farmers in Transylvania are price sensitive buyers. Thus the question of quality is overruled in favor of price, facilities given at purchase and ways of payment. When asked if they consider that the actual legislation regarding the agricultural business is really helping them in growing their business, the farmer's answers were:

Table 6

Is the actual legislation regarding the agricultural business helpful

1 Yes	2 No
0	100%

All the farmers from the investigated swatch consider that the actual legislation regarding the agricultural business is not helping them in growing their business.

## CONCLUSIONS

Underfunding, bad legislation and state carelessness represent the main factors that hold back the so needed development of our agricultural segment. Thus, in the context of globalization where you have to compete with farmers from all over the world, it too often is an unfair competition to the farmers from Transylvania.

Also, despite the fact that in most cases the quality of the products offered by the farmers from Transylvania is at a high level, the farmers are often unable to close a good deal because the bargaining power of buyers is high. The latter can choose from various offers that farmers from all over the world put out. The best answers to this problem are: agricultural collectivization and implementation of the best (most suitable) marketing strategies.

## REFERENCES

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