

## **Improving Advertising Techniques Based On The Meat Products Consumers' Behaviour In Iasi, Romania**

**Andy Felix JIȚĂREANU, Aurel CHIRAN, Elena GÎNDU, Benedicta DROBOTA**

Faculty of Agricultural Sciences, University of Agricultural Sciences and Veterinary Medicine Iasi,  
Mihail Sadoveanu no. 3, Iași, Romania; andyjitareanu2@yahoo.com

**Abstract.** Many Romanian companies in the agricultural and food sector have to face the problem of choosing the most appropriate methods and techniques to promote their products, in the context of stiff market competition. The first step in accomplishing this goal is a market study that reveals the consumers characteristics and their preferences regarding food products, as well as their buying habits. The purpose of this paper is studying the actual state of the meat products market, which will prove to be useful for improving the advertising methods and techniques used on the Romanian market, as well as identifying new ways to promote food products in order to create a competitive advantage on a market which is almost saturated. The paper aims to identify the exact variables to be considered when conducting an advertising plan, based on the consumers' behaviour regarding meat products.

**Keywords:** market study, consumer behaviour, advertising.

### INTRODUCTION

Advertising is one of the elements typically used for presenting a product or service, in a convincing manner, to the buyer or user. For many of those involved as beneficiaries of advertising, advertisers or consumers, advertising is the main communication element of the marketing mix. In fact, advertising is the most obvious element and can be easily identified (Kotler, 2008). As a mean of communication, it may explain some aspects regarding quality, market segment, product use and others. In this respect, the price must be compatible with the strategy applied to other elements of the marketing mix, including the promotion and, as a part of it, advertising (Kotler, 1998).

Advertising is targeted messages that communicate information from a company to individual and groups of consumers. This medium allows companies to draw consumers to the company's goods and services. In can also influence consumer buying behavior, which helps companies increase sales revenue (Levinson, 1993 and Prutianu *et al*, 1998).

Romanian companies have also realized the importance of advertising for their economical development and for maintaining or improving their market position. Thus, advertising and promotional activities have become a necessity and, at the same time, a frequently used function for the major players on the Romanian food market.

### MATERIAL AND METHOD

Research methods used in the paper are bibliographic study, observation and questionnaire analysis. In order to establish a suitable marketing plan and advertising campaign, a market study has been done on consumers from Iasi, Romania, using a 15 question questionnaire.

The market study was conducted on 100 subjects from Iași, who declared themselves to be meat products consumers. The results were statistically interpreted.

## RESULTS AND DISCUSSIONS

To survive in a competitive environment, a marketer must provide target customers more value than is provided by its competitors. “Customer value” is the difference between all the benefits derived from a total product and all the cost of acquiring those benefits.

Providing superior customer value requires the organization to do better job of anticipating and reacting to customer needs than the competitors does. An understanding of customer behaviour is the basis for strategic marketing formulation. Consumers’ reactions to this marketing strategy determine the organization’s success or failure. However, these reactions also determine the success of the consumers in meeting their needs, and they have significant impacts on the larger society in which they occur.

Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. Relationship marketing is an influential asset for customer behaviour analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalisation, customisation and one-to-one marketing. Social functions can be categorized into social choice and welfare functions (Kotler, 2008).

Consumer behavior is influenced by: culture, sub-culture, locality, royalty, ethnicity, family, social class, past experience reference groups, lifestyle, and marketing mix factors.

Economic markets include companies that supply goods or services and consumers who make purchases relating to these items. While consumers will need to purchase goods to live a certain quality of life - such as food, clothing or housing - other products are not as necessary. Therefore, companies must find a way to drive demand for other products.

Advertising can help companies develop consumers' awareness to an unmet need or introduce a product that consumers may see as valuable. This influence is often present when new products enter the market. Customer awareness is often low for these items until companies promote them and attempt to drive customer demand through advertising (Levinson, 1993).

Companies may also need to use advertising to stave off the popularity of a competitor's products in the economic market. This will result in advertisements that will influence consumers to change their buying behavior and switch products for specific reasons, such as cost or quality.

This paper aims to identify certain features of the meat products consumers’ behavior in Iasi, Romania, in order to find out what kind of advertising methods should be used for this segment of the market. A market study has been conducted (using a questionnaire) in order to define how the target consumers behave related to the product.

The market study established the following results regarding the target market:

➤ Most respondents consume meat products 2-3 times per week – 43 %, while 33 % consume these products daily, and 15 % - once a week. (Fig. 1).

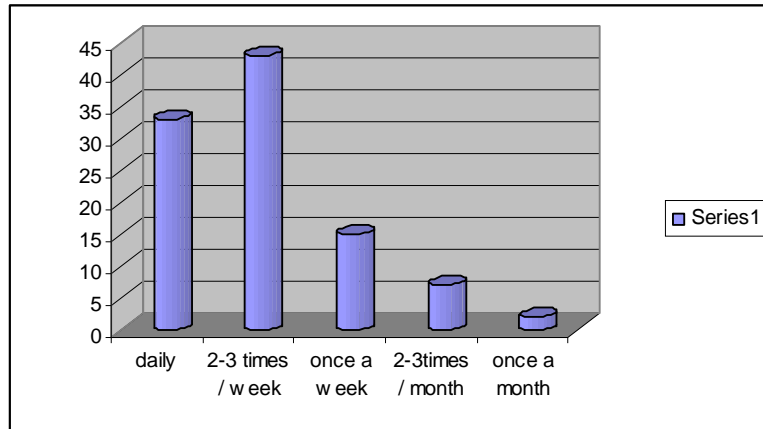


Fig. 1 – Meat products consumption frequency

➤ Purchase frequency is proportional to the consumption: 45 % - once a week, 32 % - 2-3 times a week and 17 % - 2-3 times per month. (Fig. 2).

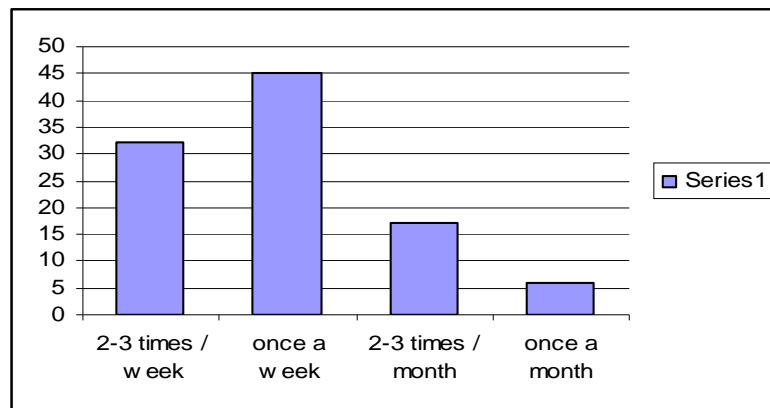


Fig. 2 – Meat products purchase frequency

➤ Regarding the locations where purchasing these products, supermarkets and hypermarkets are almost equal – 46 % and 43 %, while small shops have a share of 33 %, and grocery stores – 8 %. (Fig. 3).

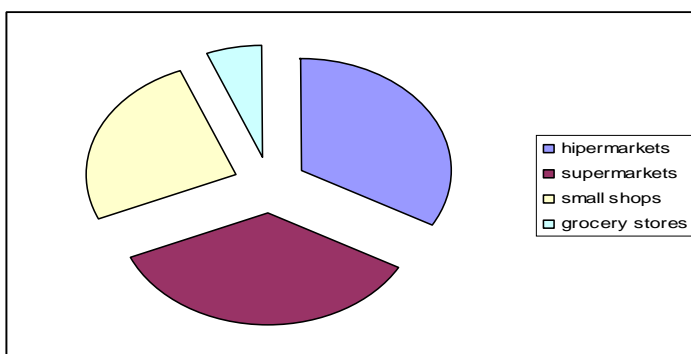


Fig. 3 – Retailers from which meat products are being purchased

➤ 49 % of respondents spend more than 30 RON on meat products when they go shopping, 27 % - 20 to 30 RON and 19 % - between 15 and 20 RON. (Fig. 4).

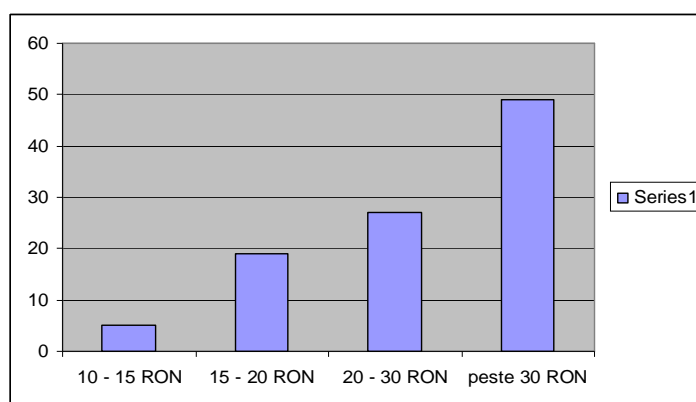


Fig. 4 – Sum of money spent on meat products at one shopping session

➤ In the same shopping session, 45 % of respondents purchase more than 300 g. of meat products, 31 % - between 250 and 300 g. and 15 % - between 200 and 250 g. (Fig. 5).

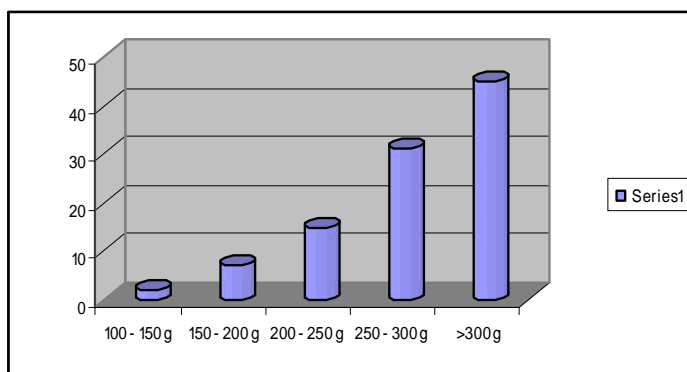


Fig. 5 – Quantity of meat products purchased at one shopping session

➤ Preferences related to the packaging of products are as follows: 52 %- vacuum, 46 % - containers, 39 % - bulk, 35 % - whole products (without packaging). (Fig. 6).

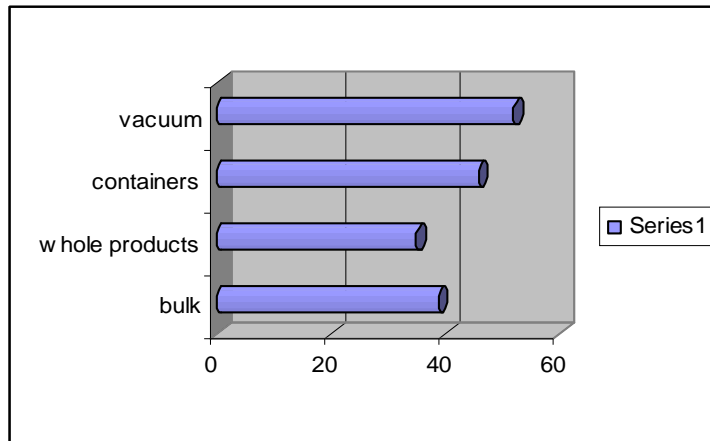


Fig. 6 – Consumers' packaging preferences

➤ Only 46 % of respondents said they have a preferred brand of meat products and the main reasons that lead to choose a particular brand are quality – 41 %, taste – 32 % price – 22 % and origin – 5 %. (Fig. 7).

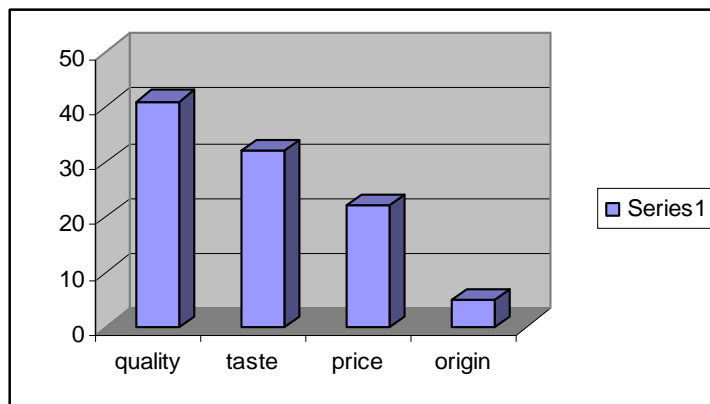


Fig. 7 – Features that have an influence on brand decision

The market study points the following conclusions regarding the consumers' behavior:

- Most people consume meat products daily or 2 - 3 times a week. They buy these products once or twice a week, usually from hypermarkets and supermarkets.
- The consumers usually spend more than 30 RON on meat products and they buy over 300 g. at one shopping session. Product packaging doesn't seem to be very important to them.
- More than half of the respondents do not have a favorite brand. Those who have one say that the reasons they prefer one brand to others are: quality, taste, price, origin.

## CONCLUSIONS

After analyzing the market study results and the consumers' behavior, several conclusions regarding the advertising activity on the Iasi meat products market can be drawn, as follows:

- When advertising their products, companies must emphasize on the brand, because 54 % of consumers cannot tell whether they have a favorite one or not. Brand awareness campaigns would be very effective on this market segment and these campaigns should be conducted through mass-media channels, especially on television and street display (banners).

- When addressing the consumers that like a specific brand, the advertising activity should insist on different competitive advantages: “quality” and “origin” for customers who are very careful about what they eat, “taste” for consumers that enjoy food for the pleasure of eating and not for health benefits and “price” for that segment of population with a low income that chooses only cheap products.

- Meat products should be promoted as part of an everyday habit, especially as something that people can enjoy as a snack or breakfast, because these products can be easily linked to sandwiches and they can be served even by people who are working, travelling or doing anything else away from home.

- Brand awareness campaigns must be conducted in hypermarkets and supermarkets, where consumers tend to do most of their shopping. After they become familiar with a certain brand, different advertising and sales promotion activities may be carried on in small stores and shops: store customization, price or quantity discounts, prize contests, special offers etc.

## REFERENCES

1. Chiran A., Elena Gîndu, A. Banu and Ciubotaru Elena-Adina (2003). Marketing agroalimentar – teorie și practică – ed. II -a Ed. PIM, Iași.
2. Jităreanu A.F. and A. Chiran (2009). Distribution and promoting strategy of agricultural and agro-food products ( a case study at „ KOSAROM” trade company of Pașcani, Iași County). Rev. Cercetări agronomice în Moldova, vol. XLII, nr. 3 (139), Iași.
3. Kotler Ph. (1998). Managementul marketingului. Ed. Teora, București.
4. Kotler Ph. (2008). Principiile marketingului, ediția a 4-a, Ed. Teora, București.
5. Levinson J.C. (1993). Guerrilla marketing, Ed. Lorelei, București.
6. Niculescu E. et al. (2000). Marketing modern – Concepte, tehnici, strategii. Ed. Polirom, Iași.
7. Prutianu Șt., C. Munteanu, C. Caluschi (1998). Inteligența Marketing, Ed. Junimea, Iași
8. Prutianu Șt., A. Bogdan, J. Tudor (2005). Cercetarea de marketing. Studiul pieței pur și simplu, Ediția a II - a, Ed. Polirom, București.