

# RESEARCH IN BIHOR DISTRICT REGARDING MAIN FACTORS INFLUENCING AGRO-ALIMENTARY PRODUCTS ACQUISITION

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*There are numerous factors that can influence consumer's decision to buy. In the urban setting, the most important factor proved to be time quality, while in the rural setting the main influencing factor is price.*

**Key words:** agro-alimentary consumption, price, quality, brand, rural setting, urban setting

## Introduction

No matter what book we open, of economy, statistics or marketing, we find aspects regarding population consumption. Basically, population's consumption means using goods (alimentary or non-alimentary) and/or services in order to satisfy people's personal necessities.

Population's consumption refers to a great variety of goods, some of first necessity (bread, meat, milk, vegetables, clothes), some of them tolerating a delay, being considered a luxury. Analyzing consumption at products and group of products level does not have to consider quantity evolution only, but also their quality. [1]

Consumption's volume, structure, quality and dynamic point out the satisfying level of the population's multiple physiological, spiritual or social necessities.

Starting with the fact that people have multiple and diverse preferences, but limited resources to satisfy them, we can point out that, in order to maximize the anticipated satisfaction for consuming different goods and services, consumers will chose at a certain point as consumption's optimal combination the one that will be able to simultaneously fulfill their desires and preferences corresponding to their possibilities.

## Materials and methods

The purpose of this research is to identify the main factors influencing agro-alimentary products acquisition in rural and urban setting and comparing the two settings.

As for the sampling method, we have chosen a stratified sampling, having a probabilistic character, which implied the following steps:

- j) aleatory selection of localities where tools of research were applied;
- k) aleatory selection of individuals, using the aleatory road method.

The selected method assures the sample's representative character and consequently the accurateness of our study. The sample's structure on original background and age is illustrated in the following table:

Background/Age	U	R
18/20	0	1
21/24	1	1
25/29	3	5
30/34	7	8
35/39	8	2
40/44	4	1
45/49	4	2

50/54	1	2
55/59	1	2
60/over	3	4
Total	32	28
60 questionnaires		

**Table no 1 Sample structure on original background and age**

The questionnaires were completed in July 2007, in 5 localities from the rural background (Gheghie, Vadu Crişului, Lunceoara, Cetea, Dobricioneşti) and in the town of Oradea.

Total population submitted to research is represented by the total people from Bihor county with an age of over 20. Total volume of population was 455401 in January 1<sup>st</sup>, 2007. Distribution depending on original background is presented in the following table: [3]

Bihor county	
Urban	Rural
234825	220576
Total: 455401	

Source:INSSE,Jan 1<sup>st</sup>, 2007

**Table no 2 Structure based on original background of Bihor county population**

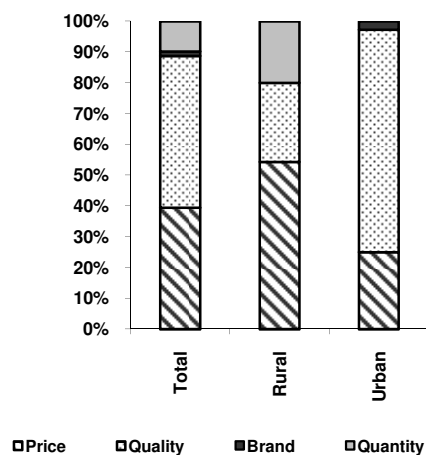
## Results and discussion

**a) Univariate analysis.** Choosing a product is influenced by a series of *factors* that differ as importance from one consumer to another. Factors that influence purchase of agro-alimentary products consumed by population are also very different. In order to find out the intensity these factors influence consumers when they make such a choice, we asked respondents to classify the following factors: price, quality, brand and quantity. At a sample level, for most of our subjects (39.44%) quality is the most important, followed by price and quantity of the purchased products. Product brand is the less important factor when they buy products designed for consumption. Frequency of choosing the most important factor in agro-alimentary products purchase is presented in the following table:

Criterion	Simple absolute frequency			Simple relative frequency		
	Total	Rural	Urban	Total	Rural	Urban
Price	28	19	9	39,44%	54,29 %	25,00%
Quality	35	9	26	49,3%	25,71%	72,22%
Brand	1	0	1	1,4%	0,00%	2,78%
Quantity	7	7	0	9,86%	20,00%	0,00%

**Table no 3 Which are your factors when you decide to buy a product?**

Looking at figure no 1 one can easily notice the differences between the two backgrounds: if in the rural background price is the most important factor, followed by quality, in the urban background the situation is reverse – more than 70% of the respondents from the urban background chose quality the most important factor.



**Figure no 1 Factors influencing a decision to purchase agro-alimentary products designed for consumption, at a sample level and based on original backgrounds**

b) **Bivariate analysis.** Analyzing connection between the original background and influencing factors of purchasing agro-alimentary products

Distribution of influencing factors of purchasing agro-alimentary products designed for consumption, at a sample level and based on the original backgrounds is as follows:

Background Factor	Rural	Urban	TOTAL
Quality	9	25	34
Quantity	4	0	4
Brand	0	1	1
Price	15	6	21
<b>TOTAL</b>	<b>28</b>	<b>32</b>	<b>60</b>

**Table no 4 Distribution of influencing factors of purchasing agro-alimentary products designed for consumption, at a sample level and based on the original backgrounds**

Looking at the bidimensional series we can notice that there is a connection between the two variables, because the not null frequencies are grouped, not being spread all over the surface of the table. We can notice that in the urban background quality is the most important factor in making agro-alimentary products purchase decisions, while in the rural background, where the average income is smaller than in the urban one, the most important factor is price.

To prove how strong this connection is, we will apply the test  $\chi^2$ .

The table of the frequencies recalculated with the formula  $n_{ij} = \frac{n_{i \cdot} \cdot n_{\cdot j}}{n}$  is presented as follows:

Background Factor	Rural	Urban	TOTAL
Quality	2,97	2,60	34

Quantity	2,44	2,13	4
Brand	0,47	0,41	1
Price	2,76	2,41	21
TOTAL	<b>28</b>	<b>32</b>	<b>60</b>

**Table no 5 Recalculated frequencies for the table 4**

$$\chi^2_{\text{calculat}} = \sum_i \sum_j \frac{(n_{ij} - n'_{ij})^2}{n'_{ij}} = \frac{(9 - 2,97)^2}{2,97} + \frac{(4 - 2,44)^2}{2,44} + \dots + \frac{(1 - 0,41)^2}{0,41} + \frac{(6 - 2,41)^2}{2,41} = 16,19$$

Because this value is much above 0, we may say that at a sample level there is a connection between the two studied variables (background respectively the factors influencing purchase). The more above zero is the calculated value, the much stronger this connection is. 16.91 being very high compared to 0, we may say that, at a sample level, between background and the factors influencing purchase there is a strong connection.

To extend our result over the total population of Bihor county, there are two hypotheses:

$$H_0 : \chi^2 = 0$$

$$H_1 : \chi^2 \neq 0$$

In order to find out which hypothesis is the right one, we have to compare the calculated value, 16.19, with that from the table, in our case 7.8. Calculated value being higher than that from the table, we accept as real hypothesis  $H_1$ , so there is also a connection at the total level of population between the two variables and it is a strong connection.

## Conclusions

- the most influent factors when purchasing agro-alimentary products are price, followed by quality in the rural background and quality followed by price in the urban background;
- as for fidelity for a brand, this is very small at agro-alimentary products, being only a choice of people having high living standard.

## Bibliography

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