

OPINIA TINERILOR CONSUMATORI ROMÂNI DESPRE PRODUSELE ALIMENTARE ECOLOGICE (I)

YOUNG ROMANIAN CONSUMERS' OPINION ON ORGANIC FOOD PRODUCTS (I)

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Abstract: Given the world's increasing population, the environmental damage and the severe depletion of natural resources, the necessity of ecological approaches in production and consumption of goods is more than obvious. Consumers have the ability to prevent or minimize the environmental damage by purchasing ecological products, from both the food and non-food product categories. This article presents the main coordinates of a research conducted among 113 young adults in Romania, between 18 and 30 years, with the aim of exploring their opinion on organic food products. The results revealed that over 80% of the investigated young adults have bought organic foodstuffs, their purchases being primarily driven by their health concerns. Although the majority of the respondents believes that organic products are superior to conventional ones, they lack confidence in the authenticity of these products, as less than one fifth of the sample is convinced that the organic labelled products are genuinely organic. Less than half of the young adults consider that organic products' prices are justified.

Keywords: organic food products, Romanian young consumers, marketing research.