

OPINIA TINERILOR CONSUMATORI ROMÂNI DESPRE PRODUSELE ALIMENTARE ECOLOGICE (II)

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

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Abstract: This paper continues to present the results of a research conducted among young Romanian consumers, aged 18-30 years, with the aim of investigating their opinion on organic food products. This second part approaches issues such as the perception of the „organic” attribute, the factors that influence choosing food products, how do consumers recognize organic products, consumers’ intention of increasing their consumption of organic products in the future, as well as factors that could determine them to consume more products of this type. The results indicate that when choosing a food product, the respondents are mainly influenced by its taste and its health benefits and they recognize an organic product primarily by its label. Most of the respondents intend to increase their consumption of organic products in the future, while the main drivers that could lead them to consuming more organic products are an increasing variety of organic products available in shops and lower prices for these products.

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