“FOCUS-GROUP” STUDY CONCERNING MEAT CONSUMER’S BEHAVIOR IN THE CITY OF TIMISOARA

STUDIU PRIVIND COMPORTAMENTUL CONSUMATORULUI DE CARNE ÎN ORAȘUL TIMIȘOARA PRIN METODA FOCUS-GRUP

BUZAMĂȚ GENOVEVA*, COTEC C.**, TONEA ELENA***, GRIGOROIU E.*
* Faculty of Animal Sciences and Biotechnologies, Timișoara, Romania
** University of West, Timișoara, Romania
*** Faculty of Agricultural Management, Timișoara, România

Focus-group is an exploratory qualitative research, a semi-structured interview which allows us to get to know the consumer’s perceptions, reasons, feelings, needs and attitudes. This technique has been used to make evident what especially determines the consumers to choose a certain meat sort. The research has been carried out on two groups, in the city of Timisoara. The objectives aimed at within this research were: determination of the consumer’s motivation for a certain meat sort; correlation between lifestyle and meat sort; consumption habits. The main tool was represented by the interview guide, in which we have used open questions in order to hear our subjects’ opinions concerning the meat consumption, open questions for their familiarization and introductive questions, with the help of which we introduced the subjects to the theme of this research.

Key words: consumer, meat, focus-group

Introduction

Focus-group is a qualitative, exploring research, a semi-structured interview which allows us to know the consumers’ perceptions, motivations, feelings and attitudes.

This method has been applied in order to make evident what especially has determined the consumer to choose a certain meat sort.

This research has been performed on two groups, in the city of Timisoara.

Material and methods

The work tool was represented by the interview guide who has directed the discussion towards the following debate points:
- Presentation: first name, occupation, income, residential environment.
- Do you think you live a healthy life with a healthy alimentation? Are you preoccupied with such aspects?
- Preferred modalities of spending the spare time. What role does sport play in your life?
- What are the meat sorts you often eat?
- What are the reasons for your choice?
- Do you prefer a certain meat brand?
- What do you associate the meat consumption with (other food products, alcohol, etc.)?
- Do you have any knowledge concerning the meat products’ nutritive value in terms of protein, glucide and lipid content?

Results and discussions

Our research has been performed on two groups, each group being consisted of 10 participants. The participants in the first group were more heterogeneous in terms of educational background, being graduates of academic studies; most of them live in towns or cities.

Nadia: 26 years old; unemployed; income: 150 lei; rural area. She considers that she does not have a healthy alimentation, but she is interested in this aspect. She spends her spare time at the gym and making long walks in the nature. The meat sort mostly consumed is pork, and she eats it with pleasure. She prefers certain brands. She associates meat with vegetables and wine.

Iulia: 33 years old; physician; income: 300 lei; urban area. She has rather a healthy alimentation and she is interested in such aspects. She spends her spare time reading. She prefers chicken and fish, because she thinks it influences her organism in a healthy way. She prefers certain brands and she associates meat with vegetables and salads. She has knowledge concerning meat products’ nutritive value.

Eugen: 50 years old; professor; income: 2600 lei; urban area. He has a healthy alimentation and he is interested in such issues. During his spare time, he goes hunting. During the hunting season, the meat sorts consumed are chicken, pork, sheep, beef, fish, because it is traditional to eat such assortments. He prefers certain brands. He associates meat with vegetables, wine and he has knowledge concerning meat’s nutritive value.

Elena: 32 years old; economist; income: 800 lei; rural area. She thinks she has a healthy alimentation, but she is not especially interested in such aspects. She spends her spare time at the gym. The meat sort consumed mostly is chicken, because she thinks it is a light meal. She has preferences for certain brands and she associates meat with salads and soft drinks.
Sandra: 25 years old; student; income: 400 lei; urban area. She thinks she has a healthy alimentation and she is interested in such aspects. She spends her spare time at the gym. The meat sort consumed mostly is chicken and beef, because she thinks it has low cholesterol content. She has preferences for certain brands and she associates meat with salads. She has knowledge concerning meat’s nutritive value.

Mihai: 35 years old; commercial worker and student; area: 600 lei; urban environment. He tries to have a healthy alimentation, but he does not have time enough for this. The meat sort consumed mostly is chicken, because he thinks it is tasty and it has low cholesterol content. He associates meat with salads and he has knowledge concerning meat’s nutritive value.

Ion: 47 years old; veterinary doctor; income: 3600 lei; urban area. He thinks he has a healthy alimentation in a proportion of 80%. He spends his spare time playing tennis. The meat sort consumed mostly is chicken and beef, because he thinks it may be easily cooked. He has knowledge concerning meat’s nutritive value.

George: 38 years old; manager; urban area. He thinks he has a healthy alimentation in a proportion of 50% and he is interested in living a healthy life. He spends his spare time with his family. The meat sort consumed mostly is chicken, because he thinks it has a low fat content. He does not have preferences for a certain brand. He associates meat in consumption with vegetables and he does not have knowledge concerning meat’s nutritive value.

Dinu: 24 years old; engineer; income: 450 lei; urban area. He thinks he has a healthy alimentation and he is interested in such aspects. He spends his spare time at the gym. The meat sort consumed mostly is chicken and pork, because there is a tradition in his family for it. He has preferences for certain brands. He has knowledge concerning meat’s nutritive value.

Silvia: engineer; 32 years old; income: 600 lei; urban area. She has a healthy alimentation and she is interested in such aspects. She spends her spare time at the beauty parlor. The meat sort consumed mostly is chicken, because it is a light meat. She has preferences for certain brands and she associates meat with vegetables. She has knowledge concerning meat’s nutritive value.

Most participants consider that they have a healthy alimentation and they are interested in such issues. The meat sort consumed mostly is chicken, because most of them consider it has a low fat content, and they have preferences for certain brands. Most participants associate meat with salads and vegetables and they have knowledge concerning meat’s nutritive value.

The same questions were addressed to the second group, too. This group was consisted only of students.

Ioana: 22 years old; income: 300 lei; rural area. She thinks she always has a healthy alimentation, but she is interested in such aspects only for her future. She spends her spare time relaxing at home. The meat sort consumed mostly is chicken and
pork, and she eats them with pleasure. She does not have preferences for certain brands and she associates meat with eggs and soft drinks. She does not have knowledge concerning meat’s nutritive value.

Adriana: 24 years old; income: 300 lei; rural area. She does not have a healthy alimentation. She is preoccupied by such aspects, but she cannot apply them. The meat sort consumed mostly is chicken and pork, because she has them from her own household, but she also preferences for certain brands. She associates meat with soy and soft drinks and she has knowledge concerning meat’s nutritive value.

Lucia: 21 years old; income: 450 lei; rural area. She does not have a healthy alimentation and she is not interested in such aspects. She spends her spare time in clubs. The meat sort consumed mostly is chicken and pork, and she eats them with pleasure. She has preferences for certain brands and she associates meat in consumption with salads and soft drinks. She does not have knowledge concerning meat’s nutritive value.

Alin: 20 years old; income: 300 lei; rural area. He thinks he has a healthy alimentation in a proportion of 60-70%, and he interested even more in such aspects. He spends his spare time going fishing and working in agriculture. The meat sort consumed mostly is pork, because it can be easily bought from the market. He does not have preferences for certain brands and associates meat with salads, vegetables. He does not have preferences for certain brands and he has little knowledge concerning meat’s nutritive value.

Roxana: 22 years old; income: 500 lei; urban area. She does not have a healthy alimentation, but she is interested in such aspects for the future. She spends her spare time listening to music. The meat sort consumed mostly is chicken, because she thinks it is healthy, and pork, because she likes it. She does not prefer certain brands and she associates meat consumption with vegetables and salads, soft drinks. She does not have knowledge concerning meat’s nutritive value.

Vasile: 23 years old; income: 400 lei; rural area. He thinks he has a healthy alimentation in a proportion of 70%. He spends his spare time going on trips and going out with his friends. The meat sort consumed mostly is beef, because it is healthy, and pork, because it may be easily found on the market. He does not have preferences for a certain brand. He associates meat with salads and he does not have knowledge concerning meat’s nutritive value.

Florina: 23 years old; income: 300 lei; urban area. She does not have a healthy alimentation and she is not interested in such aspects. She spends her spare time dancing, doing sports. The meat sort consumed mostly is chicken, because there is a tradition in her family for this meat. She does not have preferences for a certain brand and she associates meat with vegetables and soft drinks. She does not have knowledge concerning meat’s nutritive value.
Marius: 20 years old; income: 600 lei; urban area. He does not have a healthy alimentation, but he is interested in such aspect for the future. He does not have spare time. The meat sort consumed mostly is chicken and pork, because he thinks they can be easily cooked. He does not have preferences for a certain brand. He associates meat consumption with vegetables and he does not have knowledge concerning meat’s nutritive value.

George: 23 years old, income: 200 lei; urban area. He does not have a healthy alimentation and he spends his spare time reading and going to discos. The meat sort consumed mostly is pork, because he considers it to be more nourishing. He prefers certain brands and he associates meat consumption with eggs and vegetables. He does not have knowledge concerning meat’s nutritive value.

Adrian: 19 years, income: 400 lei; rural area. He does not have a healthy alimentation and he is not interested in such aspects. The meat sort consumed mostly is chicken and pork, because he likes them, and he does not have preferences for certain brands. He associates meat with vegetables, soft drinks and beer. He does not have knowledge concerning meat’s nutritive value.

Compared to the first group, students do not have a healthy alimentation and only some of them are interested in this subject. The meat sort consumed mostly is chicken and pork, because student like them, because there is a tradition in their families for these sorts or because they can be easily cooked. Meat consumption is associated with vegetables and salads by most participants. Only a few have knowledge concerning meat’s nutritive value. Only some of them prefer certain meat brands.

Conclusions

The qualitative research has highlighted the existence of two categories of consumers: the first category oriented towards a healthy alimentation and preoccupied by this and the second category, especially the young, who do not have a healthy alimentation and only a few of them are preoccupied by such issues.

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BUZAMĂT GENOVEVA*, COTEȚ C.**, TONEA ELENA***, GRIGOROIU E.*
* Faculty of Animal Sciences and Biotechnologies, Timișoara, Romania
** Universitatea de Vest, Timișoara, România
*** Facultatea de Management Agricol, Timișoara, România

Focus-Grup este o cercetare calitativă exploratorie, un interviu semistructurat care permite să aflăm percepțiile, motivațiile, sentimentele, nevoile și atitudinile consumatorului. S-a folosit tehnica Focus-Grup pentru a evidenția în mod special ceea ce determină consumatorii să aleagă un anumit sortiment de carne. Cercetarea s-a efectuat pe două grupuri în orașul Timișoara. Obiectivele urmărite în cadrul cercetării au fost: determinarea motivației consumatorului pentru un anumit sortiment de carne, corelarea stilului de viață cu consumul de carne, obișnuința de consum. Instrumentul principal de lucru a fost ghidul de interviu în care au fost folosite întrebări deschise pentru a afla părerea subiecților cu privire la aspectele legate de consumul de carne, întrebări deschise pentru familierizarea acestora, întrebări introductive prin care le-am făcut cunoscute subiecților aspectele cercetării.

Cuvinte cheie: consumator, carne, focus-grup