

The Ecologic Products and the Importance of their Consumption for the Human Health

Corina Constanța Sîrbu, Tiberiu Iancu*, Ioan Brad, Tabita Adamov, Elena Peț, Genoveva Buzamăt, Diana Marin, Claudia Sîrbulescu

Banat's University of Agricultural Sciences and Veterinary Medicine "King Michael I of Romania" from Timisoara, Faculty of Agricultural Management, Calea Aradului, No 119, Romania

Abstract

This study intends to analyze the perception of young people regarding the ecologic products, their consumption and implicitly the awareness of their effect on the human health. The geographic area where we realized the study was Timisoara by distributing a questionnaire in different places: universities, super-markets, mall. After analyzing the results, we noticed that 80% of the young people consider that the food is very important for a healthy life. The majority of the young people questioned, even knowing the characteristics of the bio products, consumed fruits and vegetables bought from stores specialized in ecologic products. From our study, we can say that the young people are interested in the ecologic products sold in Timisoara and they are aware about their impact on the human health.

Keywords: ecologic products, marketing, human health

1. Introduction

In the last years, the Romanians became more and more interested by their health and they consume more and more ecologic products. The studies show that [1,2] these bio products in USA or in other EU countries are very much consumed and in the last period they are requested also on the Romanian market and they diversified very much. From the specialized literature [3,4] we can see that that the BIO market in our country is determined by the offer which influences the interest of the consumers for this kind of products. The diversification of these products determines the change of some mentalities and life styles of the Romanians.

The scientists are preoccupied by the factors influencing directly the behavior that determines the consumers to buy these products and they try to explain the consumers' decisions. [5,6]

The studies show that the ecologic agriculture and the ecologic products are the result of the scientists' awareness regarding the impact of the agriculture on the environment and on the people's health.

2. Material and methods

In this study we used the questionnaire as research method because we consider that it explains better the human behaviors, and the sample consisted in persons aged over 18, living in Timisoara. After analyzing the results, we draw the conclusions.

3. Results and discussion

This study tries to identify which are the consumers' reasons and preferences concerning the ecological products and to identify the causes which determines them no to buy these products even if they are healthy products.

*Corresponding author: Tiberiu Iancu,
iancutiberiu10@gmail.com

In this study, we identified the characteristics of the questioned persons: sex, income and education level.

In figure 1, we can see that the relative frequency regarding the sex of the questioned persons was 62% female and 38% male.

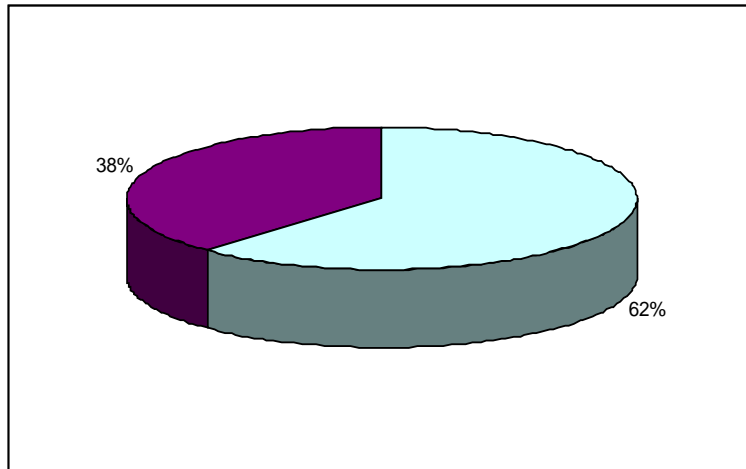


Figure 1. The sex of the studied population

In figure 2, we identified another characteristic of the population that is the income. From the answers, we can see that 18% have incomes

between 700 – 1450 lei, 57% have incomes between 1451 – 2450 lei and 25% have incomes higher than 2450 lei.

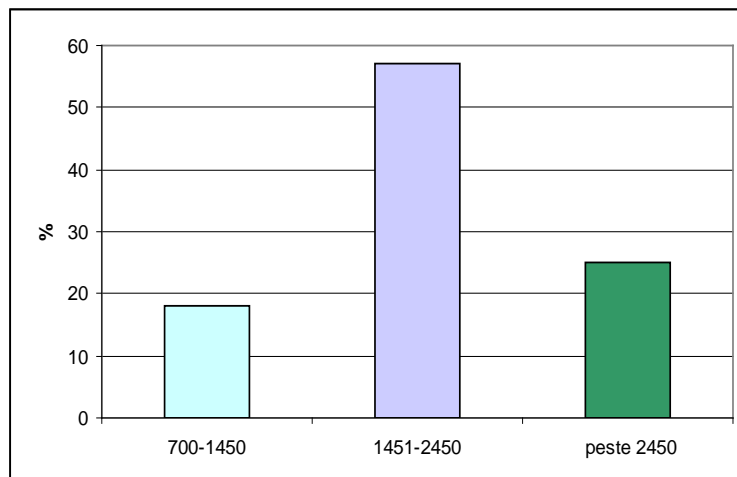


Figure 2. Relative frequency of the participants' income

Another important characteristic of our study was the education level, because we intended to find out the perception of young people concerning the ecologic products. In figure 3, we can notice that

5% of the involved persons have graduated high school, 73% were students and 22% have graduated university.

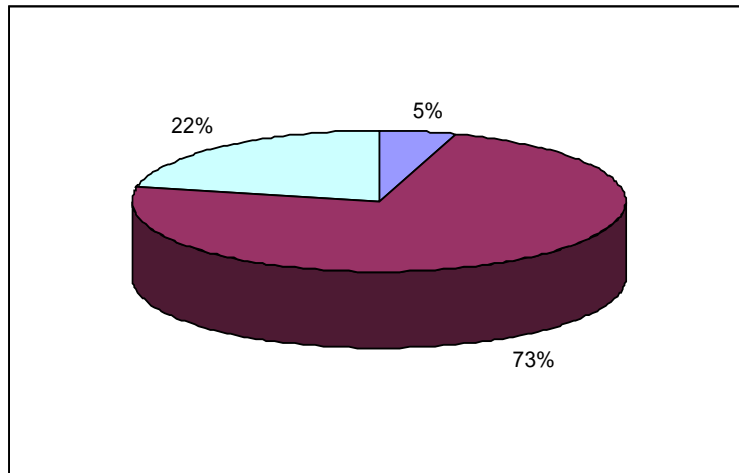


Figure 3. Frequency of the answers concerning the education level

The first question from the questionnaire was: in your opinion, what does a bio product mean? From the answers we can see in figure 4 that 58% consider that these are natural products,

27% answered that these are products without pesticides, 12% answered recyclable product and 3% choose vegetal product.

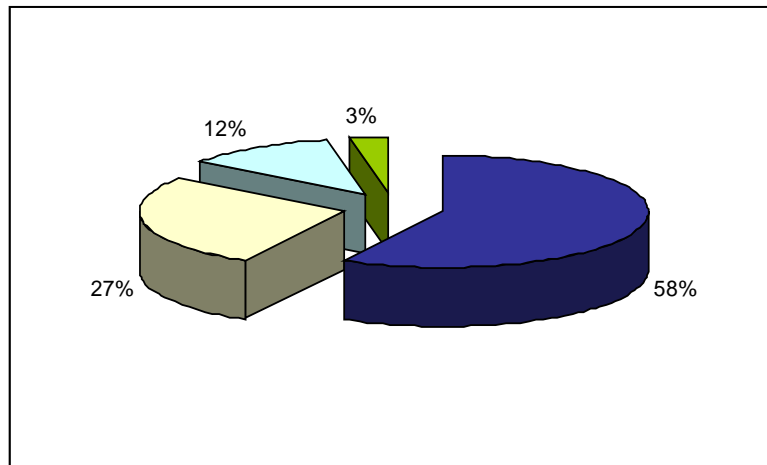


Figure 4. Participants opinion regarding the ecologic product

To the question: which are the information sources from where you find out about these products? We can notice in figure 5 that 49% of the persons were informed by friends and family, 38% get the

information from the internet and 13% get the information in the stores where these products are sold.

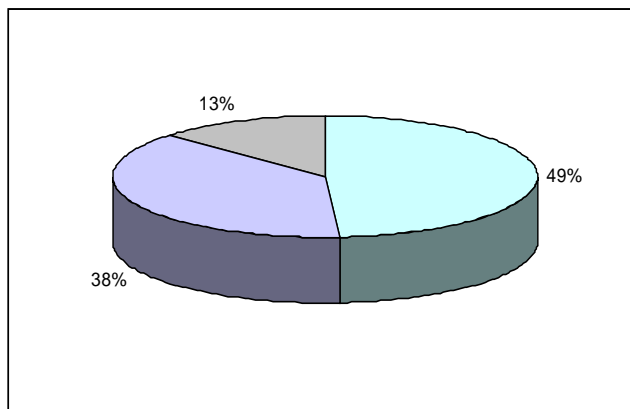


Figure 5. Answers distribution according to the source of information

Next question was: in your opinion, which is the most important criteria when you buy these products? 85% of the persons involved answered that the price is very important, 9% consider that

the taste is very important and helps them decide to buy and 6% choose the products according to the brand.

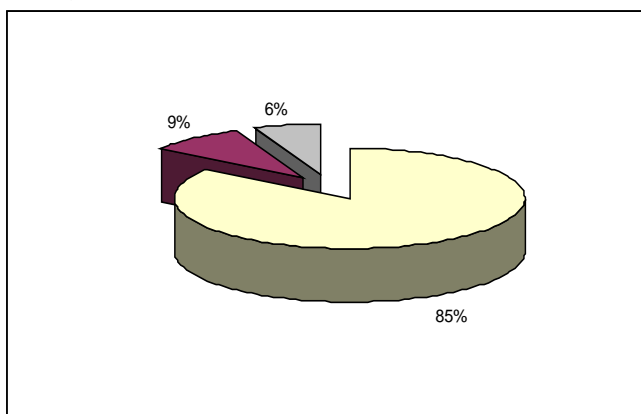


Figure 6. Answers distribution considering the buying criteria

We also had the following question: which are the main reason that determines you not to buy these products? After analyzing the results we noticed that 69% of the participants consider that they are

very expensive, fact that determines them not to buy these products even if they are healthy, and 31% do not trust that these are ecologic products.

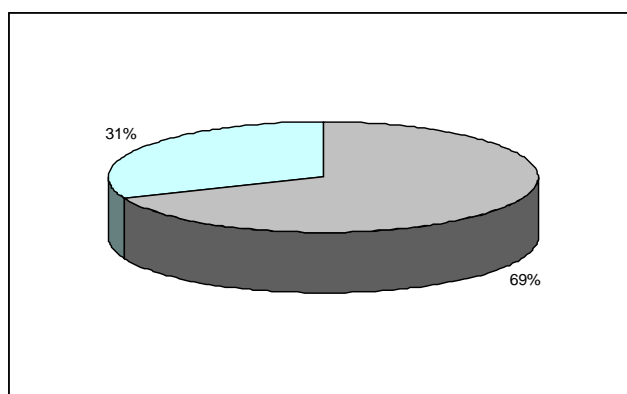


Figure 7. The distribution regarding the reasons which determines them not to buy

Question: do you consider that the ecologic products you consume help you to be healthy? 93% of the participants answered that they help, 5% answered that they don't know and 2%

consider that not the consumption of these products helps them to have a better health (figure 8).

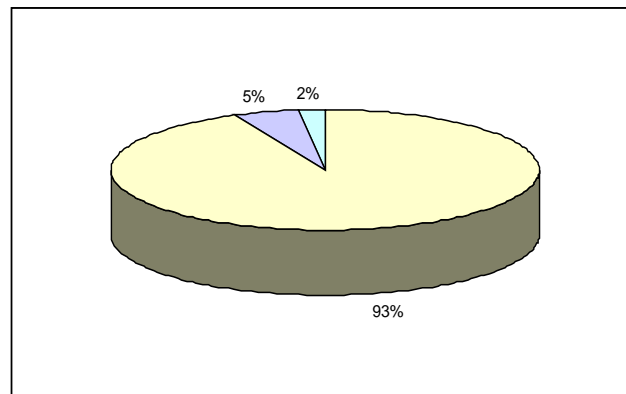


Figure 8. Distribution concerning the influence of the consumption on the health

3. Conclusions

85% of the participants answered that the price is very important when they buy ecologic products. 93% of the participants consider that they can be healthier by consuming these products. From the results analysis we can notice that 69% of the participants consider that these products are very expensive, fact that determines them not to buy these products even if they are healthy.

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