

## Research Regarding the Relationship between Consumption and Needs

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### Abstract

Human needs represent the wishes and expectations, being a factor that in certain conditions triggers the individual's behavior. Under the influence of social, economic, psychological, biological factors is established the need's order. As long as a need is not satisfied, consumers seek the product in order to ensure their satisfaction. Human needs being diverse, they manifest itself with different intensities; they prove to be competing, meaning some of them extending to the detriment of others, replace or substitute between them. Consumption needs vary from individual to individual, being characterized through certain traits, each of them revealing an essential principle from economic point of view.

**Keywords:** consumption, needs, relationship

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### 1. Introduction

Human needs represent individual or collective human requirements which must be met in time and space with assets, in order to ensure the development of human life and activity [1,2].

Consumption is based on human need. Basic needs, of food, motion and rest are designed to ensure the physical integrity of the body [3].

If the basic needs include all the needs which ensures for human survival as biological being, instead the secondary one have the role to ensure its social and mental integrity [4,5]. Secondary needs play an important role in the development of the individual as a human being, conscious and rational [6,7,8].

The society created over time, not only new needs, but also means of meeting some of the older needs. After the degree of economic development,

civilization and culture, these needs become effective needs. The needs are in the same time also the product of the society, consumer choices are not made random but socially controlled, reflecting the cultural model in which they appeared [9].

### 2. Materials and methods

In order to achieve this scientific paper we have realized studies regarding the consumption of products and consumer needs, in order to determine the relationships established between consumption and needs.

### 3. Results and discussion

Production, decisions and actions of entrepreneurs are based on the needs and preferences of the consumers. Knowing the needs and preferences

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makes possible the anticipation of future market reactions (Figure 1).

The individual seeks to maximize permanently any effect of his actions. Having at origin the individual need of human, but also the one of a community, the consumption is no longer found under the rule of strict rationality coordinated. As regards the consumption of the population, it is

determined by some objective and subjective factors. Referring to the subjective factors that influence the size of the consumption, in terms of a given income, Keynes include eight main motives or causes, of subjective nature which causes individuals to refrain from carrying out certain expenses from their earnings (Figure 2).



Figure 1. The appearance of new needs [1]



According to the opinion of our experts and of us this schedule should be completed with the following:

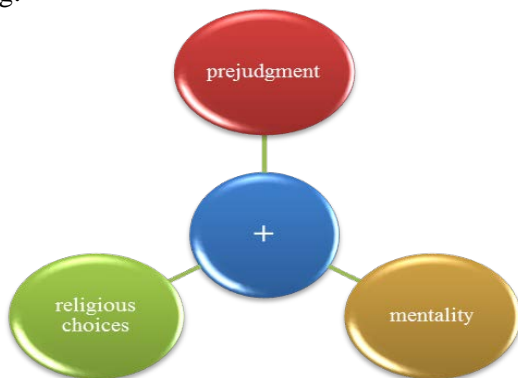


Figure 2. Reasons of subjective nature that may cause the consumption's decrease

Present consumption is diminishing in favor of a future consumption. Any person, during life, on a shorter or longer period of time, may not have the necessary incomes to ensure the usual standard, and therefore an accumulated cash reserve can compensate for the lack of present financial resources.

In the current situation, the survey points out that, the population of the country has more fears connected of job loss and rising prices. Fear

caused by job insecurity explains why most of people prefer a job in the public sector, where the level of salaries is much lower than in the private sector. The motivation for this choice is "the security of tomorrow". Provisions of the people cause them to save for old age or family protection.

On the opposite side are the reasons that stimulate the appetite for consumption, such as (Figure 3):



After most researchers and our enumeration should continue to:



Figure 3. Reasons that may cause the stimulation of the consumption [10]

Regarding the analysis of the influence of subjective factors must be taken into account both people's desire to raise the standard of living by increasing the expenses based on saved money, and the feeling of independence they have when they have higher amounts that they have saved.

Religious beliefs can play a crucial role in determining a specific consumer behavior. There are some people who do not eat meat, because the religion does not allow them. So, the need as stimulating element triggers the behavior of the individual.

Consciously or not, the consumer establishes a model of consumption. He will do this starting from the axioms of consumption preferences

- comparison axiom;
- option transitivity axiom;
- quantity axiom;
- forces convexity axiom;
- selection axiom.

In conclusion, when we refer to the consumption of goods, we consider that a good represents any

element of the reality that, through consumption, is able to satisfy a need, regardless of its shape, by the nature of satisfied need or by the way in which is purchased by the consumer. Viewed at the scale of the whole society, the material and spiritual needs create the consume needs. At their turn, the economic needs prove to be elastic, but the degree of elasticity is not the same for all needs and is not constant in time for the same need, the stringency with which manifests decreasing as to satisfy them.

Needs cover a large spectrum while, aspirations are reflected in the desire directed toward goal, a product, an object, an action.

Gerhard Scherhorn referring to the axiom of aspirations level states:

- the consumption standard of a family is not given once and for all;
- the consumer order his needs according to their importance;
- the possibility of satisfying some needs.

#### 4. Conclusions

Aspirations may change depending on the degree of industrialization, urbanization or computerization, in this regard, on the fund of a high level of technological progress, of the computerization of production and of a competition increasingly fierce, there is the tendency of shortened the lifecycle of the products existent on the market. This fact causes the appearance of an economy based on the diversity of the production, which involves providing more customized products and services.

Orientation of all activities in the market implies a profound knowledge, which requires an actual assessment of the consumption. In the current circumstances, both companies and economic operators adopt new ways of organizing of the production, develop new marketing policies or implement new management techniques, in order to become more flexible to the changes appeared in the volume and structure of the demand.

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