

STUDY ON THE PURCHASING BEHAVIOR OF THE CONSUMER OF FAST-FOOD PRODUCTS

Dudas Galasel Anca Iulia*, Gherdan Alina Emilia Maria*, Cozac Elena*

*University of Oradea, Faculty of Environmental Protection, 26 Gen. Magheru St., 410048, Oradea, Romania, e-mail: iulia_dai@yahoo.com, gherdanalina7@gmail.com, elena_cozac@yahoo.com

Abstract

The purpose of this research was to find out if the students of the University of Oradea consume fast food products, which are the reasons why students choose to consume these products, what kind of brands they prefer, which they consider to be the effects of consumption on health. For this I drew up a questionnaire that was applied to a number of 219 students of the University of Oradea of which 77% were female and 23% male, most of the participants being enrolled in the Faculty of Geography, Sport and Tourism, the Faculty of Socio-Human Sciences, the Faculty of Environmental Protection and the Faculty of Medicine and Pharmacy. Most of the students come from urban areas - 63%, and 37% - from rural areas.

After analyzing the answers I found out that the favorite restaurant of the students of the University of Oradea is McDonald's, and the main reason for the consumption is the taste of the dishes.

Key words: fast-food, students, taste.

INTRODUCTION

Fast food is preferred by a large part of the population, some people becoming dependent on it. This type of food is generally preferred by hasty people who do not have time to dine at home or in a real restaurant. It can be consumed in the car, in the means of transport or while dealing with other activities. Therefore, one of the advantages of fast food is that they are not time consuming. One of the most obvious disadvantages is obesity. Fast food products contain many calories, a high dose of saturated fat, carbohydrates and salt. Excessive salt intake can especially affect hypertensive people. <http://www.ziare.com/>

According to a study conducted by GfK Romania in 2015 that investigated the consumption habits of Romanians outside the house, "fast-food shops selling burgers, shaorma, fried chicken and fried potatoes are preferred for purchasing food for consumption" on the go. ". 50% of the participants in the GfK study declare they have bought from such a place in the last four weeks.

Fast-food is mainly attended by men, while women rather opt for pastry or pretzels. Most of the customers of these locations are between 25-34 years old.

Pizzerias, including those with home delivery, are third in the list of preferences and have a younger audience, pizza being mainly consumed by those between 18 and 24 years old. Pizzerias are also the most common option for people with above average incomes, while people with very low incomes choose pastries.

The latter are as popular as the fast-food restaurants in the average localities (between 50,000 and 200,000 inhabitants), while pizzerias are preferred in the big cities, with over 200,000 citizens, except the capital". <https://www.gfk.com/>

MATERIAL AND METHOD

In this study we used as a research method a quantitative method based on the survey, and the instrument used was the questionnaire with closed questions.

The questionnaire had a number of 14 questions and was applied to a sample of 219 students of the University of Oradea.

The obtained results were analyzed to present the main findings regarding eating habits, frequency of consumption of fast food products, favorite brands, favorite products, motivation for choosing these products, amounts spent, etc. The questionnaire was applied in the period 2018-2019.

RESULTS AND DISCUSSION

We will present in continuation the results that arise from the analysis of the answers to the questions of the questionnaire, regarding the purchasing behavior of the student of the University of Oradea, consumer of fast-food products.

At the question asked "Do you use to eat fast food?" of 219 respondents used to consume 79% fast food, while the remaining 21% answered negative.

Regarding the frequency of consumption of fast food products among students, 33% replied that they prefer to consume these products weekly, 28% of the respondents consume the fast food products monthly, 26% consume them rarely, 9% are those students who consume the products every 2-3 days, 3% consume daily, and the remaining 1% stated that they never consume these products (fig. 1).

At the question: "How healthy do you consider fast food to be?", 64% of the respondents consider that this fast food is unhealthy, 35% of them think that fast food is less healthy, only 1% they considered fast-food

products to be healthy. One respondent considers fast food to be very healthy.

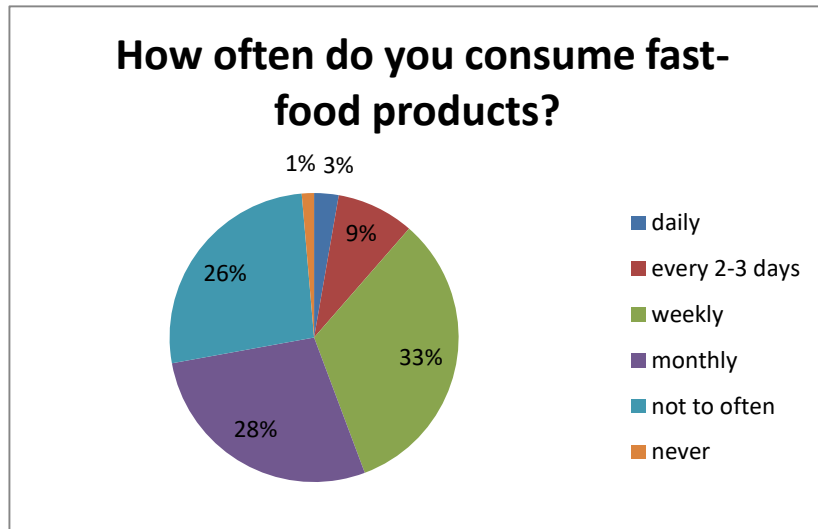


Fig.1. Frequency of consumption

Regarding the prices of fast food products, 82% of those surveyed believe that the prices of these preparations are accessible; 14% of them think the prices are high and only 4% of them think the prices are low (fig.2).

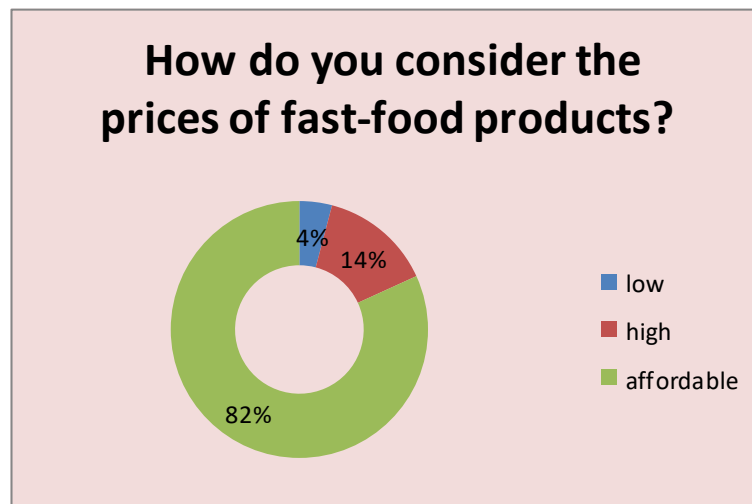


Fig.2. The prices of the products

Fast food restaurants preferred by students are: Mc Donald's - 56%, KFC - 36%, Mc Neil - 5% and Burger King - 3% (tab.1).

Table 1.

Favorite brands				
Fast-food	Mc Donald's	KFC	Mc Neil	Burger King
Number of students	122	78	12	7
%	56%	36%	5%	3%

Source: Processed data

What causes students to consume fast food products? 64% of the respondents consider that it is the taste that determines them to consume these products, 15% - the need, 11% - the accessibility, 7% - the advertising, 2% - the curiosity, 1% - the environment.

The amounts of money allocated by students for the purchase of fast food products are: under 50 lei - 66% of respondents, between 50 and 150 lei - 29% of respondents, between 150-300 lei - 2%, and over 300 of lei - 3% (tab.2).

Table 2.

The amount of money spent monthly on fast-food (in RON)			
Under 50	Between 50-150	Between 150-300	Over 300
145 students	63 students	5 students	6 students
66%	29%	2%	3%

Source: Processed data

Regarding the age of the respondents, 68% are young people between the ages of 18-22, they frequent these places for reasons, such as: lack of cooking experience, accessibility, parents' money, being influenced by the groups of friends from whom they make part. 24%, are between 22 and 25 years old; 6% - between 25-30 years, 2% are those over 30 years.

The students who participated in this survey attend the courses of fourteen of the fifteen faculties of the University of Oradea. 19% of the respondents are students of the Faculty of Geography, Sport and Tourism; 16% are representatives of the Faculty of Socio-Human Sciences, the Faculty of Environmental Protection has a participation of 15%, the Faculty of Medicine and Pharmacy - 13% and the Faculty of Economic Sciences - 12%. From the Faculty of Electrical Engineering and Information Technology 7% of the respondents participated, from the Faculty of Letters 6% were pronounced and 5% of the students are enrolled in the Faculty of History, International Relations, Political Sciences and Communication

Sciences. Managerial and Technological Engineering, Construction, Cadastre and Architecture, Art, Law and Orthodox Theology had a rather small participation in the questionnaire, with a contribution of 4%.

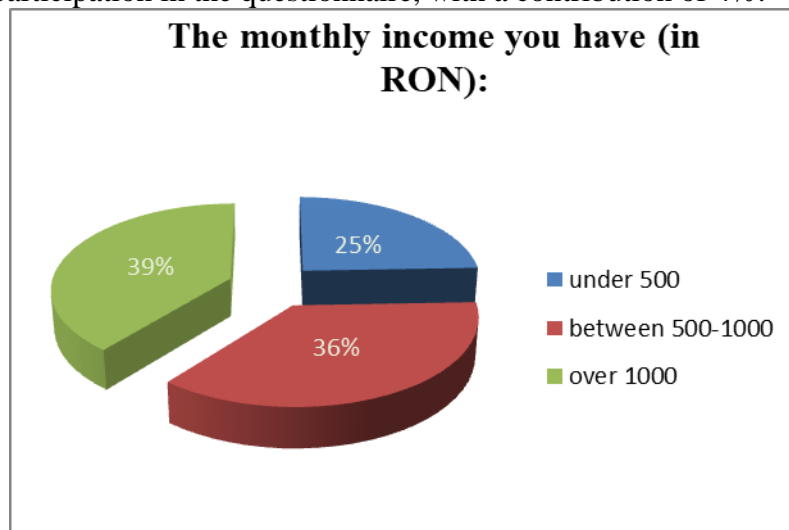


Fig.3. Monthly income

Considering the monthly incomes available to students more than one third of the students - 36% have a monthly amount between 500-1000 RON. About a quarter of them (25%) have a monthly income below 500 RON. In contrast, 39% stated that they have the opportunity to spend monthly amounts over 1000 RON (fig.3).

CONCLUSIONS

Following the evaluation of the questionnaires I came to several conclusions: of the 219 students, only 1% doesn't consume fast food products at all; 3% consume daily, 33% of them consume weekly, 28% - monthly, 26% - rarely. The student favorite restaurant is McDonald's (56%). 64% of the respondents consider that the main reason for consuming these products is the taste of the preparations. Even though 64% of the respondents consider this food unhealthy, the majority choose to consume it. Although 61% of the students have incomes lower than 1000 Ron, 82% of them think that the prices of these preparations are affordable, and 4% consider them even low. 92% of the respondents are between 18 and 25 years old.

Fast-food restaurants have registered an increasing trend in Romania in recent years; even though Romanians are beginning to realize that fast-food products are unhealthy, they are consuming them in increasing

quantities, with McDonald's profits registering an increase of 11% in 2018 compared to 2017.

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