

## YOUNG CONSUMERS AND THEIR CHOICES

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These results are from a personal study realized in Timișoara concerning agro-alimentary consumption, the characteristics that influence the behavior of the consumers and the intensity of this influence. The study of the consumer's behavior can be realized in different ways, but from the practical activity point of view we appreciate that the quantitative and qualitative approach is more operational and more pragmatic.

**Keywords:** consumer, consumption, consumption evolution, marketing researches

**Referring to the obtained results, we mention:**

**Table 1 Choosing a product according to age**

SPECIFICATION		AGE INTERVAL						Total
		between 14 and 24 years	between 25 and 29 years	between 30 and 39 years	between 40 and 49 years	between 50 and 59 years	60 years and after	
high quality products, no interest in price	nr. r.	30	14	26	29	3	5	107
	%	19,6%	28,0%	16,5%	13,7%	3,2%	3,4%	13,1%
high quality products even if it is expensive	nr. r.	31	15	48	40	17	8	159
	%	20,3%	30,0%	30,4%	19,0%	18,1%	5,4%	19,5%
good price, reasonable quality	nr. r.	92	21	84	134	62	87	480
	%	60,1%	42,0%	53,2%	63,5%	66,0%	58,8%	59,0%
cheapest products even if it is low quality	nr. r.	-	-	-	8	12	48	68
	%	-	-	-	3,8%	12,8%	32,4%	8,4%
Total	nr. r.	153	50	158	211	94	148	814
	%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

Analyzing the data according to age young consumers chooses products this way:

- Consumers with age between 25 and 29 years choose the products with high quality and they have no interest in price (28%);
- Consumers with age between 30 and 39 years choose high quality products even if it is expensive;
- Concerning the perception of the buyers related to the price and quality, 59,0% consider that the relation quality – price is very important;
- The cheapest product even if it is low quality is chosen by old people, and the explanation of this situation is because their incomes are the lowest.

### Conclusions

Even if incomes are those which determine the food consumption the age determines the changes in perception and motivation of choosing products.