

MAIN ISSUES IN THE STUDY OF CONSUMER NEEDS AND CONSUMPTION OF POULTRY EGGS OF IN THE PRETOWN ARREA OF ORADEA

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Abstract

The structure of consumer needs, and how to meet the specific purpose varies from one individual to another, depending on the will and desire, on his tastes, habits, age and gender, profession, level of training and education, and so on.

In order to study consumer needs we must take into account that the main formative element of the population demand for food is the food consumption needs, needs that result from physiological impulses (hunger, thirst).

The issue concerning the consumer needs concerned a number of world-class scientists and at the same time, enters the concerns of state and or international institutions. This issue has multiplied greatly, with the evolution of society and the improvement of humanity's cultural level.

I analyzed for starters the population of the pretown Oradea area and the consumer needs for the main agricultural products focusing specifically on the consumption of poultry eggs.

After having established the egg production in the sample area, the pretown area of Oradea, I conducted a poll to 75 interviewed representative people in the area, to get some answers on the actual consumption of eggs and frequency of household supply in the area with these products.

Finally I correlated the results obtained from the poll with the responses provided by the National Institute of Statistics and the rules of consumption in order to provide meaningful conclusions.

Key words: food consumption, products focusing, self-consumption,

INTRODUCTION

Eating habits have changed radically in recent decades. Factors that have influenced this change are both economic and social: increasing of food offer, improvement of social and economic conditions, changes of living conditions.

Thus, food like bread and dry vegetables experienced a major fall in human consumption, while some foods have been on a growing trend (doubled meat consumption and increased consumption of eggs, cheese, butter, oil, but also the increase of industrially produced sugars added to foods and beverages).

The public health is at stake in the improvement of dietary habits, through a healthy diet based on the following principles:

- rebalancing the daily energy intake (reducing fat) in favor of unsaturated fatty acids, the carbohydrates and increase of fiber intake over simple carbohydrates;
- increasing fruits and vegetables consumption and reducing alcohol intake;
- increasing calcium share for a poor considered population;
- reducing the obesity frequency at children, namely, obesity and overweight in adults, increasing physical activity.

Due to higher population density in some areas, the demand for food products is concentrated in urban environments. This is due to the low share of self-consumption in urban areas.

One egg contains over 6 grams of protein and many important nutrients for the proper functioning of the body, but, unfortunately, also a single egg contains about 212 mg cholesterol. Because cholesterol intake in the body must not exceed 300 mg, most people no longer include eggs in the daily menu, which is totally wrong.

MATERIAL AND METHODS

To determine the population trends of consumption of the pretown area of Oradea we developed a study using statistical survey, based on a written questionnaire survey on sample groups from the different localities of the investigated area.

There were several stages, namely:

- setting goals on consumer demand for agricultural products;
- specifying the area of the survey area and the timeframe of implementation;
- setting the sample groups;
- elaboration of the questionnaire and application on the sample groups selected;
- validation of the results and processing of the data using a SPSS social statistical software.

RESULTS AND DISCUSSION

I began to analyze the situation of the total and average of consumption egg production in the pretown area of Oradea as the starting point of household consumption in this area (Table 1).

Table 1.

Evolution of total and average production of table eggs produced in the pretown
area Oradea

Locality	Specification	UM	2007	2008	2009	2010
Biharia	Ef. mediu	capete	9000	8500	8400	8200
	Prod. medie	buc/cap	190	195	197	200
	Prod. totală	mii buc	1710	1657	1654	1640
Borș	Ef. mediu	capete	7000	6500	6400	6200
	Prod. medie	buc/cap	190	195	198	200
	Prod. totală	mii buc	1330	1267	1266	1240
Cetariu	Ef. mediu	capete	7000	6500	6400	6200
	Prod. medie	buc/cap	180	185	188	190
	Prod. totală	mii buc	1260	1202	1202	1178
Nojorid	Ef. mediu	capete	5000	5000	5000	4900
	Prod. medie	buc/cap	170	170	175	178
	Prod. totală	mii buc	850	850	850	801
Oradea	Ef. mediu	capete	5000	5000	5000	5000
	Prod. medie	buc/cap	230	230	230	230
	Prod. totală	mii buc	1150	1150	1150	1150
Oșorhei	Ef. mediu	capete	4000	4000	4000	4000
	Prod. medie	buc/cap	180	180	180	180
	Prod. totală	mii buc	720	720	720	720
Paleu	Ef. mediu	capete	3000	3000	3000	3000
	Prod. medie	buc/cap	200	200	200	200
	Prod. totală	mii buc	600	600	600	600
Sânmartin	Ef. mediu	capete	5000	5000	5000	4500
	Prod. medie	buc/cap	170	170	170	172
	Prod. totală	mii buc	850	850	850	774
Sântandrei	Ef. mediu	capete	5000	3500	3000	3000
	Prod. medie	buc/cap	200	205	210	210
	Prod. totală	mii buc	1000	717	630	630
TOTAL AREA	Ef. mediu	capete	50000	47000	46200	44600
	Prod. medie	buc/cap	189	191	193	195
	Prod. totală	mii buc	9470	9013	8922	8733

As it can be seen from the table, the number of poultry eggs produced in the analyzed area is declining, it is worrying the fact that it is a sustained decline, even though most of these products are used for self consumption.

The production of consumption eggs destined to trade is obtained in four specialized farms: SC AVI VEST SRL Oradea, farm Santion, SC Pelops SRL Oradea, Episcopia Bihorului farm, each farm having a flock of 1,500 laying hens and specific fact for this area is that it imports a part of the products from nearby villages in Hungary. Over 85% of consumption eggs production in the pretown area of Oradea comes from households, designed for household consumption and a small portion (approximately 10%) is sold on the open market through SC PVM Trans SRL Oradea, with a farm on Paușa.

The average annual consumption of eggs per capita in Romania is of 238 pieces in 2007 in and 277 pieces in 2009, and in Bihor county there

was an average monthly per capita consumption of 14.269 pcs. in 2006, 15,033 in 2007, 15,044 in 2008, followed by a consumption of 13.411pieces in 2009 and 13.449 pieces in 2010, according to statistical data from the National Statistics Institute.

Following the survey conducted on the sample considered representative in the pretown area we have the following results (Fig. 1 and 2):

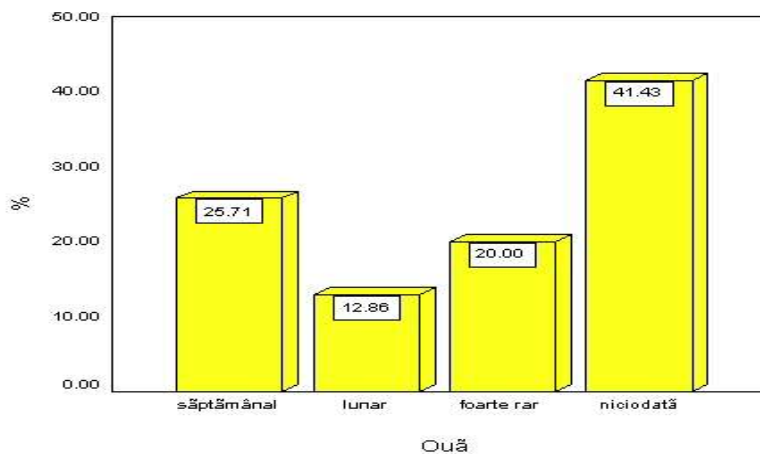


Fig.1 The structure of the sample group by the frequency of the purchase for consumption eggs

There is a large percentage of subjects (41.43%) who declared they never buy eggs, because in rural areas, people grow vegetable products or raise animals and birds, or there are people from urban areas that owned pieces of land or have relatives in rural areas where they procure these products. From here we can see the high percentage of self-consumption in the analyzed area for this product.

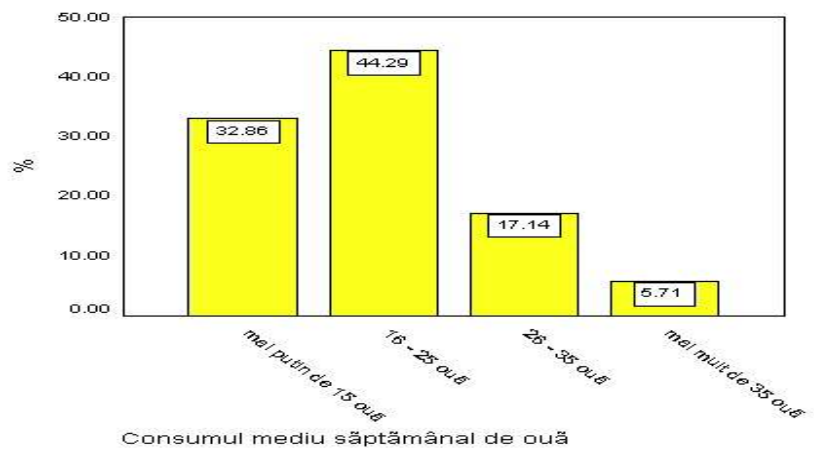


Fig.2 Average weekly egg consumption structure families of persons interviewed

We can see that the majority of 44, 29% of the respondents consumed 16 to 25 eggs per week per family. This is correlated with the majority opinion of nutrition experts.

The amounts recommended by nutritionists for the consumption of eggs per day, depending on age structure, gender, occupation of the population are the following:

- Women during pregnancy: five eggs per week
- Breastfeeding women, children and adolescents: an egg per day;
- Healthy adults: 1 egg every two days;
- Older people and adults with health problems (cholesterol): 2 eggs per week.

CONCLUSIONS

Poor agricultural production structure expressed by the low share of total livestock production, is reflected negatively in the structure of household consumption, although the latter includes also the imported animal products.

Overcoming the quality gap in household consumption to the EU values depends on the recovery in agriculture and national economy, allowing the increase of internal offer for household consumption and the increase of population income.

Food consumption needs are influenced by a number of factors that determine individual differences in demand, both quantitatively and qualitatively.

Most authors consider that a normal diet should include:

- meat and meat products 4-8%;
- milk and milk products 30- 55%;
- eggs 3- 4%;
- fat (apart from the meat, milk and eggs derivated) 12- 17%;
- cereal grains and derivated 25- 45%;
- vegetables and fruits 14- 17%;
- sugar and sugary products 7- 8%;
- non-alcoholic beverages 2- 3%.

The important part of the demand for eggs in the analyzed area is satisfied by the consumption of products from its own resources, its share in total income being 30- 40%, with a higher proportion for rural households, and less in urban areas.

Analyzing the data from the applied surveys, and comparing with the statistical data from the National Institute of Statistics - Statistics Directorate of Bihor county we can see that egg consumption declared by the subjects is higher. This is explained by changing of the consumers tastes through mass media information campaigns on healthy eating and by the abundance of food products on the market regardless of the season.

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