

**PURCHASING AND CONSUMPTION BEHAVIOUR OF THE
CONSUMERS OF AGRI - FOOD PRODUCTS IN ROMANIA**

**COMPORTAMENTUL DE CUMPĂRARE ȘI CONSUM AL
CONSUMATORILOR DE PRODUSE AGROALIMENTARE ÎN
ROMÂNIA**

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Abstract:

Regarding the agri-food products, one can distinguish between a purchasing and consumption behaviour of the final consumer and a purchasing behaviour of the factories involved in the production and selling agri-food products. As far as the second case is concern, the purchasing behaviour represents the totality of decisions that the company makes concerning the acquiring of agricultural and/ or alimentary products, also including the process of evaluation and choosing of suppliers and brands.

Key words: consumers, consumption behavior, agri – food products