

# MATHEMATICAL MODELS IN AGRI-FOOD PRODUCT MARKETING

## MODELE MATEMATICE ÎN MARKETINGUL PRODUSELOR AGROALIMENTARE

**Liana PATER, Olivia Anne-Marie SAIERLI**

TIBISCUS UNIVERSITY OF TIMIȘOARA, FACULTY OF ECONOMICS

***Abstract:***

*Mathematical modeling and marketing system optimization have nowadays a great variety of mathematical and non-mathematical models, many of them computer assisted, which can be utilized in agro-food marketing, by carefully considering the agro-food branch and the agro-food marketing specific. This paper gives details on mathematical models applied in agro-food marketing for: the study of consumer behavior, product competition, evaluation of the individual average consumption, and long-term sales forecasting.*

***Key words:***

*the univariate test, two hypothesis, the confidence interval, regression model*