

**COMPARISON BETWEEN PURCHASING AND CONSUMPTION
BEHAVIOR OF THE CONSUMERS OF AGRI - FOOD PRODUCTS
IN ROMANIA AND EUROPEAN COUNTRIES**

**COMPARAREA COMPORTAMENTULUI DE CONSUM ȘI DE
CUMPĂRARE AL CONSUMATORILOR DE PRODUSE
AGROALIMENTARE DIN ROMÂNIA CU ȚĂRILE EUROPENE**

Nicoleta BUZILĂ

TIBISCUS UNIVERSITY OF TIMIȘOARA, FACULTY OF ECONOMICS

Abstract:

The paper presents a situation of the purchasing and consumption behavior of agri-food products, comparing Romania with other European countries. The purchasing and consumption behavior of agri-food products is highly influenced by many factors, such as the features of product distribution system; the totality of information and messages used by factories, concerning the presence of agri-food products on the market; economic factors: the consumers' income, people's purchasing power within a certain area, the price of agri-food products; social factors: social status, family, belonging groups; cultural factors: customs, traditions, values, beliefs, norms that govern peoples' status in society; demographic factors, such as age, sex, number of members per house, space for living, nationality, ethnic status.

Key words: agri – food products purchasing behavior, consumption behavior.