

CONSUMER PERCEPTION OF ARAD FROM PRODUCTS THAT PROMOTE SUSTAINABLE DEVELOPMENT

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Abstract: Sustainable community and economic development allows needs of the present without compromising the ability of future generations to meet their own needs, managing to produce goods and services for benefit, maintaining physical, human and natural capital.

Through this study we sought in terms of quantitative Arad consumers are interested in products that promote local sustainable development. As a research tool we used questionnaire.

Key words: consumer perception, sustainable community, sustainable development, promotion

Problem Statement

In order to define sustainable development or sustainable globally have been developed over a hundred definitions, but the report *Our Common Future*, gave a fuller definition saying that "a development that can satisfy the needs of the present without compromising the ability of future generations to meet their own needs is sustainable development" (EUROSTAT, 2010).

One of the important objectives of sustainable development is to find an optimal interaction between the economic system, the human environment and the technological system. One of the objectives of the UN community development is to improve human development indicators - HDI (Gavrilă, Gavrilă, Grivu, 2008). On the concept of sustainable development is the natural environment that makes up the overall framework of all human activities. The economic dimension depends the welfare of human society and economic system is sustainable if it can produce goods and services and to generate profit but provided to maintain physical capital, human and natural underpinning. All activities sustenbile have an ethical dimension.

Purpose of Study

Sustainable development is promoted individually by the consumption of organic products through the purchase of electrical or electronic equipment with a low class of class of low-energy or by purchasing eco-label products and services and the consumption of local products with km 0. In this respect, this research we watched as Arad consumers are interested in these products that promote local sustainable development.

Methods

This research is a quantitative research we used the questionnaire as a research tool. The questionnaire consists of ten questions, open, closed, semi-open and factual questions. This questionnaire was applied on the ground in 2012 in the town of Arad were surveyed a total of 31 people from the neighborhood Micălaca. We believe that this sample is representative of the district. After field application of the questionnaire

was created a database in SPSS that were introduced on the field data from the questionnaires. Was performed data analysis and interpretation, drafting conclusions and recommendations of the analysis performed.

Findings and Results

Analyzing the answers of respondents to the question of how it defined the concept of sustainable development is observed that 48.4% of them give a correct answer, 38.7% consider it a policy to improve the quality of life, and 12.9% never heard of this concept, as shown in Figure 1. It is emphasized here that the majority of respondents from urban areas, only 38.7% from rural areas.

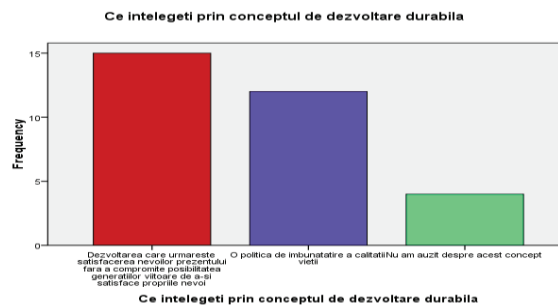


Figure 1. What do you understand by the concept of sustainable development

It is interesting to observe that although only a relatively small proportion of respondents had not heard about the concept of sustainable development, most of them do not distinguish between the symbol that represents the eco-label (Figure 2) that the interpretation of has code *b* and recycling symbol (Figure 3), which has the code *c*. In this way the majority argue that recycling symbol is showing the Ecolabel 87.1% of the respondents, as shown in Figure 4. So Ecolabel symbol is very little known.



Figure 2. European Ecolabel



Figure 3. Recycling Products



Figure 4. Which of the following symbols represent ecolabel think?
(Source: Data from the questionnaires on the ground, 2012)

After analyzing the response to the question "how often buy sustainable products?", it appears that respondents were sincere and honest answer to questions, so only 19.4% said they often buy such products, others rarely buys if ever the product category (Figure 5).

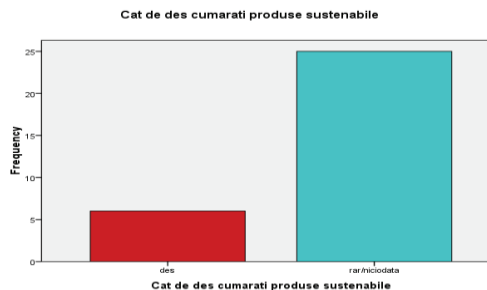


Figure 5. How often buy sustainable products?
(Source: Data from the questionnaires on the ground, 2012)

Generally sustainable products purchased by consumers surveyed are part of non-food products and 35.5% of the products purchased are part of sustainable food.

Also apparent high degree of credibility perception and friends for opinions, so 48.4% of the respondents say they first heard about sustainable products to friends, 9.7% have heard of media and 16.1 % heard from other sources. These data are shown in Figure 6.

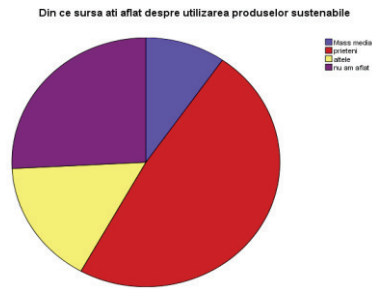


Figure 6. From what sources have telltale about the use of sustainable

(Source: Data from the questionnaires on the ground, 2012)

As noted earlier, even if we included questions in the questionnaire and verifying the authenticity of the answers, they have proven reliability respondents. One of these questions revealed that 35.5% of respondents purchasing sustainable products ranging from food products in the same category as the last product purchased, another category as cosmetics or cleaning products purchased at a rate of 45.2% (Figure 7).

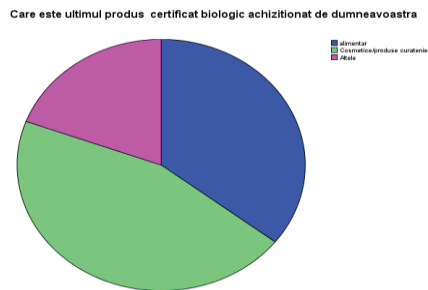


Figure 7. What is the latest biologic purchased your certificate?

(Source: Data from the questionnaires on the ground, 2012)

Analyzing factual data we can see that the majority of respondents have higher rate of 61.3% of respondents are predominantly urban. Also it can be seen that most engineering works 25.8%, 22.6% in human resources in production and 19.4% in the financial and maintenance work in equal 12.9% of respondents (Figure 8).

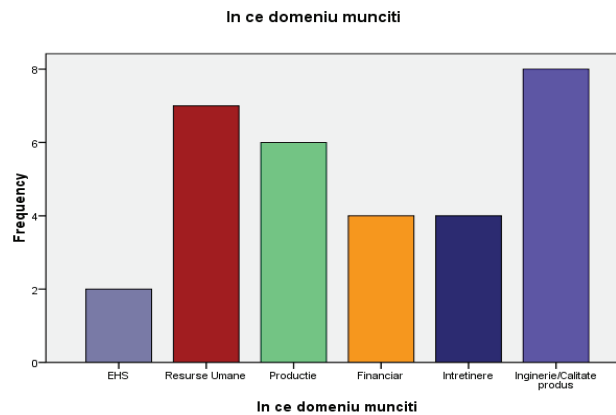


Figure 8. In what field you work?
(Source: Data from the questionnaires on the ground, 2012)

Regarding consumer's perception of ways to promote products our results show that they support the sustainable development through the media, and that they are satisfied with the forms of promotional rate of 6.5% and considered as unsatisfactory 93.5% of respondents.

Conclusions

Performing a comparative analysis of field data from the questionnaires can be seen that most respondents are highly educated, significant activities in the labor market in the economic, engineering and human resources come mostly from urban areas, yet overwhelmingly they have not heard of products that promote sustainable development are

not satisfied with how the media promotes these products and therefore do not use other products.

It is obvious that using these products and that fail to recognize the symbol of European Ecolabel, which apply to products and services except food as a symbol of reduced environmental impact throughout the lifecycle of the product concerned from its manufacture and to recycle all.

It also notes that the respondents are interested to find cosmetics and cleaning products that are as low impact and biological as possible, followed by food.

Recommandations

Among the most important advice would be to achieve better promotion through media products that promote sustainable development. This promotion can be achieved through education and training institutions at all levels, given that respondents have a very high confidence in the opinions of friends. In the same vein, we believe that manufacturers and especially those producing biological products or eco-label is needed to better promote them to increase awareness and consumer psychological compliance to such products.

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