QUANTITATIVE RESEARCH CONCERNING THE IDENTIFICATION OF THE STIMULI AND COMMUNICATIVE FACTORS WHO CAN INFLUENCE BEHAVIOR OF THE BREAD CONSUMERS IN ARGES COUNTY

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Abstract

Building and managing relationships with customers can have a direct and positive effect on the efficiency of an organization's communication efforts. A product or a brand exist in the consumer's mind there not only because of the experience with this, but and because of the medium and long term effects on that a message built as a result of the evaluation of consumer preferences is transmitted simultaneously through many means of communication. Integrated marketing communication is identified with market dynamics today and learn organizations how easily can prosper in an environment where changes occur in an alarming way. Because consumers resort to as many information sources, the value of the the integrated marketing communication has increased considerably. Highly targeted, the integrated marketing communication campaigns are based on the strengths of the the available means of communication to influence in favorable way the behavior of the target audience. Conceiving a effective message and identifying the most suitable the communicational tools represent important steps in regards creation and maintenance the preferences of consumer for a product / a brand or company. Therefore, the aim of the study was, on the one hand, the identification of the main stimuli who underlying the choice of an assortment of bread by consumers, and which may thus constitute key factors in designing a communicational message, and on the other hand, in evaluation of the communicational factors that may lead to the actual behavior of these.

Key words: external stimuli, communicational message, integrated marketing communication, psychological factors, consumer behavior.

JEL classification: *M31, M39, Q13*

1. Introduction

Improving demarches of communicational nature can be ensured by changing the way thinking of organizations involving increasingly more final consumer in the communication process. A Product / a brand exist in the consumer's mind there not only because of experience with this one, but and due to the medium and long term effects on that a message built on base the wishes, expectations or preferences of the consumers is transmitted simultaneously by as many communication tools. Building and managing relationships with consumers can have a direct and favorable effect on activity effectiveness of communication of a company.

The stimuli which may constitute key factors in the design of a message and which may influence thus consumer decision of choosing a product (in this case breads) can be: (a) price, (b) quality, (c) nutrition, (d) food security, (e) education.

The price express "the amount of money paid for the purchase of goods and services, in the bilateral transactions that take place on the market, it is a ratio between goods and money" (Florescu in Manole, Stoian and Stanciu-Tolea, 2005). Given the fact that demand for bread is inelastic, a major change of the price determines no a change of the quantity purchased. Such a situation can be explained by a indifference of the consumer to the registered changes in the price an assortment of bread. Is why, the price may be an useful communication instrument, but only to differentiate the assortments of bread existing on the market. **The quality** can have two meanings: "(a) the characteristics of a product or service through which it satisfies the needs expressed or implied, (b) a product or service without deficiencies" (Feigenbaum, 1991). **The nutrition** is the "process by which an organism assimilates the foods for maintaining life, growth and functioning of the organs and tissue" (Bender, 2009). **Food safety** involves "handling of food in the safely from the moment these are produced, packaged, distributed to, stored, and preparations with the aim of preventing various diseases (such as

food poisoning)" (Snyder, 2000). **The education** is "the process of formation of the individuals through which are transmitted a series of information and knowledge in order to develop reasoning mental, moral and physical of thereof " (Shenith, 2008).

The main **psychological factors** - learning, information, personality, perception, attitude - can contribute to the understanding and interpretation of a communicative message, and thus can influence consumer behavior, their studying can provide the precious reference points in any approach to communication processes.

The learning refers to "the changes produced in behavior of an individual as a result of the experience" (Kotler, 2003). The learning theory is defined as "a change of the behavior, with relatively permanent character, being the result the experience repeated what will be can accomplished through advertising or the satisfaction (dissatisfaction) obtained as result of using or consumption a product" (Cătoiu and Teodorescu, 2004). **The information** process means "to give information about something or about someone, to make known, to notify" or " to seek to put themselves current with something, to take, to gather information, to inquire, to initiate, to document" (The Explanatory Dictionary of the Romanian Language, 1998). Through **personality** is meant "the psychological characteristics distinguishing that determine relatively consequent and persistent responses to environmental stimuli" (Kotler, 2003). **The perception** represents "the process by which a person selects, organizes and interprets the information received for to create an image of the world that to have the understand for him" (Berelson and Steiner, 1964). **The attitude** is "the predisposition expressed by evaluating an entity in a way favorable or unfavorable" (Eagly and Chaiken, 1993).

The type of communicational message (rational / emotional) that are to be transmitted through **integrated marketing communication tools**, aims to attract the target public attention and determine its actual behavior.

The type of communicational message. The message is "composed of a coherent set of signs whose role is to present the idea a receiver on that the transmitter wanted to communicate" (Popescu, 2003). When is conceive a communicational message can be taken into account two categories of elements of attraction: "rationals - focuses on objective characteristics of the products, brands or organizations that are the subject of communication - and the emotional - is based on the psychological and symbolic features to the communication object and can cause positive feelings such as love, pride, joy or negatives, such as fear, guilt or shame" (Popescu, 2003). **The integrated marketing communication** presupposes "the coordination and integration of all communication tools in a continuous program with the aim to maximize thereof impact on consumers" (Clow and Baack, 2007).

Knowledge by the integrated marketing communication specialists of the stimuli and of the psychological factors is particularly important concerning the design of a communicational message, and for identifying the communication tools adequate to a particular context and a specific target audience.

Is why, the aim of research was, on the one hand, the identification of the main stimuli underlying choice an assortment of bread of consumers and which can thus constitute key factors in designing a communicational message, and on the other part evaluation of the factors communicational nature (type of message, communication tools) that can determine actual behavior thereof.

Research hypotheses

In view the first purpose of the research who consisted in identification of the main stimuli underlying choice an assortment of bread by consumers and which can thus constitute key factors in designing a communicational message have been established a series of hypotheses , depending on the variables taken into consideration in the research.

Hypothesis 1a: The majority of consumers considers the price as being a factor which influences largely their decision of choose an assortment of bread.

Hypothesis 2a*: *The most part of consumers considers quality as being a factor which greatly influences their decision to choose an assortment of bread.

Hypothesis 3a: The majority of consumers consider the nutrition as being a factor who influencing small extent their decision to choose an assortment of bread.

Hypothesis 4a: The most part of consumers considers food safety as being a factor which heavily influence their decision to choose an assortment of bread.

Hypothesis 5a : The majority of consumers consider education as being a factor that greatly influences the their decision to choose an assortment of bread.

As regards the second purpose of the research who consisted in evaluating of the communicational factors (type of message, communication tools) that can determine actual behavior of consumers were also established, a series of hypotheses depending the variables considered in the research.

Hypothesis 6a: An communicational message of the type rational designed for a given assortment of bread, influencing greatly the consumer decision for purchase this.

Hypothesis 7a: Advertising through mass media influencing in small measure the decision of purchasing consumers for an assortment of bread.
Hypothesis 8a: The promotional campaigns such as the contests, the raffles with cash prizes, gifts or excursions, free tastings of an assortment of breads etc., greatly influencing the decision purchasing consumers.
Hypothesis 9a: The packaging design influencing greatly the consumer decision purchasing an assortment of bread.
Hypothesis 10a: The fairs and exhibitions in which they participate the industry bakery producers influencing greatly consumer decision purchasing an assortment of bread.
Hypothesis 11a: The websites of companies in the bakery industry influencing small measure the consumer decision purchasing an assortment of bread.

1. Research Methodology

2.1 The decisional problem consisted in obtaining information about the the stimuli and the communicational factors which influence, respectiv determine the buying behavior of the consumers of bread from Arges County.

2.2 Selecting the modality of collection and systematizing of the information

To collecting the data was used as method of collecting information direct research. In this case, information has been collected direct from their bearers. The collectivity to which the information relates - the County Arges population, out of urban area, being numerous respectively 308 698 inhabitants, was a selective research.

2.3 The determination the sample size and the choice the sampling method

As method for the selection of the units in sample was chosen sampling on quota.

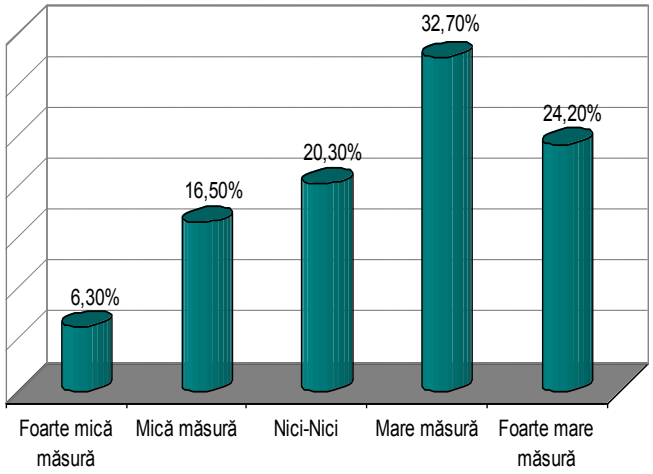
This sampling scheme assumes knowledge of population structure the researched depending on a series of criteria: socio-economics, demographic, geographic and involves a selection to units of the sample based of some quotas of the selection previously laid down depending collectivity structure investigated.

Given the fact that through the use of quotas, the excerpt sample is representative for the population researched through of three characteristics and by analogy with a selective research of survey type, in which a sample representative for a population whose dispersing is unknown and for a level of significance of 0.05 and MPE + / - 4% is 600 people.

2.4 Processing, analysis and interpreting information

Results of process processing, and analysis and interpreting information are shown below.

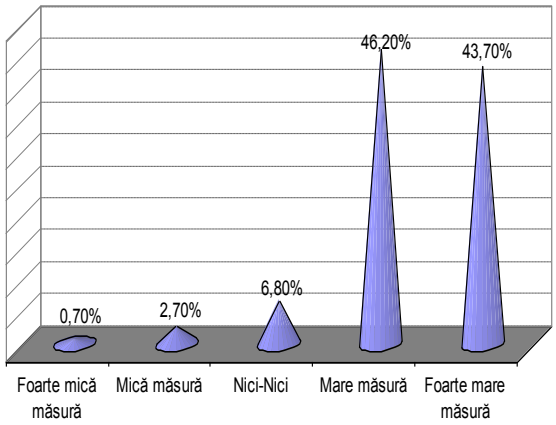
Concerning the price factor is found that a share of 32.7% of total respondents what were part of the sample investigated appreciates that this influence them to a large extent decision to choose an assortment of bread. A share relatively low (16.5%) of the total sample constituted is owned by the persons for whom the price counts, but little extent, in regarding the choice an assortment of bread. At the same time, a share of 20.3% of respondents believe that the price represents a factor which not influence their decision of choice of an assortment of bread.



The graph 1. Extent to which the price affects decision the consumers regarding the the choice of an assortment of bread

It follows that hypothesis 1 is accepted, which means that the majority respondents who were part of the sample investigated considers the price as an factor which greatly influencing their decision to choose an assortment of bread.

Regarding the quality factor, it is found that a significant share (46.2%) of total respondents what were part of the sample investigated appreciates that this influencing to a large extent their decision to choose an assortment of bread. A very small share (2.7%) of the total sample constituted is owned of the persons for whom quality counts little extent in regarding the choice an assortment of bread. At the same time, a share of 6.8% of the respondents consider the quality as being a criterion who does not influencing their decision to choose an assortment of bread.

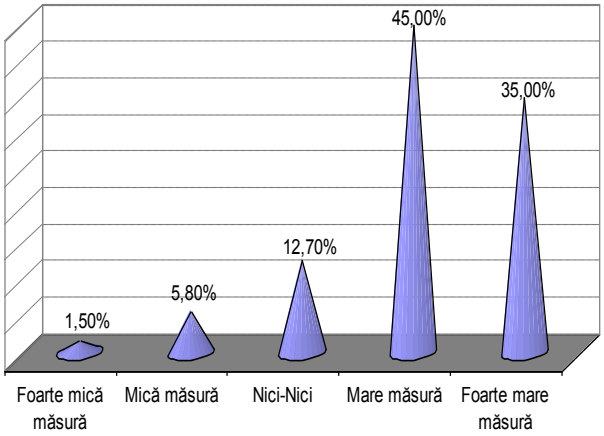


The graph 2. Extent to which the quality affects decision the consumers regarding the the choice of an assortment of bread

It follows that hypothesis 2a is accepted, which means that most of the respondents what were part of the sample investigated considers quality as being an factor which greatly influencing their decision to choose an assortment of bread.

Regarding the nutrition factor is found that a significant share (45.0%) of total respondents what were part of the sample investigated appreciates that nutrition influencing a large extent their decision to choose an assortment of bread. At the same time is found that quite low a share (5.8%) of the total sample constituted is owned of the persons for whom nutrition counts little extent in regard to the choice an assortment of bread. A

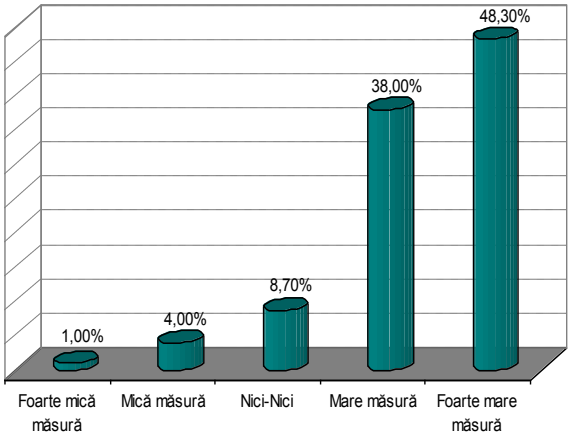
share of 12.7% of respondents consider that nutrition represents a factor which not influence their decision of choice of an assortment of bread.



The graph 3. Extent to which the nutrition affects decision the consumers regarding the the choice of an assortment of bread

It follows that hypothesis 4a is not accepted, which means that most of respondents who were part of the sample investigated appreciates the nutrition as being an factor which greatly influencing their decision to choose an assortment of bread.

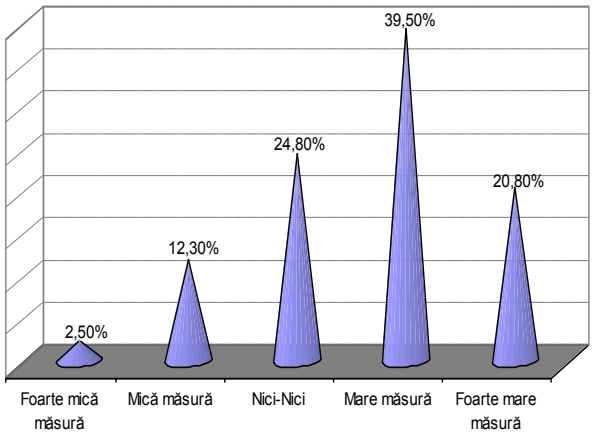
Regarding the food safety factor (using of the protection glove by the seller, conditions for storage - keeping of the bread etc..), is found that any significant share (48.3%) of total respondents what were part of the sample investigated appreciates that food safety influencing in a very large extent their decision to choose an assortment of bread. At the same time is found that any very small share (1.0%) of total sample constituted is owned of persons for whom food security counts only to a small extent on the choice of an assortment of bread. A share for 8.7% of the respondents consider that food security represents a criterion that does not influencing their decision to choose an assortment of bread.



The graph 4. Extent to which the food safety affects decision the consumers regarding the the choice of an assortment of bread

It follows that the hypothesis 5a is accepted, which means that most of the respondents what were part of the sample investigated considers food safety as being an factor which influencing in a very large extent their decision to choose an assortment of bread.

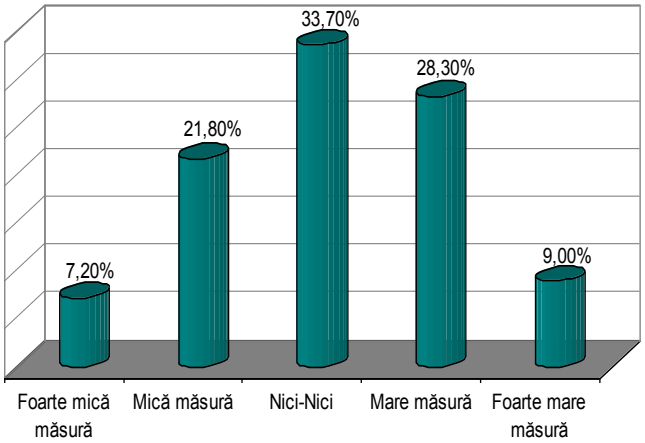
Regarding the education factor (informing the as accurate as possible and correctly consumers), is found that any significant share (39.5%) of total respondents what were part of the sample investigated appreciates that education influencing to a large extent their decision to choose a an assortment of bread. A share relatively low (12.3%) of total sample constituted is owned of the persons for whom education counts little extent in regard to the choice an assortment of bread. At the same time 24.8% of respondents consider that education is a criterion that does not influencing their decision to choose an assortment of bread.



The graph 5. Extent to which the education affects decision the consumers regarding the the choice of an assortment of bread

It follows that hypothesis 6a is accepted, which means that the majority respondents who were part of the investigated sample values education as being an factor which greatly influencing their decision to choose an assortment of bread.

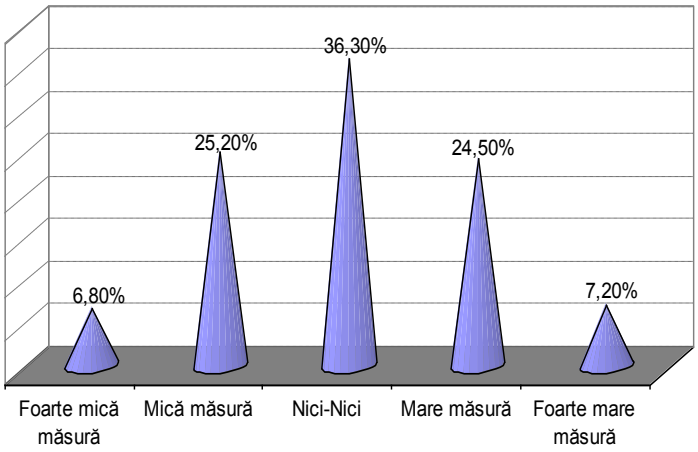
Regarding the communicational message of the rational type who aims informing the consumers about the objective characteristics (price, quality, features, etc.) of an assortment of bread, it is found that a share of 28.3% of total respondents what were part of the sample investigated appreciates that the communicational message of the rational type influencing to a large extent their decision to choose an assortment of bread. At the same time, a share of 21.8% of the total sample constituted is owned of the persons for whom a communicational message of the rational type, designed for a specific assortment of bread, counts little extent in terms of their decision to choose an assortment of bread. A share of 33.7% of respondents consider that a communicational message of the rational type could not influencing their decision to purchase an assortment of bread.



The graph 6. Extent to which a communicational message of the rational type influencing consumer decision to purchase an assortment of bread

It follows that hypothesis 7a is accepted, which means that a communicational message of the rational type designed for a specific assortment of bread influencing greatly their decision to choose an assortment of bread.

Regarding a communicational message of the emotionally type aimed at the emotions and feelings receiver, designed for a specific assortment of bread, it is found that a share of 25.2% of total respondents what were part of the sample investigated appreciates that a communicational message of the emotionally type might influencing in a small extent their buying decision. A share of 24.5% of the total sample constituted is owned by the persons for which a communicational message of the emotionally type designed for a specific assortment of bread, counts little extent regarding the its purchasing decision. At the same time 36.3% of respondents consider that a communicational message of the emotionally type could not influencing their decision to purchase an assortment of bread.

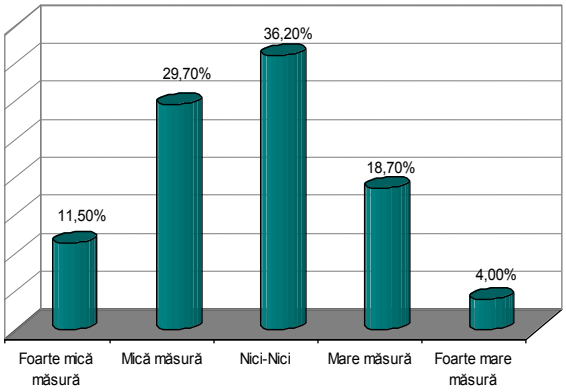


The graph7. Extent to which a communicational message of the emotionally type influencing the consumer decision to purchase an assortment of bread

It follows that hypothesis 8a is accepted, which means that a communicational message of the emotionally type , designed for a certain sort of bread, influences to a small extent the consumer's decision to purchase it.

Regarding the advertising through media such as TV, radio, newspapers, is found that a share of 29.7% of total respondents who were part of the sample investigated appreciates that it could have a small influence on their decision purchasing an assortment of bread.

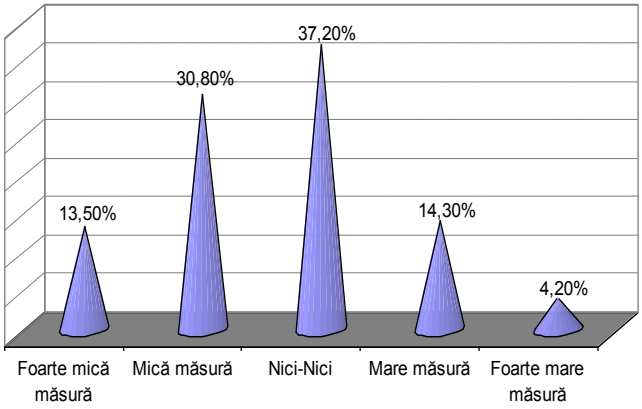
A share for 18.7% of the total sample constituted is owned by the persons for whom advertising through mass-media influencing in a large extent their decision to purchase a assortment of bread. At the same time it is found that a share of 36.2% of respondents agree that advertising through mass media could not influence their decision purchasing an assortment of bread.



The graph 8. Extent to which advertising through mass-media influencing the consumer decision to purchase an assortment of bread

It follows that hypothesis 9a is accepted, which means that advertising through mass media influencing in a small measure the decision of consumers purchasing for an assortment of bread.

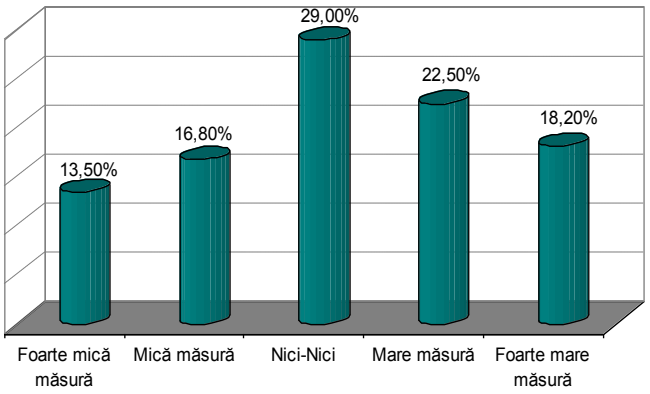
As regards the promotional campaigns such as the contests, the raffles with cash prizes, gifts, trips, free tastings an assortment of breads etc. is found that a share of 30.8% of total respondents who were part of the investigated sample considers that these could have a minor influence on purchasing their decision. A relatively low share (14.3%) of the total sample constituted is owned by persons for the promotional campaigns counts largely in the decision purchasing an assortment of bread. At the same time it is found for that 37.2% of respondents the promotional campaigns no counts in the decision of buying an assortment of bread.



The graph 9. Extent to which the promotional campaigns influencing the consumer decision to purchase an assortment of bread

It follows that does not accepted hypothesis 10a, which means that the promotional campaigns such as the contests, the raffles with cash prizes, gifts, trips, free tastings for an assortment of breads etc., influencing in a small measure the consumer decision purchasing.

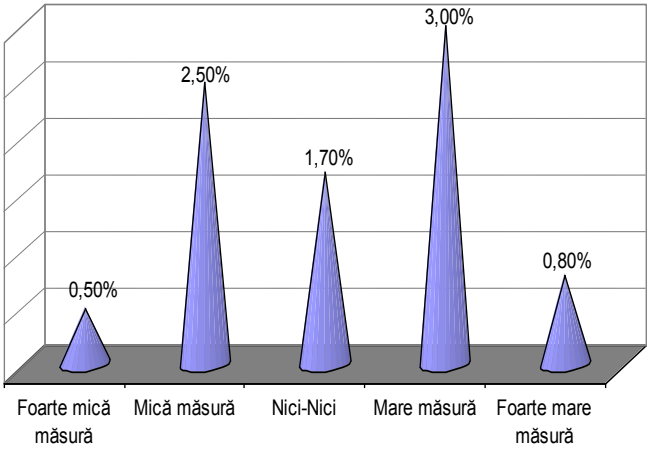
Concerning the package design is found that a share of 22.5% of the respondents who were part of the sample investigated appreciates that it could largely influence their buying decision of an assortment of bread. A share of 16.8% of the total sample constituted is owned by the persons for whom packaging design counts slightly in relation their decision purchasing an assortment of bread. At the same time, it is found that 29.0% of respondents agree that packaging design could not influence their decision purchasing an assortment of bread.



The graph 10. Extent to which the packaging design influencing the consumer decision to purchase an assortment of bread

It follows that the hypothesis 11a is accepted, which means that packaging design influencing greatly the consumer decision purchasing for an assortment of bread.

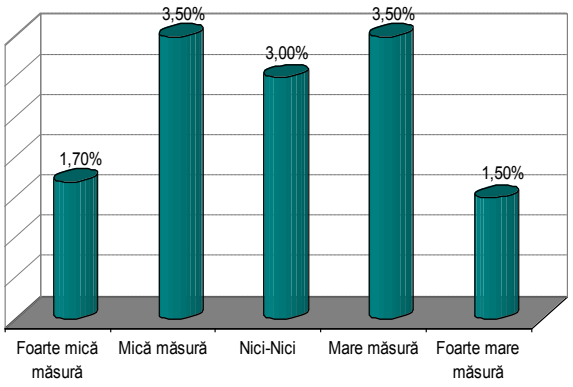
With regard the fairs and exhibitions in which they participate the producers in bakery industry, is found that a considerable share (91.5%) of total respondents who were part of the investigated sample has never participated at such an event. At the same time a rather low share by the total sample investigated (8.5%) is represented by persons who participated at such events. Of these, 3.0% were influenced greatly by the presence of producers at the fairs and exhibitions respective in regard the purchase decision an assortment of bread, and 2.5% were influenced to a small extent.



The graph 11. Extent to which the fairs and exhibitions in which they participate the industry bakery producers influencing the consumer decision to purchase an assortment of bread

It follows that hypothesis 12a is accepted, which means that the fairs and exhibitions in which participate the producers in the bakery industry influencing in greatly consumer decision to purchasing an assortment of bread.

With regard to the websites of companies in the bakery industry, it is found that a significant share(87.2%) of total respondents who were part of the investigated sample have never used the Internet for information on the products offered by thereof. At the same time a rather low share the total sample investigated (12.8%) is constituted of the persons who used the Internet in this sens. Of these, a percentage of 3.5% were influenced largely, as a result of accessing the websites in question, in regard the decision the purchasing of a assortment bread and also a proportion of 3,5% were influenced in a small extent.



The graph 12. Extent to which the websites of companies in the bakery industry influencing the consumer decision to purchase an assortment of bread

It follows that the hypothesis 13a is accepted, which means that the websites of companies in the bakery industry influencing in a small measure the consumer decision purchasing for an assortment of bread.

2. Conclusions

In a landscape where communication is controlled by the consumer, through a dynamic process of learning, the result is reducing the efficiency of traditional marketing communication. Therefore, today's organizations need to approach in an integrated manner this using a mix of communication tools such as advertising, sales promotion, direct marketing, sales representatives, public relations, online communication, etc.

The integrated marketing communication process should start from the outside, from the consumer (outside-in) to identify those means of communication that best meet the information needs, but and the reasons for which the customer buys a product or service, and continues in the inside of the company (inside-out), to identify the sources of contact and the communication vehicles, in order to create and maintain interactive relationships with customers.

As a result of the process to analysis and interpretation of information obtained from quantitative research undertaken among the consumers of bread in Arges county, can be drawn the following conclusions relevant to the purpose of the research:

The price may be an motor element able to trigger the the reaction of the receptor, as well as an element of attraction on the content of a message communicational on rational type, designed for a certain sort of bread. ***The quality*** is not an element of attraction for the content of a message communicational of the type rational or emotional designed for a particular assortment breads. ***The nutrition*** can be a motor element capable to trigger the the reaction of the receptor, as well as an element of attraction for the content of a message type communicational both rational and emotional, designed for a certain assortment of bread. ***Food security*** may be an element of attraction on the content of a communicatiional message both the type emotionally and rationally, designed for a specific assortment of bread. ***The education*** may be an motor element capable to trigger the the reaction of the receptor, as well as an element of attraction regarding the content of a message communicational both emotionally-type and rationally, designed for a certain sort of bread.

A communicational message of the type rational designed for a specific assortment of bread, may prove to be effective if sent by any of the following communication tools: advertising mass media, sales promotion, packaging design, public relations, online communication. ***A communicational message of the emotionally*** type designed for a specific assortment of bread, may prove to be effective if sent by any of the following communication tools: advertising mass media, sales promotion, packaging design, public relations, online communication. ***The promotional campaigns*** used as communication tools for a particular assortment of bread,

does not influence the decision of consumers purchasing, regardless of age, level of education or current occupation. ***The websites*** of companies in the bakery industry, used as means of communication for various breads, does not influence the decision of consumers purchasing, regardless of age, level of education or current occupation.

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