

OPPORTUNITIES TO PROMOTE THE CONSUMPTION OF ROMANIAN FOOD PRODUCTS ON THE GREEK MARKET

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Abstract

Romania and Greece are similar countries in terms of culture, religion, consumer habits. Romania's trade with Greece is not very developed compared with other EU countries, for which it is necessary a better promote Romanian food and consumption of these products on the Greek market. To promote consumption of Romanian foods on Greek market it must be known the preferences of Greeks, must be understood their consumption habits and alimentation. The study is based on an analysis of statistical data regarding trade between the two countries and based on an questionnaire analysis of Greek's consumer preferences for Romanian food. A better promotion of the consumption of these products can be made through fairs and exhibitions, opening of restaurants with Romanian specific, or by organizing Romanian specific events in various occasions.

Key words: *Romanian food products, Greek market, trade, consumers, promotion*

JEL classification: *D12, L66, M31*

1. Introduction

Romanian food products are increasingly popular and sought EU market. Among the main partners of Romania during 2012-2014 we can include: Germany, Italy, France, Hungary, Bulgaria [1] - [3]. Greece ranks 14th in terms of Romania trade with EU member states, for which we try to analyze the trend of trade between Romania - Greece during the period 2012-2014, the structure of these exchanges and the Greek consumer preferences in food in order to establish the Romanian food promotion opportunities on Greek market.

2. Objectives

A prime objective of the study is the analysis of food trade between Romania and Greece. A second objective is to analyze consumer preferences for food Romanian Greek. All this is analyzed in order to achieve another objective, namely, the establishing opportunities to promote the consumption of Romanian food on Greek market.

3. Methodology

This study is based on a statistical analysis of food trade between Romania and Greece. As a starting point were statistical yearbooks and bulletins were international trade of Romania during 2012 - 2014 and Greece's international trade bulletins

This research is quantitative, the hypothesis which we started being that between Romania and Greece international food trade has intensified in the last 3 years.

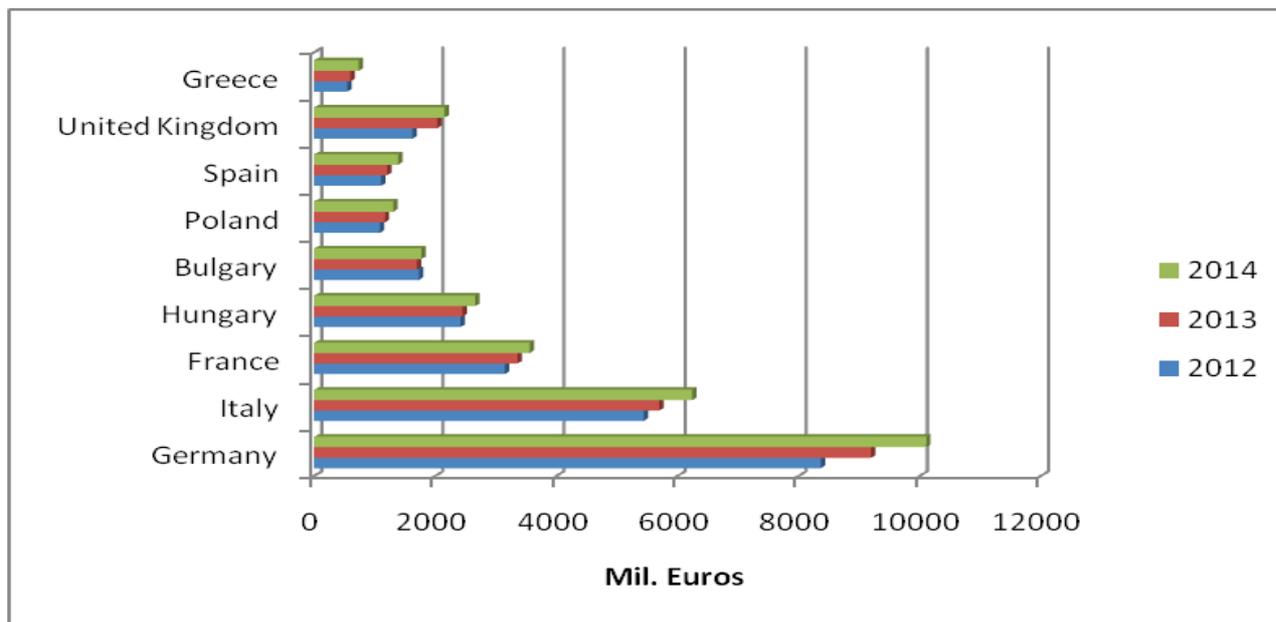
In order to analyze Greek consumer preferences for Romanian food was analysis conducted based on a questionnaire. It has as its starting point the population of the city of Larissa, Greece, survey of a sample of 100 people. The sample structure compared with the population analyzed is representative: gender structure, age structure, incomes structure. The sample was selected with a probability of 95%, 10% error of survey. It was also interviewed a number of 20 people by the Romanian food preferences, interviews of individuals who actually we found the purchase or consumption of these products in shops or restaurants.

The hypothesis from which we started was that the Hellenes know and consume the Romanian food.

4. Food trade between Romania and Greece

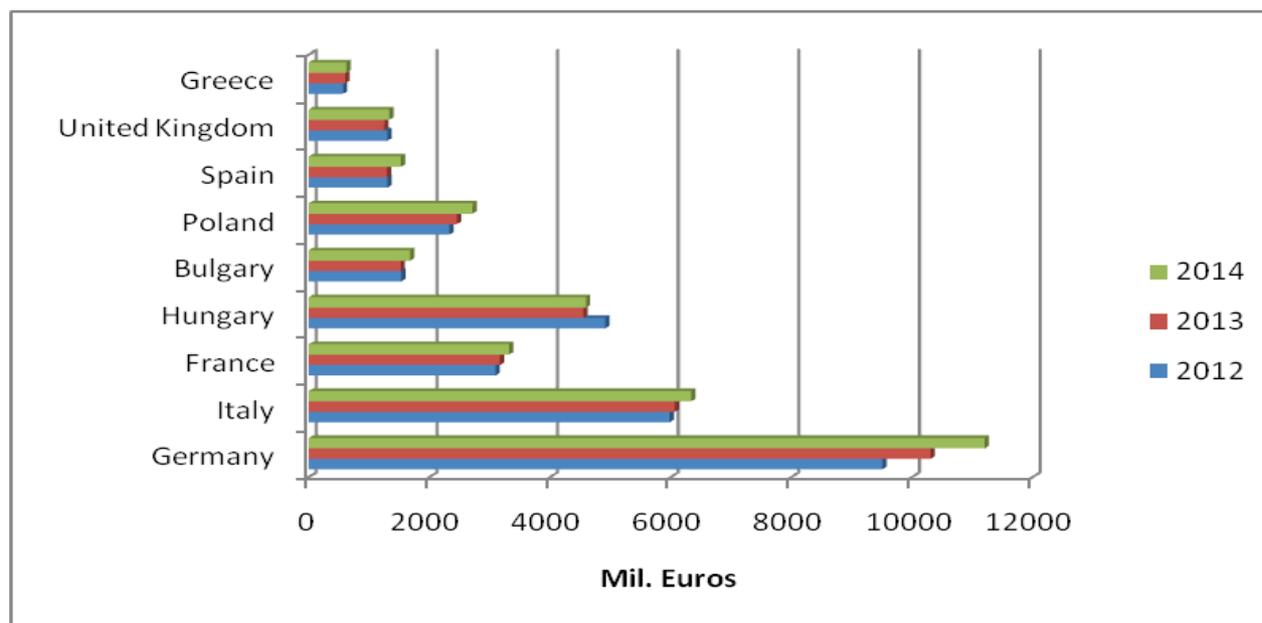
Romania develops trade activities with various products with all EU states. Of these, the partner countries with developing the most intense exchanges at the highest values are: Germany, Italy, Bulgaria, France, Spain, United

Kingdom. Although Greece is a nation very similar in terms of culture, religion, customs, a country where Romanian tourists find the most holiday destinations, trade between the two countries is not among the most developed. From Figure 1 we can realize the scale of export products from Romania to Greece in the period 2012-2014, and in Figure 2 we see the main partner countries for imports during the period 2012-2014.



Sources: International Trade Bulletins 2012 - 2015

Figure no.1 The main UE export partners between 2012 – 2014



Sources: International Trade Bulletins 2012 - 2015

Figure no.2 The main UE import partners between 2012 - 2014

We see a weak export and import business with Greece, with an average of 630 mil. Euros in export and 598 mil. Euro on import.

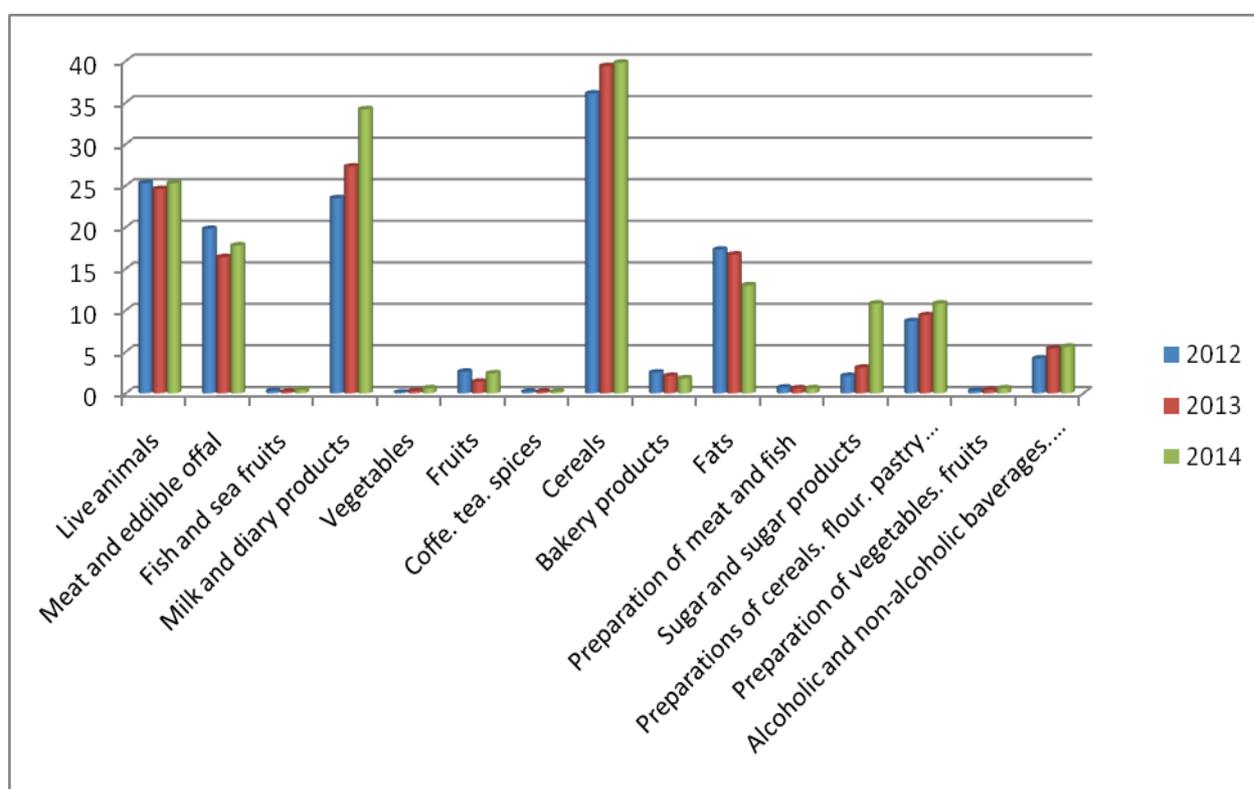
Better promotion of Romanian products on the Greek market could lead to increased trade between the two countries.

Analyzing these exchanges on food categories, we see the following structure in Romania's trade with Greece (Table no. 1, Figure 3 and Table no.2 exports, imports Figure 4):

Table no.1 Food products' FOB exports in Greece between 2012 – 2014
Millions Euro

Categories	2012	2013	2014
Live animals	25,3	24,6	25,3
Meat and eddible offal	19,8	16,4	17,8
Fish and sea fruits	0,3	0,2	0,4
Milk and diary products	23,5	27,3	34,2
Vegetables	0,1	0,3	0,6
Fruits	2,6	1,4	2,4
Coffe, tea, spices	0,2	0,2	0,2
Cereals	36,1	39,4	39,8
Bakery products	2,5	2,1	1,8
Fats	17,3	16,7	13,0
Preparation of meat and fish	0,7	0,6	0,6
Sugar and sugar products	2,1	3,1	10,8
Preparations of cereals, flour, pastry products	8,7	9,4	10,8
Preparation of vegetables, fruits	0,3	0,4	0,6
Alcoholic and non-alcoholic baverages, vinegar	4,2	5,4	5,6

Source: International Trade Bulletin 2012 – 2014



Sources: International Trade Bulletins 2012 - 2015

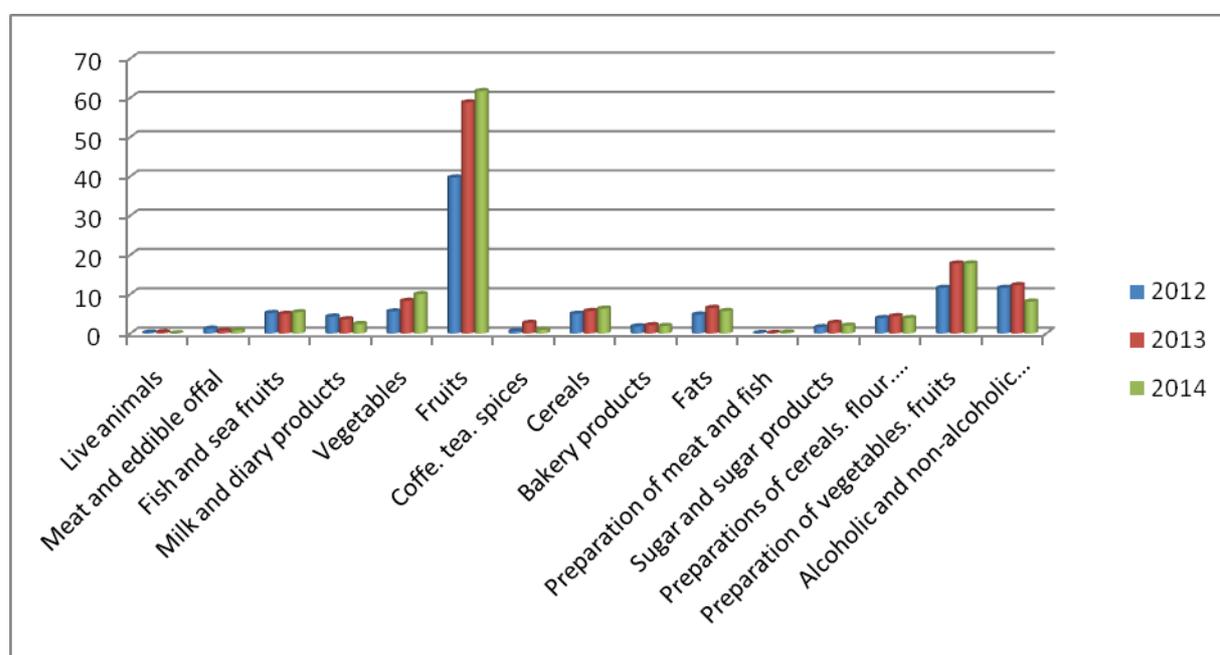
Figure no.3 Food products' FOB exports in Greece between 2012 - 2014

As can be seen from the graph, exports to Greece, the largest in terms of value, are cereals, with an average of 38.4 mil. Euro per year, followed by milk and milk products (28.33 mil. Euro), live animals and meat. It also exports these products increased from one year to another. The lowest values were recorded in export of vegetables and fruits and their preparations, fish and seafood, coffee and spices.

Table no.2 Food products` CIF imports from Greece between 2012 - 2014
Millions Euro

Categories	2012	2013	2014
Live animals	0,2	0,3	-
Meat and eddible offal	1,2	0,7	0,8
Fish and sea fruits	5,2	5,0	5,4
Milk and diary products	4,3	3,6	2,4
Vegetables	5,6	8,3	10,0
Fruits	39,7	58,8	61,7
Coffe, tea, spices	0,6	2,7	0,9
Cereals	5,0	5,7	6,3
Bakery products	1,8	2,1	1,9
Fats	4,8	6,5	5,7
Preparation of meat and fish	0,1	0,1	0,2
Sugar and sugar products	1,6	2,7	2,0
Preparations of cereals, flour, pastry products	3,9	4,4	3,9
Preparation of vegetables, fruits	11,6	17,8	17,8
Alcoholic and non-alcoholic baverages, vinegar	11,6	12,3	8,1

Source: International Trade Bulletin 2012 – 2014



Source: International Trade Bulletin 2012 – 2014

Figure no. 4 Food products` CIF imports from Greece between 2012 - 2014

With regard to food imports from Greece, the most searched on the Romanian market are fruits (especially the exotic ones), fruit preparations, beverages and fats (most demanded as olive oil), fish and seafood. Also, imports of these products have increased in value year by year, as can be seen from Figure No. 4.

5. Greek consumer preferences for Romanian food

Starting from analysis of trade between Romania and Greece, we consider it appropriate to analyze Greek consumer preferences for Romanian food in order to establish Romanian food consumption promotion opportunities in the Greek market.

For this, 100 people were surveyed in Larissa city, Greece, finding that:

- Of the 100 people surveyed, only 72% knew Romanian food, the remaining 28% having no knowledge thereof;
- It only took the questioning of the 72 remaining persons to know their preferences;

- 62.5% of respondents still know these products from friends, 9.7% directly in stores (purchased products out of curiosity), 8.3 from the fairs and exhibitions organized in their country, and 19.4% used Romanian food prepared in restaurants with Romanian specific in Greece;
- Frequency of purchase of these products is quite poor, however 36.11% of respondents stating that at least once a month either consume Romanian food from stores or in Romanian specific restaurants;
- Most frequently, Greeks purchase these products from hypermarkets (56.5%) or at various fairs, the remaining consuming Romanian food prepared at restaurant;
- Most often they are purchased meat and meat products, dairy products, sweets, alcoholic beverages - especially wines, vegetables, and foods in catering establishments;
- The reason for acquiring the products that are as affordable (38.8%) have a special taste (29.1%) have Romanian friends (25%) or they really like these products (6, 9%);
- Ask if they are satisfied with the quality of Romanian food, 77.8% said yes, 22.2% say that the rest can be better;
- Compared with the prices of Greek products, most respondents said Romanian food prices are similar (47.2%) or very beneficial (40.27%);
- Provenance is not essential for Greek consumers, especially considering their quality and price;
- Ask if they met an inadequate Romanian food in terms of quality, the vast majority (91,66) said they were not faced such problems;
- Greek Consumers appreciated Romanian food compared to other food from EU countries on a scale from 1-10 in around 8.2. Which is a good thing for Romanian traders.

6. Establishing opportunities for promoting Romanian food consumption on Greece market

Analysis of trade between Romania and Greece with food led to the determination that this trade is not sufficiently developed, although it would be full potential.

Greeks know certain Romanian foods, especially certain meat products, milk preparations, confectionery and products that serve catering Romanian cuisine in Greece.

However, better promotion of these products should lead to a better knowledge from the Greek population and an increase in consumption of Romanian products and dishes in Greece.

The study releave the necessity for better promotion of Romanian food consumption in Greece. So, I try to find some ways to promote the Romanian food consumption in Greece and I propose some variants.

Promotion possibilities are endless, our advantage is that in Greece there are many Romanian tourists (~ 278,000/year). Greece, being a hospitable country, meets Romanian tourists with various Romanian food preparations that serve not only to restaurants with Romanian specific but also Greek restaurants.

The first place to promote our products in the Hellenic market is at fairs in Greece. In 2015 there were organized three fairs / exhibitions international food where Romanian producing companies were present:

- DETROP-oinos International Fair of Food, Beverages, during the period 12 to 15 March 2015;
- FOOD EXPO GREECE - March 16, 2015, in Athens;
- FRESKON Fruit and Vegetable Fair, 23 to 25 April 2015

Another opportunity for promoting Romanian food consumption is opening a Romanian restaurant in Greece. Examples of this type can be given, most of which open in Athens: La terasa lui Alex (Kato Patissia, Athens), Bingo Grill (din Plateia Attikis, Athens), Dorna din Athens, To Iasio Ahens, La Iași (Athens), nd such examples. A larger number of such restaurants open in most towns and resorts Hellenic would increase Romanian food consumption.

Organizing events with Romanian specific to Greece would also be an opportunity to make known our traditional products.

7. Conclusions

Analysis of food trade between Romania and Greece show that, compared to other EU countries, it is less developed. However, the most popular Romanian food in Greece are: cereals, meat and meat products, milk and dairy products, vegetable and animal fats.

Among the traditional dishes eaten in restaurants with Romanian specific are small, stuffed cabbage, stew, pork traditionally prepared, cake and Romanian wines

Imports from Greece are especially fruits and fruit preparations, beverages, fats (especially olive oil), fish and seafood.

Regarding Greek consumer preferences for Romanian food, a high percentage (72%) know and have consumed these products. Being a country with a high influx of tourists Romanian, Greek population know these foods either in stores or from Romanian friends or from Romanian cuisine restaurants. Friendly and hospitable people, the

Greeks meet the Romanian clients' wishes with Romanian products and preparations, which determines and Greek consumers to purchase these products.

Especially Bio Romanian foods are known, which are appreciate abroad for their quality. Romanian organic products are imported by Greek processors in the rough, to be processed by them and sold on the market.

The affordable price of Romanian food on the Greek market and their quality are important factors in their choice by Greek consumers.

Given all this, we find it appropriate to promote greater Romanian food consumption by: Romanian producers' participation in fairs and exhibitions organized in Greece but also in other EU countries, opening a large number of Romanian restaurants in cities and resorts in Greece and organizing various events with Romanian specific in that country.

Of course a sustained campaign of promotion through advertising, promotion stand, tasting sessions, would lead to be more popular Romanian food in Greece.

8. Acknowledgment

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