

# THE INFLUENCE OF MEAT CONSUMER BEHAVIOR ON THE REDUCTION OF FARMERS' ECONOMIC VULNERABILITY

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## **Abstract**

*Today's consumer is much more attentive to the origin of food, how it was produced or whether agricultural practices respect the environment. Therefore, farmers must adapt production to consumption trends, offering a varied range of high quality and sustainable food. Also, the measures adopted in the last period for animal welfare led to an increase in the quality of the products, as well as the safety of the animals, ensuring the safety of the consumer at the same time. The purpose of the research was to establish the profile of meat consumers by analyzing the preferences for certain types of meat, the frequency of consumption, the source of supply and the criteria that influence the choice of the place of purchase, also presenting their recommendations for producers. The research method was the quantitative survey through the application of the questionnaire, and for the analysis of the data, scaling methods and techniques in marketing were used. The researches showed that 97.6% of the respondents consume meat, of which 45% daily, among the favorites being poultry and pork. Beef and mutton are occasionally consumed by a certain category of consumers, who prefer a higher quality meat, but which in terms of price is less accessible. The results of this study can contribute to farmers' decisions regarding meat production, as well as the orientation towards products that satisfy consumer demands, thus reducing the economic vulnerability of farmers activities.*

**Key words:** consumption preferences; sources of supply; income; Romania