

Evaluation and Monitoring of the Satisfaction of Meat and Meat Products Consumers

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Abstract

The managers have to be focused on clients and satisfy their needs, so that the products meet their expectations. The evaluation and monitoring the consumers satisfaction is very important because it is a managerial instrument which offers the possibility to understand and satisfy the needs of the existing consumers.

In this study we used the questionnaire as research method and after analyzing and processing the data we noticed the consumers preferences related to the meat and meat products consumption, the frequency of consumption and the places from where the consumers procure their meat and meat products.

Keywords: consumers, evaluation, managers, satisfaction

1. Introduction

Whatever techniques, strategies and tools are used, the managers should take into account a very important aspect, namely, the customer who decides whether the company exists or not. Purchasing motivations have mainly a psychological cause which is not easily discovered. Customer satisfaction is a condition that occurs after comparing the quality of a product with its expectations. [1, 4] The focus on customer is justified by many reasons: the expectations are continuously increasing and the companies adapt their products to satisfy these expectations, but the customers get used to the products which are offered and have very high expectations. [3]

People are divided in two categories: those who produce and manufacture products and those who purchase and consume the products so that each individual can be in the same time supplier and customer. [2]

A very important aspect which should not be neglected by the managers is the concern for the customers, continuously trying to satisfy their needs the managers can transform them in loyal customers. The clients' satisfaction is a priority and a condition for the managers' existence and should be focused on high quality services.

2. Materials and methods

This study is evaluating the meat consumption and meat products' consumption among the inhabitants of Timisoara city.

The survey was applied in a supermarket from Timisoara on a sample of 100 persons over 18 years and consisted in several questions with simple or multiple answer variants and at the end of the survey there were questions related to the subjects' status: age, sex, environment, education, income, family members.

3. Results and discussion

The management activities should be correlated with the consumers' needs and wishes.

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This study is useful for managers because has information which can help them identify the satisfaction degree of the customers and to apply this information in order to increase the satisfaction. Thus managers can anticipate the customers' wishes and can improve their offer according to the customers' preferences.

Question: Which is the most important characteristic when buying meat and meat products?

Analyzing the answers we noticed that the most important characteristic when purchasing meat and meat products is the price (89%), then the packaging (8%) and only 3% of the clients are influenced by the producing company.

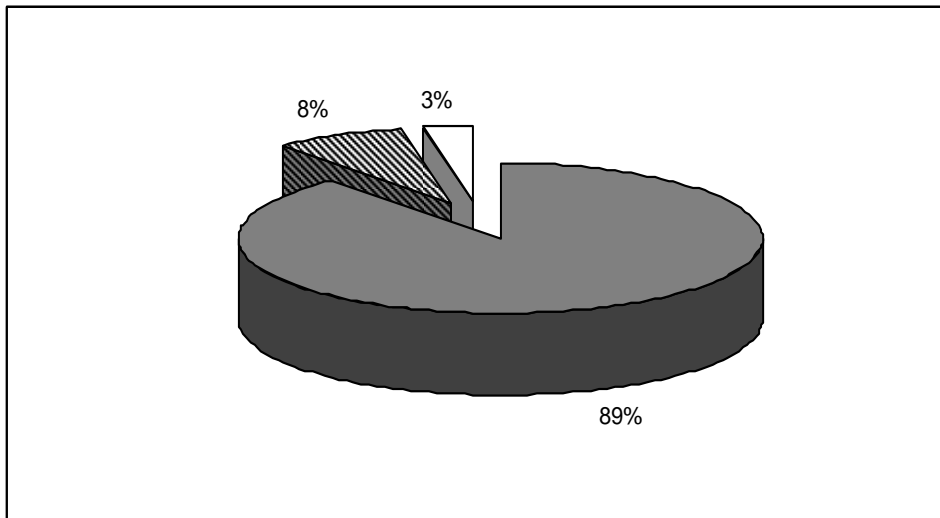


Figure 1. Sample structure according to the characteristics which determine the meat purchasing

Question: Where do you buy most often meat and meat products?

Related to the source of purchasing meat and meat products we notice that 68% of the subjects prefer

the supermarkets, 20% consume from markets and 12% from private producers.

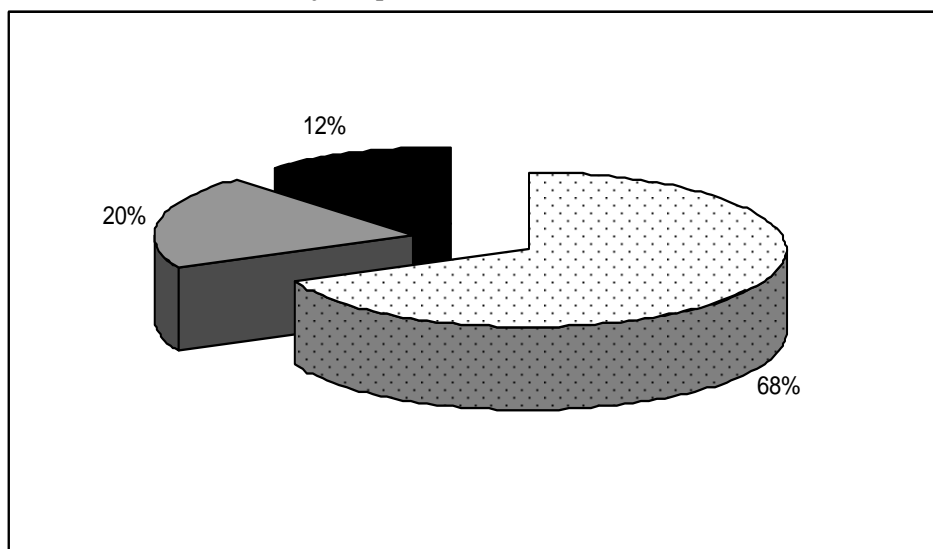


Figure 2. Sample distribution according to the place of purchasing the meat

Question: which are the main types of meat and meat products you are buying, according to your preferences? In figure 3 we can notice that the

majority of the subjects prefer the pork (51%), 37% prefer poultry, 3% fish and 9% beef.

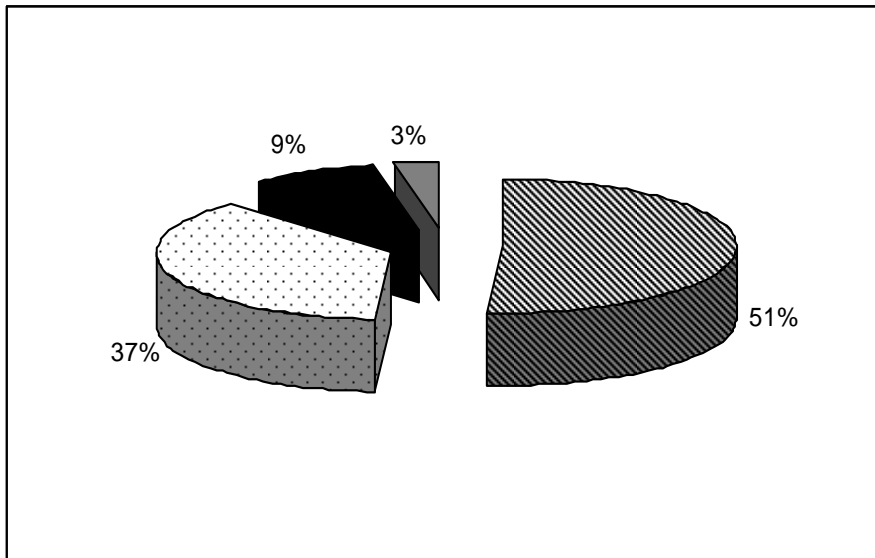


Figure 3. Distribution according to the favorite types

The next question refers to the meat consumption per week.

In figure 4 we can notice that the highest frequency is 3-5 days/week and 64% of the subjects consume meat with this frequency, 30% consume meat and meat products daily and 6%

consume meat and meat products 1 – 2 days per week.

We can notice in this study a very high consumption of meat and meat products.

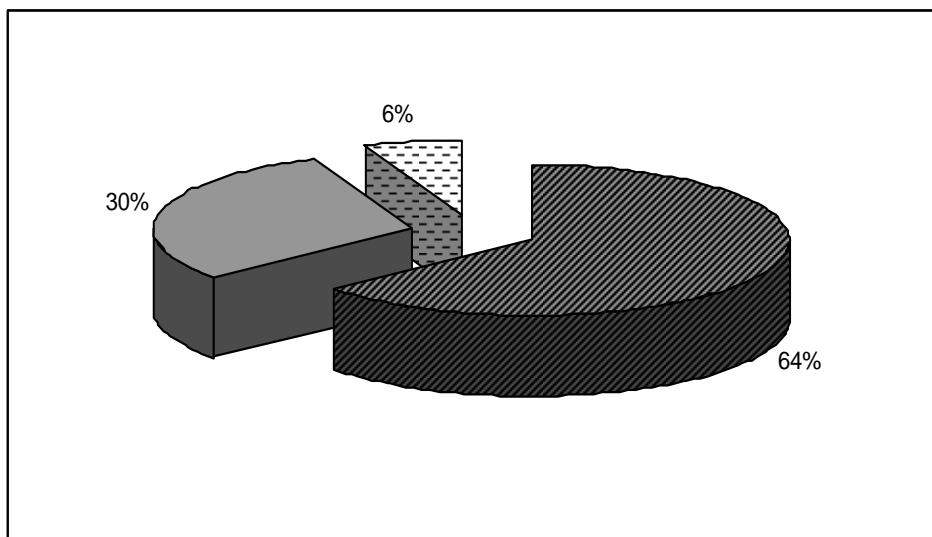


Figure 4. Sample distribution according to the weekly consumption frequency

The persons who wanted to participate in the survey answered also to the question: Are you satisfied by the diversity of meat products?

In figure 5 we notice that 56% of the subjects are satisfied by the diversity of meat and meat products from the

supermarket, but 44% are not satisfied because they want more types of meat products especially fish and fish products.

Another question was: Which is the reason you are coming to this store?

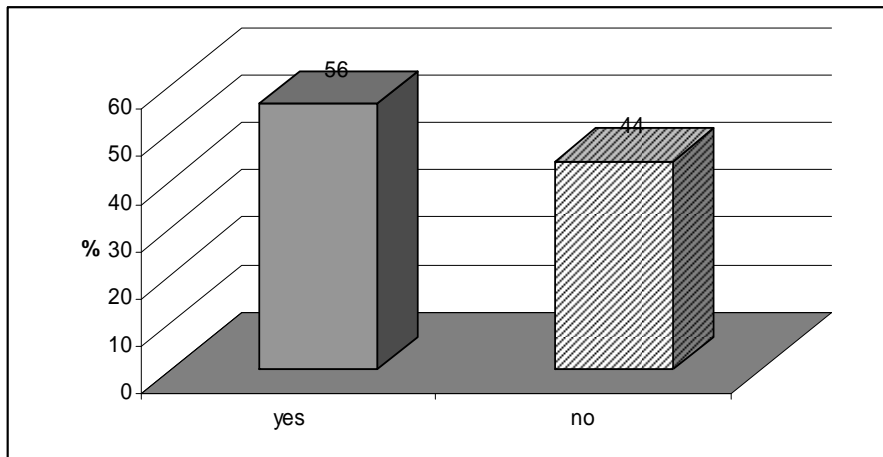


Figure 5 Sample distribution according to the satisfaction degree related to the products' offer

The subjects answer was: 76% quality – price ratio and 24% are visiting the store for the sale offers (figure 6).

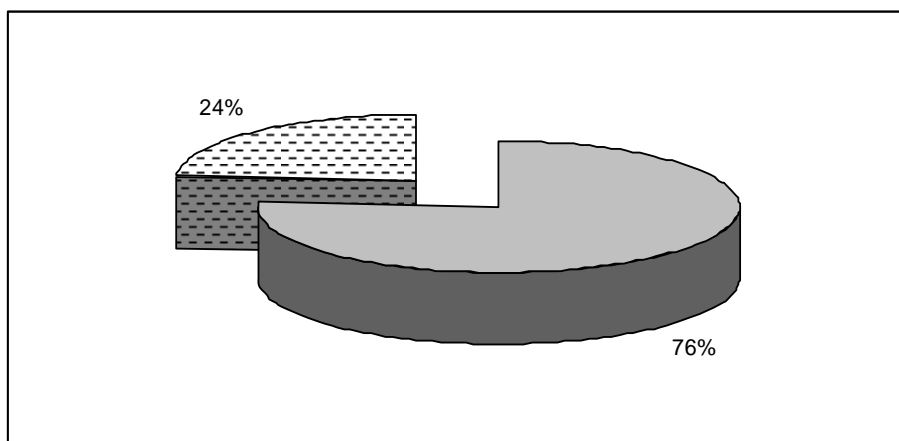


Figure 6 Sample distribution according to the supermarket frequency

4. Conclusions

Analyzing the answers we noticed that the main characteristic for purchasing meat and meat products is the price, the packaging and then the producing company.

56 % of the subjects are satisfied by the variety of meat and meat products from the supermarket but 44% are not satisfied because they want a larger variety of products. 51% of the subjects consume pork, 37% poultry, 3% fish and 9% beef.

Related to the reason for visiting the supermarket, the subjects are attracted by the quality price ratio (76%) and 24% by the sales offers.

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