

CONSUMER BEHAVIORAL CHANGES IN MONTHLY BASKET PURCHASE: TRENDS AND DETERMINING FACTORS

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Abstract

In the context of economic, social and technological transformations in recent years, the purchasing habits of Romanian consumers have undergone significant changes. This study analyses consumer purchasing behaviour in relation to the monthly basket, investigating the influence of factors such as inflation, digitalization, globalization and recent crises. The research focuses on families with two children in the urban area of Dâmbovița County, providing a regional perspective on these trends.

The methodology used includes the opinion poll conducted through face-to-face and online surveys, based on a structured questionnaire. The sample, consisting of 120 families, was selected by a simple random method, ensuring representativeness for the target group. The period and context of data collection allow for an in-depth analysis of how earnings and resources influence purchasing decisions. The study results provide relevant information about the behavioural adaptations of Romanian consumers in the face of current challenges.

Keywords

behavioural changes, consumers, monthly basket, investigation.

JEL Classification

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