

MAXIMIZING BUSINESS IN FARM AGROTOURISM ACCORDING TO CONSUMER PROFILE

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***Abstract:** The products or services offered by the farm can be requested by the consumers only if the marketers understand what the consumers want, how they look at the price, how the promotion is done and why they buy the products and services offered by other agrotourism farms. In order to maximize agrotourism business, must be established an order of farm priorities, turnover, profit and revenue, revenue and profit, as well as the need to diversify the farm activity according to the profile of farm tourism consumers. Comparing the result of the shopping experience with what is anticipated, depending on the profile of consumers of farm agrotourism products and services, we consider that it is not only the relationship between the consumer's available budget and price or income and expenses, but also other factors such as the system of impulses, mental states which justify their acquisition or non-acquisition.*

***Keywords:** farm, agrotourism, business*

INTRODUCTION

Marketing of farm agrotourism products and services represents an economic activity that aims to meet the actual and potential requirements of the consumer of farm products. [7, 8, 20] The term "consumer" in agrotourism farms is attributed to visitors visiting the farm, farm tourists and consumers of farm events. Without including the element "consumers of farm products and services", the discussion about effective marketing does not make sense, because any producer acts only in the sense of satisfying the will, satisfying the needs and desires of those who visit the farm, satisfying the needs and desires of those who are accommodated and the satisfaction of the needs and desires of those who consume the products obtained on the farm. [1, 2, 23]

Consumers of farm products and services are characterized from an economic point of view by the option to select from the competitive agrotourism market, they are people who, outside their professional activity, conclude contracts with suppliers of farm products and services and have a budget which they spend it on the purchase of farm goods and services. [16, 24]

In order to maximize purchases of farm products and services within the available consumer budget, the following must be taken into account: [6, 11, 17]

- the profile of potential consumers for defining profiles;
- their economic power;
- zoning of farms; [3, 10, 12, 20]
- the level of consumer preparation;
- age categories.

The analysis of the profile of consumers of farm tourism activities is based on the following characteristics: [4, 5, 9, 13]

- the economic criterion where we distinguish:
 - farm tourists with average incomes;
 - high income farm tourists.
- territoriality criterion:
 - national tourists;
 - international tourists.
- the criterion of education: [15, 18, 21]
 - tourists with higher education;
 - tourists with secondary education;
 - tourists with high school education;
 - other categories: pupils, students.
- age category: [14, 22]
 - children;
 - adolescents;
 - young farm tourists;
 - adults;
 - pensioners;
 - nostalgic for rural accommodation on the farm.

MATERIAL AND METHOD

Because the analysis of the profile of those who visit agrotourism farms is based on several criteria, economic, level of training, and age category, in this study we did research on several agrotourism farms in order to

maximize their business by improving marketing products and services offered by them to consumers of farm activities. These aspects must be taken into account in the analysis of the profile of consumers of farm products and services and the six areas of development of the farm tourist.

RESULTS AND DISCUSSIONS

The development areas of farm agrotourism are related to social, intellectual, emotional, spiritual, character and physical development. Due to the fact that marketing has undergone a great development lately, this process of improvement must be oriented towards the following directions, deepening the marketing research itself, improving marketing on conceptual and applicative level, studying consumer behavior and researching the type of consumers.

Consumer behavior is represented by what they buy for consumption on the agrotourism farm, the services purchased and why they purchase certain products and services. We believe that consumer behavior must also assess the influence it has on visiting groups, who stay at the agrotourism farm, requiring an interdisciplinary approach, due to the multiple processes that influence the behavior from an economic point of view. Often those who deal with marketing through the products and services offered on the farm, fail to get them to buy these products or services. The products or services offered by the farm may be requested if the marketers understand the following:

- what consumers want;
- how they look at the price;
- how to promote;
- why they buy products/services offered by other agrotourism farms.

Expectations are constantly evolving, which is why farmers need to consider:

- the new type of consumer of farm products and services;
- responsible consumers, having to harmonize products and services with the values they share, paying attention to: the social, environmental, ethical characteristics of the products and services they buy.

Marketing strategies must be focused on analyzing the behavior of consumers of farm products and services, trying to understand:

- the way of thinking, rationalizing and choosing the alternatives available on the farm;

- the influence of the social environment, the degree of culture, incomes and information flows;
- time of purchase;
- the way in which the decisions taken influence the knowledge, quality and technologies of obtaining;
- the strategies proposed to be achieved;
- consumers' motivations depending on the importance of the products/services;
- interest of products/services for consumers.

Attitudinally, the consumer expresses what he feels and the behaviors are not observable, and if he is satisfied he returns to the farm. The attitudes of these consumers are based on:

- existing opinions - what he thinks about the farm product or service;
- what the farmer offers as a guarantee that the product or service is genuine;
- the affective dimension of the agrotourism product or service;
- the conative dimension - the intention to buy or refuse from the farm pantry.

The analysis of these aspects regarding the products and services offered by the farm depends on the decision to prefer the accommodation on the farm, to choose to practice a certain form of tourism. These attributes can be:

- important: they meet expectations and are typical of the known.
- determinants: because they differ from other products/services offered and respect traditional technologies.
- striking: being noticed at the time of choice and became specific to the agrotourism farm.

Comparing the outcome of the acquisition experience with what you anticipate results in what is called post-acquisition satisfaction. Regarding the purchase of agrotourism farm products/services, we consider that it is not only about the relationship between the consumer's available budget and price or income and expenses, but also about other factors such as:

- the system of impulses, mental states that justify the purchase or non-purchase - reasons for the purchase or non-purchase of a certain agrotourism product/service;
- nostalgia for country life - affection for the product;
- satisfying the needs that determine them to return to the farm;
- repeatability of consumption;
- consumption habits.

However, we also find that consumer behavior is also influenced by other factors that systematically contribute to the visit of the agrotourism farm:

- the internal structure of the consumer;
- endogenic factors;
- appreciation of rural life on the farm;
- living environment;
- exogenous factors;
- rural roots.

We believe that in the endogenous factors, the consumer of agrotourism products/services emphasizes the observation, the knowledge of influences directly observable, but here can also be included the factors of nature: demographic, economic, marketing mix and situational. In the category of observable influences that have an influence on behavior, there are also specific variables of the marketing mix, product policies, price, distribution, promotional.

An important role in the manifestation and formation of the behavior is played by the product/service offered, respectively its characteristics and the way of presentation made by the farmer.

Within the agrotourism farms there are three commercial objectives: financial - the turnover, the profit achieved by the agrotourism farm - the revenues realized in a certain period of time. In order to maximize these objectives for a certain period, an order of farm priorities, turnover, profit and revenue, as the need to diversify farm activity must be established.

In order to maximize revenue, the following options must be considered:

- granting discounts on sales of products/services with effects on:
 - a. increase sales;
 - b. profit reduction;
 - c. increase in revenues.
- granting grace periods to payments to loyal visitors with effects on:
 - a. increase sales;
 - b. reduction of revenues;
 - c. increase profit.

To maximize profit, the following must be done:

- marketing of products/services that produce high profit with effects on:
 - a. profit increase;
 - b. reduction of turnover;
 - c. increase the turnover by granting loans to loyal customers.

- reviewing the discount policy with effects on:
 - a. profit increase;
 - b. reduction of turnover;
 - c. reduction of revenues.

We recommend the following actions to maximize revenue:

- special offer for events, holiday offers with major effects on:
 - a. decrease in prices;
 - b. increase in turnover;
 - c. decrease in profit.
- customer focus that will have the following effects:
 - a. increase of farm revenues;
 - b. decrease in sales of products/services;
 - c. profit reduction.

We believe that there is interdependent connection between the 3 dimensions of the business, relationships that need to be managed and optimized by:

- setting financial priorities;
- the stages of farm development;
- possibilities for developing a new activity;
- diminishing an activity according to needs.

CONCLUSIONS

Marketing strategies must be focused on analyzing the behavior of consumers of farm products and services, trying to understand the way of thinking, rationalizing and choosing alternatives available on the farm and the influence of social environment, culture, income and information flows, the time of purchase. In order to maximize the business in farm tourism according to the consumer profile of agrotourism products and services, we must take into account the profile and needs of agrotourists and design new products and services in the farm activities, to provide guarantee and credibility to the consumer. Farm-specific products and services that are not found on other farms indicate that they are of good quality and the farm is successful. The consumer is convinced that he has chosen the best alternative even if there are similar products and services on the agrotourism market at lower prices, because the characteristics that determine their economic efficiency and positively influence the market are the degree of product specificity, its ability to withstand innovation, market stability and the ability to increase farm sales.

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