

# Economie-Inovație-Comunicare-Universitară

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**WASTE FOOD VISION**



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2	ARDELEAN Daiana Flavia	Technical University of Cluj Napoca Faculty of Sciences Romania
3	ENE Ioana	Technical University of Cluj Napoca Faculty of Sciences Romania
4	FASIE Florin	Technical University of Cluj Napoca Faculty of Letters Romania
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8	MOISA Andreea	Technical University of Cluj Napoca Faculty of Sciences Romania
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10	MUREȘAN (GAFTON) Oana Roxana	Technical University of Cluj Napoca Faculty of Sciences Romania
11	OROS BALINT Larisa Maria	Technical University of Cluj Napoca Faculty of Sciences Romania
12.	ȘPAN Rebeca	Technical University of Cluj Napoca Faculty of Sciences Romania



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1	LUPȘE Cozmina Georgiana	Survey on banking institutions
2	ARDELEAN Daiana Flavia	Analysis of the impact of promotions and discounts on sales
3	ENE Ioana	The impact of prices and promotions on food purchasing behavior
4	FASIE Florin	Consumer analysis of ecological products
5	GRAD Ana Maria	Degree of consumer satisfaction regarding the implementation of loyalty programs in supermarket
6	LATIȘ Gabriela Antonia	The impact of reviews on purchasing decisions and assessing customer satisfaction in home appliance retail
7	MAN Mihai	Quality management regarding communication techniques
8	MOISA Andreea	The influence of employee satisfaction on work quality
9	MORAR Anamaria	Cosmetics behavior of Romanian consumers
10	MUREȘAN (GAFTON) Oana Roxana	Analysis of the degree of satisfaction of service users
11	OROS BALINT Larisa Maria	Analysis of consumer behavior of organic products
12	ȘPAN Rebeca	Analyzing the quality of services and products using customer satisfaction in the retail sector

# **SURVEY ON BANKING INSTITUTIONS**

**LUPȘE Cozmina Georgiana**  
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**Abstract:** *I chose this topic because in recent years, technologies have advanced considerably, and an increasing number of people choose to make online payments, thus becoming customers for various banks. In terms of the economy, numerous transactions initiated by various economic entities take place every day. Any transaction, whether it involves the purchase of goods, financial assets or services, consists of two main aspects: the delivery of goods or services and the transfer of funds, either through cash payments (in banknotes and coins) or from accounts held at banking institutions. The payment system is also based on institutions that provide payment accounts, instruments and services to customers (including consumers, companies and public administrations), as well as on organizations involved in the provision of payment, clearing and settlement services (such as interbank funds transfer systems).*

**Keywords:** *entrepreneur, needs, innovation, management change, quality*

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[http://www.efin.ro/depozite/cont de acumulare/ghid servicii bancare.html](http://www.efin.ro/depozite/cont_de_acumulare/ghid_servicii_bancare.html)  
<https://www.arb.ro/despre-arb/sistemul-bancar-din-romania/>  
<https://www.bnr.ro/Legislatie-financiar-bancara-735-Mobile.aspx>

# ANALYSIS OF THE IMPACT OF PROMOTIONS AND DISCOUNTS ON SALES

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**Abstract:** *Following the opinion survey carried out, we can deduce that the majority of today's active population knows the term food waste. In this study, the resp Promotions and discounts have a significant impact on purchasing behavior, causing a significant portion of consumers to purchase products, including non-essential ones, under the influence of reduced prices. Product utility remains an essential criterion for almost half of consumers, who prioritize functionality and quality over brand or discount percentage, which indicates rational purchasing behavior. The frequency of promotions is perceived by most respondents as balanced, which supports an effective commercial strategy that avoids overexposure to discounts and maintains consumer interest. Brand or store loyalty is not greatly influenced by promotions, with consumers valuing the overall experience and quality of services more than temporary offers.. Promotions can cause consumers to exceed their planned budget, highlighting the psychological effect of discounts on impulse buying and the risk of unforeseen expenses. To obtain relevant information on consumer behavior, we conducted a questionnaire in which we tracked several key indicators. I was interested in finding out how often consumers shopped, where they preferred to shop most often (supermarkets, neighborhood stores, markets, etc.), and what criteria influenced their purchasing choices. In addition, we collected demographic data such as the respondents' age and gender, in order to correlate consumer behavior with these variables.*

**Keywords:** *discount, consumer, brand, promotion*

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# THE IMPACT OF PRICES AND PROMOTIONS ON FOOD PURCHASING BEHAVIOR

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**Abstract:** *The study of the impact of prices and promotions on food purchasing behavior reveals a complex and dynamic interaction between economic factors and consumer decisions. Promotions have an immediate and often significant impact on sales volume. They can attract new customers, encourage larger purchases, and drive brand switching. However, the long-term benefits, such as increased brand or store loyalty, are often limited. It is not just the numerical price that matters, but also the consumer's perception of the value that the product provides. A promotion is effective when it offers a perceived value for money. In conclusion, the impact of prices and promotions on food purchasing behavior is a complex phenomenon, influenced by a multitude of economic, psychological, and demographic factors. Understanding these dynamics is essential for both retailers and consumers. Based on the conclusions resulting from the work carried out, it is necessary to formulate proposals aimed at supporting the development of efficient strategies in the analyzed field, with a particular focus on price optimization. In the context of the current market, marked by fierce competition and increased consumer sensitivity to costs, price reductions and promotional offers are essential tools for stimulating sales and customer loyalty.*

**Keywords:** *market, customer, waste food, demand*

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# CONSUMER ANALYSIS OF ECOLOGICAL PRODUCTS

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**Abstract** *In recent decades, the growing concern about environmental protection, personal health and sustainable development has led to significant changes in consumer behavior. Among these changes, the focus on organic products – products obtained through sustainable methods, without negative impact on the environment and without harmful chemicals stands out. In Romania, the organic products market is in full swing, with an increasing interest shown by consumers, but also with significant challenges such as high prices, insufficient information and the lack of satisfactory diversity. In this context, understanding consumer behavior becomes essential for both producers and retailers, as well as for political decision-makers. This paper aims to analyze the behavior of Romanian consumers in relation to organic products, highlighting the main motivations, barriers, sources of information, as well as the perception of the quality and certification of eco-products. The approach starts from a solid theoretical basis, complemented by applied research on a relevant sample of consumers.*

**Keywords:** *consumer, Eco products, behavior, perception*

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# DEGREE OF CONSUMER SATISFACTION REGARDING THE IMPLEMENTATION OF LOYALTY PROGRAMS IN SUPERMARKETS

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**Abstract:** *In a time when customer loyalty is becoming increasingly difficult to achieve, and relationships, including personal ones, but especially those between consumers and brands, are increasingly unstable and short-lived, loyalty programs are gaining major importance. Through discounts, special offers tailored to purchasing behavior, points or rewards, these initiatives are intensively promoted by restaurants, stores, airlines or hotel chains. Although in Romania the concept of loyalty was adopted later than in Western markets, it quickly gained popularity. What motivates consumers to download apps, use digital or physical cards? The current economic context, marked by the accelerated increase in the cost of living, has led retailers around the world to increasingly rely on these retention tools. In a climate dominated by high inflation, rising interest rates and chain price increases, people are becoming much more careful about how they manage their money. Consequently, shoppers are increasingly attracted to discounts, special offers and competitive prices, choosing those stores that offer them such advantages. The attachment to a particular brand has visibly decreased, and consumer behavior has changed significantly, after years in which the emphasis was placed on premium products, the emphasis is now back on saving. These changes make loyalty programs an essential tool in the strategy of retailers*

**Keywords:** *consumer satisfaction, brand, communication*

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# THE IMPACT OF REVIEWS ON PURCHASING DECISIONS AND ASSESSING CUSTOMER SATISFACTION IN HOME APPLIANCE RETAIL

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**Abstract:** *Online reviews of key tools in the consumer decision-making process are emerging, in connection with the development of e-commerce and the promotion of digitalization of consumer behavior. In particular, the field of device retail often involves significant costs, including technical specifications, other opinions on purchases and a careful analysis of the experience. Modern consumers rely not only on the impact of advertising and recommendations on sellers, but also on the additional information they provide. Online reviews provide not only a subjective perspective on product performance, but also a general barometer of customer satisfaction. At the same time, we are implicitly aware of the impact of retailers working in the device sector, brand images, customer loyalty and online appeals. This paper proposes to analyze the number of online reviews that affect consumers' purchasing decisions and how they reflect them when they are satisfied after being removed. This study focuses on the Romanian retail market and understands the relationship between Romanian consumer behavior and other users' opinions and purchasing decisions. The surveys requested for the related response tests are evaluated in relation to online reviews, trust and effectiveness of purchasing behavior based on consumer settings. In addition, we analyze the correlation between reviews, customer satisfaction and the likelihood of recommending a product or company. This paper combines theoretical approach with practical analysis and offers a current and relevant perspective on the most important phenomena in a digital commercial environment.*

**Keywords:** *consumer satisfaction, reviewers, advertaising, e-commerce*

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# QUALITY MANAGEMENT REGARDING COMMUNICATION TECHNIQUES

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**Abstract:** *In a digitalized and interconnected society, mobile communications have become fundamental to everyday life, both personally and professionally. The rapid evolution of technology from simple voice calls to ultra-fast data transfers and complex integrated services has transformed mobile telephony into a key element of modern infrastructure. In this context, ensuring a high level of service quality has become an essential concern for both telecom operators, authorities and consumers. Quality in telecommunications is no longer defined exclusively by technical parameters, but also by the user experience, which requires an integrated approach to quality management. Aspects such as network coverage, transfer speed, connection stability, customer service or price/quality ratio directly influence consumer satisfaction and loyalty to an operator. This paper aims to analyze how mobile phone users perceive the quality of these services, with the main objective of understanding the degree of satisfaction and identifying the essential factors that contribute to a positive or negative experience. Beyond the theoretical component, the paper focuses on a case study applied to a representative sample of users, offering a practical perspective on the issue of quality in the field of mobile communications. The research methodology involved the development and application of a questionnaire, the results of which were statistically analyzed and interpreted in relation to current quality requirements, both from the perspective of the regulations in force and user expectations. The analysis provides a realistic picture of the current state of mobile services and can constitute a basis for proposals for improvement.*

**Keywords:** *consumer satisfaction, mobile communication, quality*

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# THE INFLUENCE OF EMPLOYEE SATISFACTION ON WORK QUALITY

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**Abstract:** *Work occupies a central place in the structure of human life, influencing both the individual's self-perception and the way in which he relates to social reality. Beyond its utilitarian role, professional activity becomes a space in which personal values are expressed, aspirations are outlined and the individual's deep motivations are manifested. As a significant part of life is spent in the professional area, work acquires a deeply human dimension with direct implications on the quality of life. The relationship between the individual and work has become a subject of increasing complexity, being analyzed from the angle of economic efficiency, but also from a psychological perspective. Currently, professional activity is no longer perceived exclusively as a means of obtaining income, becoming a framework for affirming identity, personal utility and social integrity. Through his activity, the individual projects not only professional skills, but also the willingness to integrate into an interdependent economic system, in which the contribution of each employee influences organizational success. Organizations are increasingly aware of the fact that human resources represent a strategic pillar, and the level of employee satisfaction is directly reflected in the results obtained, thus human capital becomes a primary component in achieving organizational efficiency, and its effective management goes beyond the scope of operational management. Integrating the human dimension into development strategies involves not only capitalizing on existing resources, but also consolidating a climate favorable to active involvement and professional evolution. Therefore, creating a balanced work environment in which employees feel stimulated and appreciated is an indispensable condition for maintaining a high level of work quality and organizational performance. This paper aims to analyze how job satisfaction affects work quality, starting from the conviction that the success of an organization cannot be measured only through quantitative indicators, but also through the psychosocial state of those who contribute to its results. The study of this relationship becomes all the more relevant in the context of the current socio-economic environment, marked by increased workforce mobility, challenges related to staff retention, and the constant need to adapt to increasingly frequent changes.*

**Keywords:** *employee satisfaction, work place, effect, quality*

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# COSMETICS BEHAVIOR OF ROMANIAN CONSUMERS

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**Abstract:.** *The beauty industry in Romania has deep roots and a remarkable evolution. During the interwar period, our country began to assert itself on the European market with high-quality care and beauty products, based on local natural ingredients. Over the decades, the industry has undergone numerous transformations, adapting to global requirements and trends. After the 1990s, with the opening of the market and the influx of modern technologies, the Romanian cosmetics industry experienced a renaissance. Companies began to invest heavily in research and development, using innovative ingredients and advanced formulations. Today, Romanian brands boast top-notch products, recognized for their efficiency and safety. Romania is now a major player in the global cosmetics market, thanks to brands that have built a solid reputation both nationally and internationally. Each brand stands out for using specific ingredients and technologies, which differentiate them in the market. For example, some companies stand out by using thermal water from local sources, recognized for its beneficial properties on the skin. These products are ideal for caring for sensitive skin and treating various dermatological conditions. Others emphasize the use of extracts from local plants, such as sea buckthorn, linden or even acacia honey, ingredients known for their antioxidant and regenerative properties. In the professional cosmetics segment, some Romanian companies focus on developing innovative formulas, combining tradition with the latest scientific discoveries. These products are often used in beauty salons and wellness centers. Private label cosmetic products manufactured in Romania place particular emphasis on the safety and efficiency of the ingredients used. Private label brands work closely with local suppliers to ensure the quality of local ingredients. These collaborations guarantee that the ingredients are harvested and processed under conditions that preserve their beneficial properties.*

**Keywords:** *traditional products, national producers, label products, consumer*

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# ANALYSIS OF THE DEGREE OF SATISFACTION OF SERVICE USERS

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**Abstract:** *Consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. This study is crucial because it helps companies understand what influences the way consumers buy and use products. Thus, it provides organizations with a detailed perspective on customer preferences and needs, allowing them to create personalized products and services. By identifying behavioral patterns and motivational factors, companies can anticipate changes in market demands and quickly adapt their offerings. Also, understanding consumer behavior contributes to the development of better targeted marketing campaigns that resonate with the target audience and generate a positive impact on the brand. Thus, the analysis of consumer behavior becomes an essential tool for increasing the competitiveness and long-term success of any business.*

**Keywords:** *organic products, cosumer, supply chain, market, quality*

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# ANALYSIS OF CONSUMER BEHAVIOR OF ORGANIC PRODUCTS

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**Abstract:** *The paradigm of the eco-friendly consumer has emerged relatively recently in Romania, developing visibly only in the last decade. Although a standardized ideal profile of the eco-friendly consumer cannot be identified, there are numerous particularities and differentiations depending on the product segment — from food and clothing, to nutritional supplements or natural cosmetics. These are increasingly promoted by an increasing number of companies, especially in retail chains and supermarkets. An essential role in shaping this trend is played by active users of the online environment, who, according to quantitative and qualitative research, are the most receptive to eco-friendly marketing messages. They show a high level of involvement, both individually and collectively, towards products that promise innovation within an economy of responsible consumption or of ultra-consumerism with sustainable values. The best-selling organic products are currently those in the food category and nutritional supplements. At the same time, there is a niche of eco products in the clothing sector, which attract especially high-income consumers interested in exclusivity and sustainable trends. Thus, a distinct typology of the consumer of eco or organic products is emerging. This typology cannot be generalized to all social categories, especially in the case of eco clothing products, where prices can reach significant values, in the order of thousands of euros – such as, for example, sustainably produced natural furs. However, the majority of consumers of eco products, estimated at approximately 70%, are represented by people attracted by novelty, quality and durability, especially in the context of a favorable quality-price ratio. The main objective of the paper is to draw clear and concise guidelines for the behavior of the professional end consumer, in the context of the organic products market.*

**Keywords:** *behavior, consumer, organic products, quality*

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# ANALYZING THE QUALITY OF SERVICES AND PRODUCTS USING CUSTOMER SATISFACTION IN THE RETAIL SECTOR

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**Abstract:** *Customer satisfaction is a fundamental concept in marketing and business management, referring to the subjective perception of customers on the products or services they purchase. This shows how well the product, service or shopping experience fulfills. Customer satisfaction plays an important role in the success of a business, influencing customer loyalty, the likelihood of recommendation, and implicitly the company's revenue. The analysis of customer satisfaction in food retail has the role of identifying the level of customer satisfaction and highlighting the aspects that need improvement. This is essential for optimizing sales strategies, customer loyalty and increasing competitiveness in the market. The main purpose of the analysis is to understand the consumer perception of the products and services offered by a food retailer. This assessment aims to identify the factors that influence customer satisfaction, detect problems and create effective strategies to improve services and increase customer loyalty. I chose this topic because customer satisfaction is an essential indicator of performance in the retail sector, directly influencing consumer loyalty, brand image and long-term profitability. In an increasingly competitive market, the quality of services and products offered is becoming a key differentiator, and its evaluation through the lens of customer experience is crucial for the success of a company. Through this paper I propose to analyze how customer perceptions and feedback can be used to constantly improve the commercial offer, thus contributing to the development of a sustainable and consumer-oriented business.*

**Keywords:** *customer satisfaction, retail sectors, quality, decision*

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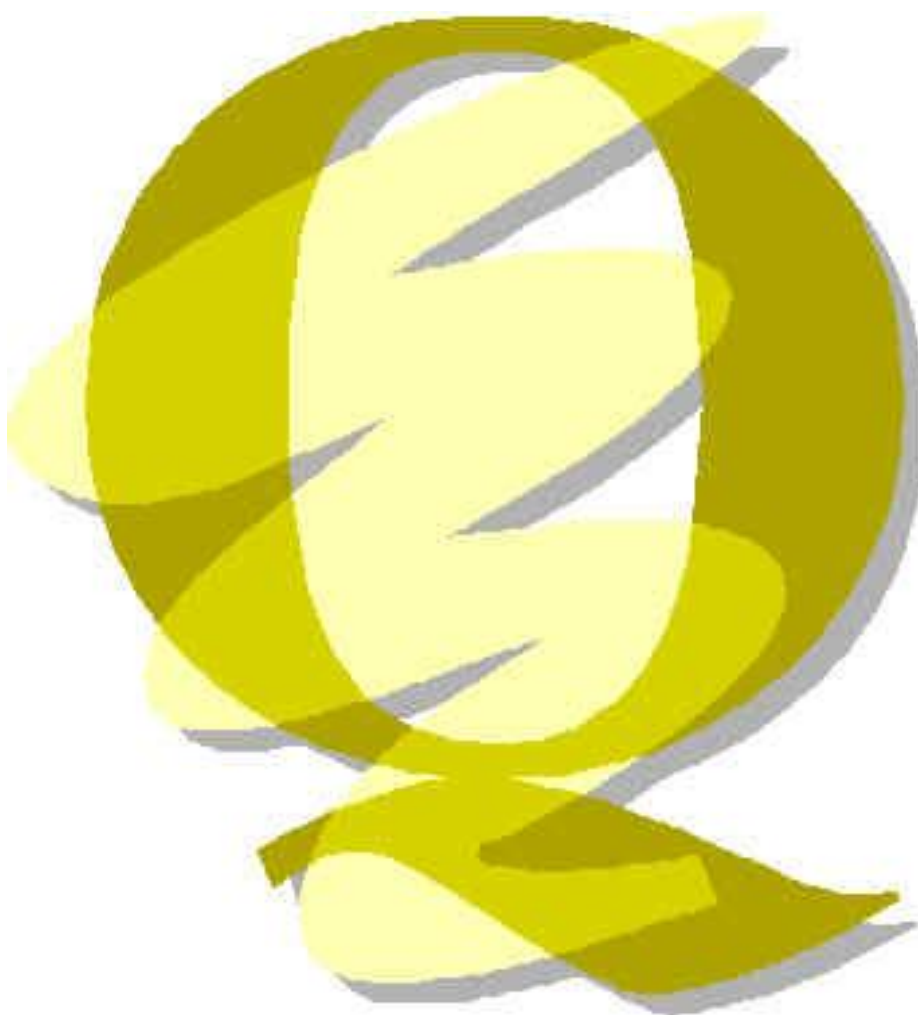
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