

## **Profile Evolution Analysis of the Persons with a Healthy Lifestyle**

**Mihai Ioan Rosca**

The Bucharest University of Economic Studies  
mirosca@ase.ro

**Laura Daniela Tănase**

The Bucharest University of Economic Studies  
laura.rosca@mk.ase.ro

### **Abstract**

The article aims to capture the profile evolution of the persons with a healthy lifestyle. The research was done with the aid of SNA Focus. The research is based on data gathered by BRAT between November 2015 and November 2016. The questionnaire was completed by 10,240 urban people aged 14-74. In order to have comparable data between the two years we have reduced the access to research data by 2008. The study's main subjects are the persons that chose to live a healthy lifestyle, consuming rather fruits and vegetables, seeking to buy grocery without additives and doing sports. From the point of view of opinions and attitudes, in these 9 years the profile of those who lead a healthy lifestyle has not changed significantly. From the point of view of nutrition, there are those who consume less calories, rather vegetarians and those who avoid food with fat. Yet the main conclusion is that this segment of population has increased during the analysed period. This kind of description analysis is needed for proper development of organic and healthy products market - local and direct distribution systems for all kinds of producers and distributors.

**Keywords:** marketing research, consumer behaviour, healthy lifestyle, profile evolution.

**JEL classification:** M31

### **1. Introduction**

The link between life quality and nutrition is intensely studied for many years. (Petrini and Watson 2001). With the industrialization of food production and the removal of production factors from the place of consumption, a new eating and eating behaviour has emerged. (Roberts and Wortzel 1979), (Fonte 2002). Developed countries were the first place where moves to return to organic production have taken place. (Murdoch and Miele 1999). New standards of production have been imposed with the adoption of the principles of increasing the quality of life. (Kilbourne et al 1997), (Gracia and Albisu 2001). Romania is a state that has recently moved from planned mass production to capitalist production. Over this transition has overlapped the transition to an ecological production. This makes the purchase behavior to be a unique one. (Gurau and Ranchhod 2005), (Lubieniechi 2002).

## 2. Methodology research

Consumption and lifestyle research is done with the SNA FOCUS study. In 2003, BRAT decided to develop a Consumer Survey based on research already established by SNA. SNA FOCUS was launched in October 2005 and the first results were delivered in October 2006, replacing TGI ® (former consumer and lifestyle survey) conducted in Romania by Mercury Research. The research objectives achieved by SNA Focus are:

- Getting full information about media penetration, purchasing and consumption behaviour for products and services, and socio-cultural behaviour.
- Media consumption behaviour is being analysed: print, radio, TV, internet, cinema and outdoor adverts.

SNA-FOCUS thus shapes the complex media consumer profile into a single consolidated resource with two components: one to measure readers, and another to measure product and service consumption as well as lifestyle.

Our focus is on the last component, because this kind of description analysis is needed for proper development of organic and healthy products/services market – knowing who your consumer is and how it looks from behavioural point of view is the key to success.

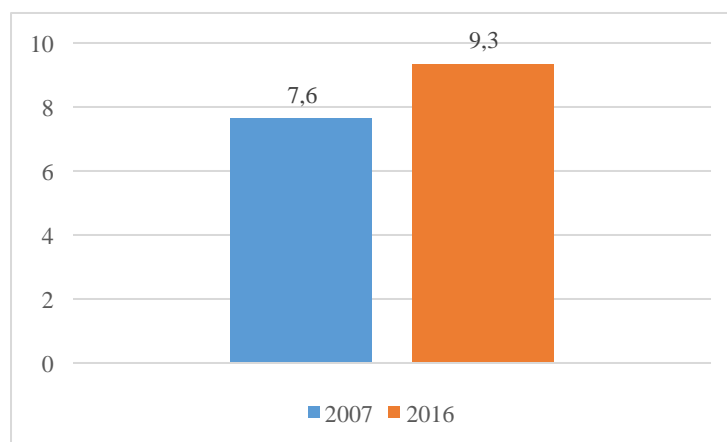
- The purpose of the research is to see how the marketplace of people claiming to lead a healthy lifestyle is segmented. And if a dynamic analysis can be made to see how this market has changed in recent years.
- That's why we chose the main questions that come to this topic from the database, namely: 11 Likert type statements from food mode, 2 of the beverage area and 4 of the leisure area. These are:
  1. AI03. Vegetables and fruits are dominant in my diet.
  2. AI05. I often have restrictions on the consumption of sweets.
  3. AI06. I'm used to eating dishes / fast food.
  4. AI08. My food is vegetarian.
  5. AI10. They usually consume fewer calories.
  6. AI13. I'm looking to consume products without Es.
  7. AI14. It often happens that I do not have lunch.

8. AI22. It's a fad to eat only food.
9. AI23. Mute or eat sweets instead of a meal during the day.
10. B01. Acid drinks are detrimental to health.
11. B09. I prefer to drink low-alcohol drinks than hard drinks.
12. Timp01. For me it is very important to practice a sport.
13. Timp04. I prefer to go for walks than to stay in the house.
14. Timp13. I'm trying to make time for outdoor walks.
15. Timp14. At sea I go more to have the opportunity to swim, to move.

### 3. Results

The research is based on data gathered by BRAT between November 2015 and November 2016, this being the most recent basis on which to work when writing this book. The questionnaire responded to 10,240 people in urban areas aged 14-74 years, the results could be extended to 7,825,000 Romanians. In order to have comparable data between the two years, we reduced research at the level of access to data from 2008, 14-64 years, effectively removing people aged over 64 years.

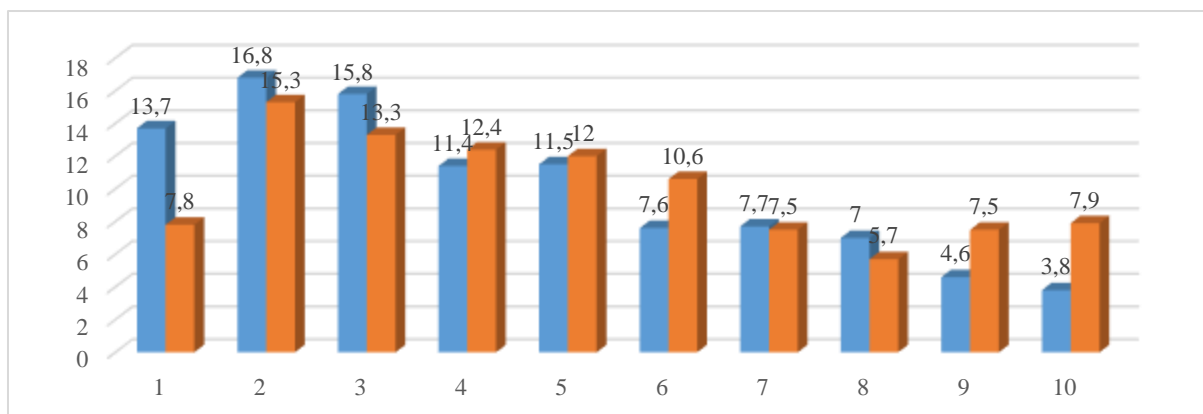
The first aspect that stands out is that over the period of 9 years, between the 2007-2016 surveys, the segment of the population that has gone to a healthier lifestyle is growing by over 20%. Thus we can see an increase from 7.6% of the total population to 9.3% of the total. This is very important for new products that address this market segment.



*Fig. 1 Evolution of Healthy Lifestyle Segment 2007-2016*

From the age point of view, however, we find aspects that are not very satisfying for the future of this segment. We see a decrease in the first three age groups 14-18, 19-24 and 25-29 compared to the 2007 comparative year. More worrying is that for the segment 14-18 the segment population almost halved. Trends are contradictory, one of the possible explanations would be the reduction in the size of the generation due to the negative population growth of this period, but also a change in affinity indexes, which makes it somewhat difficult to analyze. Thus, in the 19-24 years category this index decreased although for 14-18 and 25-29 it increased.

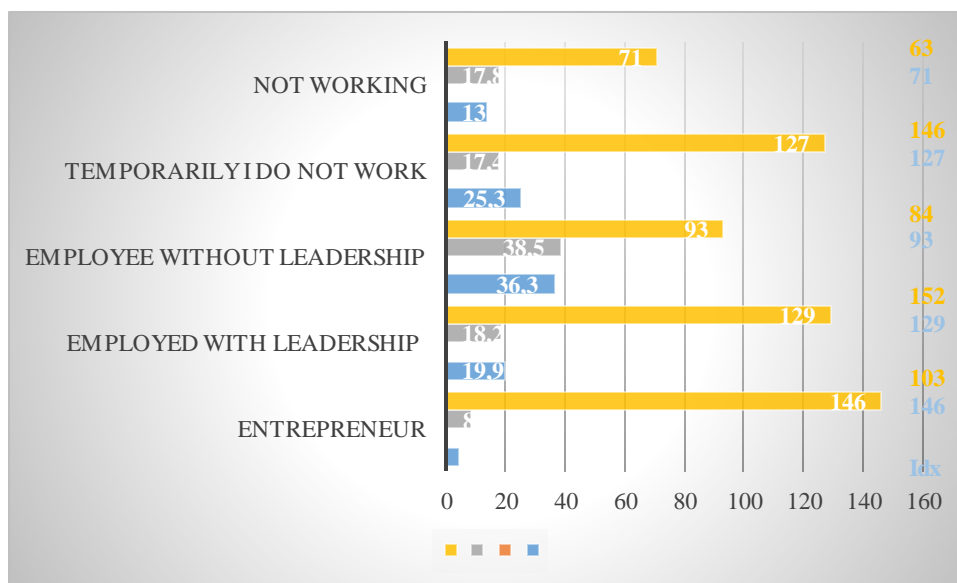
In contrast, for the most active segments in shopping for 30-45 years, there is a slight increase in the segment.



*Fig. 2 Comparison on age groups 2007-2016 healthy lifestyle segment*

Small changes have taken place from other perspectives even though married people represent the largest segment 43.5% affinity index shows that it is not these who develop the tendency for a healthier life but unmarried and those who are in relationships of affinity, having an affinity index greater than 120. From the perspective of the number of years with the partner one can see a higher share in those who have the same partner of 5 -15 years as well as those who are at the beginning of the relationship. A change is also from the perspective of education. The highest segment was represented by those with secondary and higher education (high school, post-secondary school, college, university), increasing from 68.8% in 2007 to 7.6% in

2016. And among the population that continues studies show an emphasis on care for healthy life, students and postgraduate students with affinity indexes above 140 or 160. We see changes from the perspective of occupation. In these years, we see an increase in the segment of private entrepreneurs, which also has the best affinity index, although the largest group continues to be non-managerial employees. As an affinity index, we can see that a strong trend is registered among employees with senior management positions and higher education as well as those who temporarily do not work, many of whom are also found here.



*Fig. 3 Occupational comparison 2007-2016 healthy lifestyle segment*

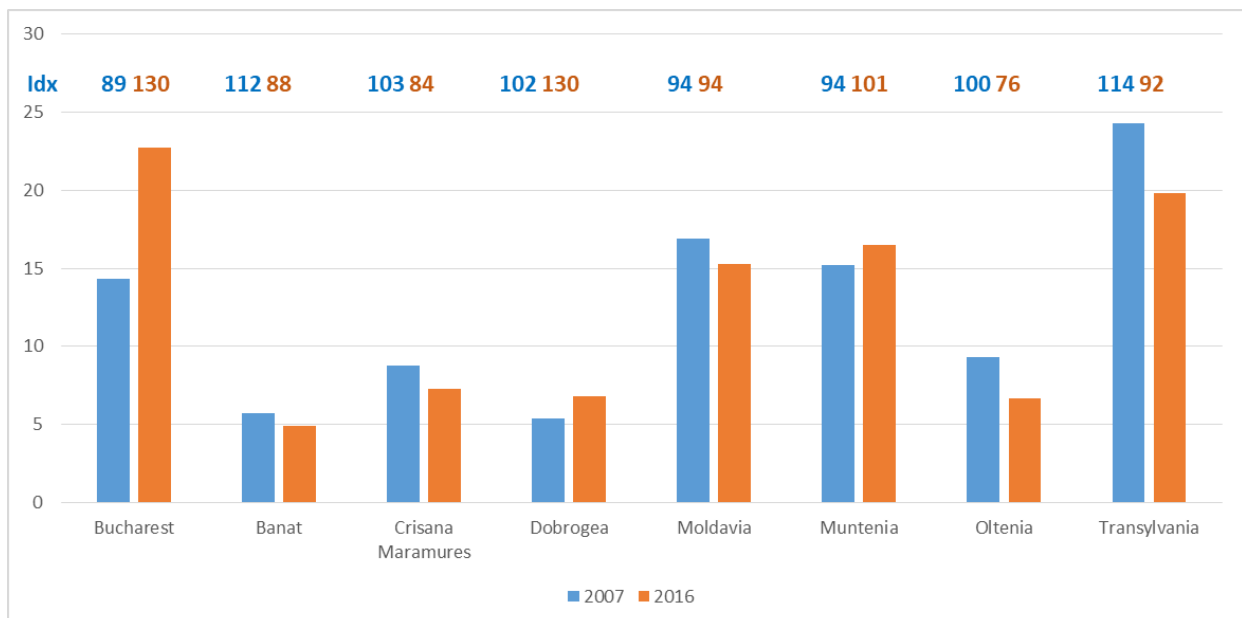
And from the point of view of the fields of activity, interesting transformations took place. We observe that the field of marketing remains with the highest affinity index, and even increased by 7% between the two comparative years. The areas with the highest affinities are, besides marketing / advertising and market research, those of business and legal advice. The highest decrease in affinity is observed in the tourism sector, where the share of those with this occupation decreased from 0.8% in 2007 to 0.2% in 2016 and the affinity collapsed 3 times, from a level of 182 at a level of 68. It is worth mentioning that the areas with the highest affinity (over 120) bring under 15% of the number of consumers, while the first three areas, together bringing together almost 40% of the number of employees, have all affinities under 100.

Domain	% total 2016	% total professions 2016	Idx 2007	Idx 2016	Index evolution
Marketing/Advertising/Market research	1.30%	2.1%	233	250	1.07
Business Consultancy	0.50%	0.8%	170	171	1.01
Low	1%	1.6%	128	146	1.14
Army/Police/other security services	3%	4.9%	144	138	0.96
Culture/Sports/Entertainment	0.60%	1.0%	163	131	0.80
Computers/IT/Internet	1.80%	3.0%	160	128	0.80
Finance/Banks/Insurance/Accountancy	3.50%	5.8%	180	127	0.71
Public Administration	2.40%	3.9%	143	125	0.87
Education/Research	4.30%	7.1%	141	117	0.83
Health/Social Assistance	4.10%	6.7%	99	112	1.13
Communications/Telecommunications/Post	0.80%	1.3%	104	106	1.02
Other	4.30%	7.1%	104	101	0.97
Mass Media/Press	0.30%	0.5%	82	99	1.21
Services	6.70%	11.0%	88	97	1.10
Commerce	7.80%	12.8%	110	95	0.86
Transports	3.20%	5.3%	100	91	0.91
Agriculture/ Forestry / Fisheries	1.20%	2.0%	84	88	1.05

<b>Constructions/Architecture</b>	<b>3.80%</b>	<b>6.3%</b>	<b>72</b>	<b>81</b>	<b>1.13</b>
<b>Industrial Sector</b>	<b>9.70%</b>	<b>16.0%</b>	<b>86</b>	<b>79</b>	<b>0.92</b>
<b>Real Estate Business</b>	<b>0.30%</b>	<b>0.5%</b>	<b>53</b>	<b>78</b>	<b>1.47</b>
<b>Tourism</b>	<b>0.20%</b>	<b>0.3%</b>	<b>182</b>	<b>68</b>	<b>0.37</b>
<b>Total</b>	<b>60.80%</b>	<b>100.00%</b>			

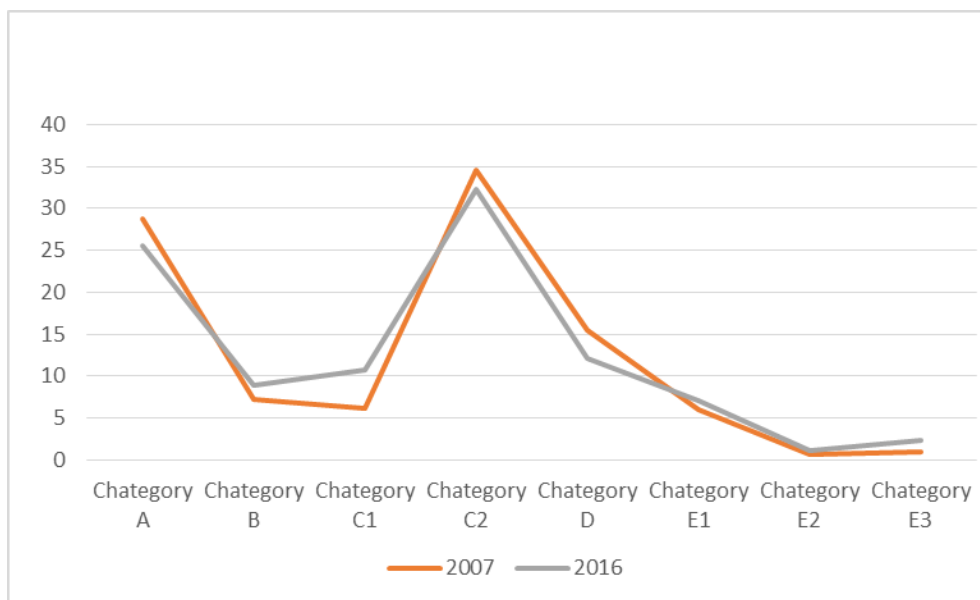
*Table 1 Data Comparison for the Healthy Lifestyle Segment 2007-2016*

From the point of view of the historical regions we notice during this period an important increase of the affinity of Bucharest, at this moment being the area with the highest number of people who have gone to a healthy beef style. The second largest market is the Transylvanian market, this is no wonder, the two areas being the most developed regions of the country. Within the important regions for healthy lifestyle, we can consider Dobrogea and Muntenia because of their higher affinity.



*Fig. 4 Weight ratio and affinity index on regions 2007-2016 healthy lifestyle segment*

From the point of view of ESOMAR social categories, the data did not change substantially during the analyzed period, category A and B remain with the highest affinities for a healthy lifestyle probably due to both education and financial possibilities, however the highest share it is provided by those with medium studies who do not have management positions and generally have office work (C2).

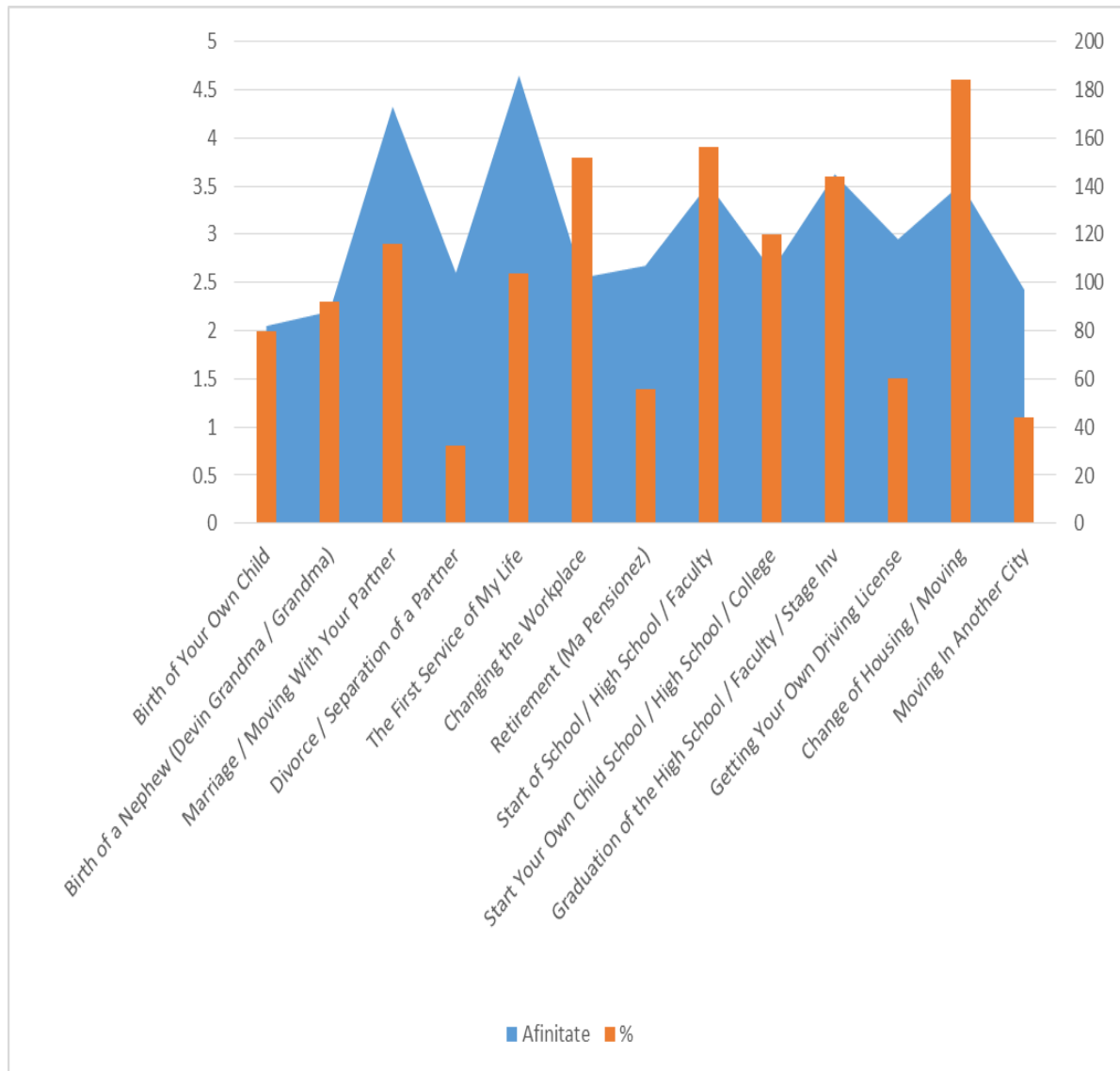


**Fig. 5 Weight Comparison Categories ESOMAR 2007-2016 Healthy Lifestyle Segment**

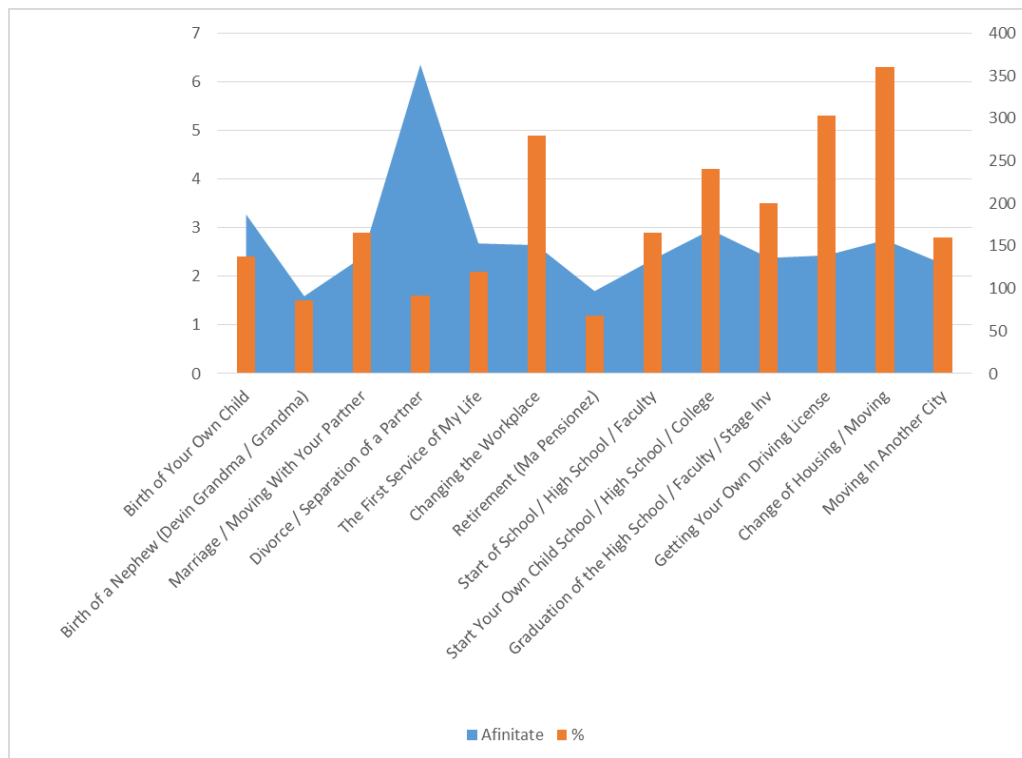
As far as the major events of life are concerned, we can say that there are some interesting correlations. If the first child is born, there is an increase in affinity, but after birth the affinity decreases by more than 100 points. The thing is self-evident, the care for you, what handcuffs is very important in the last months of pregnancy, but in the first months after birth you do not have time for sports and all the attention is directed to the child and not to your own style of life. Instead, when a grandson appears, the changes are not so dramatic. Changes in life that raise awareness of a healthy lifestyle are: Marriage / move with partner, first service, start or graduate high school, get driving license, change home. All these actions are rather made at the



age of youth and the great changes, hence perhaps association with age rather than with the situation itself. With all these possible explanations that the birth of the first child can be identified for each situation in the part, knowing new people when entering a new school, job, family, city, we take more care of our style life. Preparing for retirement and when you become a grandparent, associated with third age, have a lower degree of affinity.



**Fig. 6 Major life events in the last 12 months**



**Fig. 7 Weight and affinity index on major life events over the next 12 months**

From the point of view of opinions and attitudes, in these nine years, the profile of those who lead a healthy lifestyle has not changed significantly, from the point of view of food are those who consume less calories, rather vegetarian and those who avoid food with fat. They disagree with the idea that it is a fad to hand over only natural products. Consume moderate alcohol, prefer a glass of wine to the table, do not have life-style people who consume more beers a row and are not so big coffee drinkers. They are people oriented towards the future, they work hard to win a position in society, give up many, sometimes sacrifice from their family time to build a career, look for new challenges all the time, are optimistic about what the future holds, of people who lead not to be led, and are not oriented towards the past, the lowest affinity is recorded with the assertion that whatever would have been better before. The car is part of their lives, although it considers it an important source of pollution, studying long before buying it and considering the car to look good and reflect the social status. Also from the clothing point

of view, they are careful about how they dress and try to always match the jewelry (women's) jewelery and say they spend a lot on their clothes. I'm in step with the technology trends, buy gadgets, latest models and any life-saving device, not considering the new devices have too many facilities. They have the latest mobile phone models and are restless if they do not have them when they leave the acesa, House and children are important to them so they spend a lot on these things, trying to keep up with time and always looking for new ideas. They are also people who care for animals and buy the best products for their own animals. They like to shop, do not look at money when they want something, they are informed buyers, and do not consider the price, an important criterion in choosing products. Consider quality as an important feature and are open to new products, I use services that help them gain time for example banking services, considering the bank something that helps them in what they want to do. They take care of their own health, they get used to routine checks, and they are interested in non-food organic goods such as organic cosmetics. He does not consider the TV as the main means of entertainment; moreover, he prefers to watch a movie at the cinema rather than on television. They are complex media consumers, take part in newspaper contests, listen to the radio when they go by car and get a lot of information from the internet. They are active, they often go on small trips, take risks, they like to live dangerously, they always go to other places, and they like to discover new countries.

#### **4. Conclusions**

In conclusion, we can say that during the analyzed period, the consumer segment increased the expected amount of the economic and social development of the country during this period. But this growth is not found in all consumer segments. We notice a worrying decline in the seasons 14-29 years, the most exposed segemte of unhealthy lifestyle. Instead, there is an increase in all segments between 30 and 64 years. The capital is the one leading this development of the segment followed by Muntenia region, unfortunately in the rest of the regions there is a slight regress.

Employees or entrepreneurs with higher education and office work form the main thrust, observing a greater adherence to the principles of a healthy life and in categories A and C Esomar.

However, important moments in life: a child's birth, wedding or even divorce are key moments in the decision to move to a healthy lifestyle.

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