

## **SOME RESULTS IN MARKETING RESEARCHES**

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These results are from a personal study realized in Timișoara concerning agro-alimentary consumption, the characteristics that influence the behavior of the consumers and the intensity of this influence.

The study of the consumer's behavior can be realized in different ways, but from the practical activity point of view we appreciate that the quantitative and qualitative approach is more operational and more pragmatic.

**Keywords:** consumer, consumption, consumption evolution, marketing researches