SOCIAL MEDIA FOR THE ORGANIC FOOD CONSUMER'S BEHAVIOUR AND ITS IMPACT UPON THE DEVELOPMENT OF DIGITAL TOOLS FOR SMALL FARMERS IN ROMANIA

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Abstract
The small entrepreneurship on the Romanian food market is facing a series of concerns closely connected to the particular issues of an emerging economic sector. The entrepreneurial reactions are, quite often, intuitive, fall within a relation with the consumer which has been historically shaped in the zone of merchant behaviour, and barely employ digital technologies for business development. Having as a starting point the correlation between the buyer's role and digital user's role of the Romanian consumer, as observed in a questionnaire run nationwide, in the present paper, we aim to identify the development opportunities of the small entrepreneurship on the food market of Romania, through integrated social media technologies. By analysing the dynamics of the purchase behaviour and food consumption, digital culture and pragmatism of the consumer, and also the influence exerted by the supply chains upon the purchase decision, we intend to investigate three main clusters of consumers who believe they purchase organic food and, thus, provide helpful suggestions for small entrepreneurs from this niche sector, who wish to further their development strategies.

Key words: *organic food, social media, organic food entrepreneurship, digital marketing, supply chain.*

JEL Classification: *L26, Q13, Q57, Z13.*

I. INTRODUCTION

In Romania, the employment of digital technologies has long surpassed its mere emergent nature. Thus, 70% of the resident population (13.74 million out of 19.63 million) uses the Internet. Among these users, 10 million are the number of active social media users, while 8.9 million represent the number of active mobile social users (Digital in 2018 in Eastern Europe, 2018). Facebook (10 million users), YouTube (3.2 million users), and Instagram (1.13 million users) are among the most accessed social media platforms. Although Twitter is highly engaged in the Western Europe and USA, in Romania of 2018, out of 379,000 registered users, merely 43,695 were actually active users (Ze List, 2019).

Under the circumstances, the social media platforms may represent real opportunities for business promotion and development, if we take into account the case of small entrepreneurs on the food market.

However, in regard to small entrepreneurs in the food business from Romania, there are certain particular aspects which cannot be simply extrapolated from research on digital behaviour of medium and large-scale entrepreneurship. Especially for reasons such as economic circumstances of the industrial food market from Romania, we are able to approach instruments of analysis and prediction which are typical of the interpreting axiomatic systems. In this sort of environments, we can observe and present the true meaning behind the data and the most pertinent models for constructing predictions based on which we can further devise the optimal development strategies, policies, and instruments for food economy. Here, the degree of uncertainty is rather low, while the degree of predictability is quite high.

Nevertheless, whenever the small entrepreneurship on the food market enters into discussions, things change to a significant degree. We are no longer dealing with axiomatic systems, the degree of uncertainty related to the phenomena analysis is on the rise, while the level of predictability on modelling commences to decrease. Understanding these phenomena is determined by data correlation and adjusting these very correlations to non-quantifiable psycho-social circumstances. At the same time, it becomes apparent that, generally, small entrepreneurs on the food market resort to several digital marketing solutions, such as: discussion groups created on social media: Iașul vrea produse locale, Facebook group of 37,000 members (Iașul vrea produse locale, 2019), social media pages for small farmers (Familia Hoșliag, 2019), small websites for business presentation (Mica Ilinca, 2019), a handful of online shops (Taina Vie, 2019), and even fewer platforms addressing groups of entrepreneurs (Adoptă un țăran, 2019). In the last years there has been a number of entrepreneurial initiatives for instilling value in the local, traditional, organic, or natural products through food hubs, such as Nod Verde (Nod Verde, 2019) or Nord Natural Hub (Nord Natural Hub, 2019).

In this respect, developing digital technologies and democratizing communication via social media can bring substantial contributions to the advancement of small businesses in the food area. In any case, to better observe the impact of digital media of expression and communication upon the development of small enterprises, we are conditioned by several sociocultural and methodological features.

Firstly, it concerns the fact that it is necessary to focus the analysis context of beneficiaries on that particular area, where the consumer undertakes both the role of buyer and digital user. But this precise contextualization gives rise to set of interpretation problems.

- The roles of buyer and digital user have a temporary nature. They are not permanent roles whose data can be overlapped to comprehend their inter-determinations in a quantifiable manner. These roles, most often, go on separate ways in the day-by-day experience and are influenced by different symbolic systems and circumstances.
- The roles of buyer and digital user are equally determined by transformative processes, although the dynamics of these processes differs for each role.
- The roles of buyer and digital user are part of distinctive epistemic behaviours. The epistemic behaviour of the buyer's role in the context of food product purchase is frequently a stereotypical one and more likely comes with the tacit knowledge of the individual. There are rarely heuristic, communication actions involved, or any other types of actions which are characteristic of participative engagement. On the other hand, the epistemic behaviour of the digital user's role is mainly focused on top-level communication actions in terms of heuristic and participative activity.

Secondly, the small entrepreneurship on the food market of Romania has more of an emergent nature. So far, the small producer has been represented by the small farmer who would sell the surplus of food products obtained in his/ her own household. As the small producers lacked an advanced entrepreneurial culture and a clearly defined business plan, their economic behaviour was mostly intuitive on the food product market. Therefore, both entrepreneurial culture and level of financial resources led to a certain resilience towards the digital technologies addressing business advancement. Additionally, there is another fact to be considered: digital technologies, due to their high dynamics, have a great transformative nature in what concerns the general evolution of the business environment (Aral et al., 2013). Thus, they are to be permanently reconsidered from a technological and strategical point of view, for business development. This implies that small entrepreneurs need to continuously train and learn about digital culture.

Thirdly, in terms of research, although digital technologies are in a constant evolution, they are insufficiently explored (Paniagua and Sapena, 2014; Hassana, Nadzimb and Shiratuddinc, 2014) and are not adequately studied in an integrated context. The research based mostly on market surveys should be complemented by ethnographic approaches which can integrate the consumer's anthropology in those peculiar cultural circumstances.

For these reasons and in support of the development strategies for the small entrepreneurs on the Romanian food market, there arises a need to a research approach based on mixed methodologies (both quantitative and qualitative). This investigative procedure can allow the correlative analysis between the role of buyer and that of digital user for the Romanian consumer.

II. METHODOLOGY AND WORKING HYPOTHESES

In 2016, Rural Development Research Platform (an interdisciplinary research group) made a questionnaire for identifying the key factors of the purchase behaviour on organic food products in Romania. The questionnaire was applied nationwide and 1792 persons replied to it. Among these, 1613 answers were validated. This inquiry ran from May to September 2016 as a website built in Drupal Content Management System (Drupal 8, 2016), which provided the possibility of monitoring the answers in real-time. The respondents were contacted via social media networks (mainly Facebook, since it is the most accessed social media platform in Romania), by email, and telephone as well.

The questionnaire comprised 20 questions grouped in several chapters: demographic data, purchase behaviour on organic food products, significance of organic concept for the Romanian consumer, and information sources about organic food products for the earlier-mentioned consumer. Those 20 questions were related to gender, age, marital status, children in care, family monthly income, main job domain, frequency of organic food purchase, acquisition of other organic products, main reason for buying organic products, place of organic food purchase, main criterion for identifying organic food, what does organic food mean, degree of trust in organic food, the official logo of EU organic products, the most important source of information, the most employed device for internet surfing, how organic food could be best promoted.

Based on this questionnaire, two research papers have been already written on the key factors of the purchase decision on organic food products (Butu et al., 2019a), and on the process of ethnographic contamination of the concept on organic food product for the Romanian urban consumers (Butu et al., 2019b; Bojnec et al., 2019).

The reached conclusions have led us to the idea that, among Romanian consumers, the purchase of organic food products is strongly influenced by the psycho-social feature of the consumers' community. Thus, we have noticed that the Romanian consumer of organic food products is rather affected by the sociocultural narratives to which he/she is exposed in his/her everyday life. Overall, we are dealing with a sensible, informed consumer whose reactions, however, are mostly intuitive and sentimental (Verhoef, 2005), when he/she is building trust relations with people or places where he/she buys food products. In the purchase process, this consumer is particularly motivated by his/her health and family's health as well (Magnusson et al., 2003) and, for this reason, he/she chooses to relate to the concept of organic food product in the area of discourses that convey the idea of health about food products, and not within the limits of the standard discourse on organic certification, as it would be expected.

Having as a starting point these conclusions, we have considered that our research should be further conducted in the area of source information preferred by the Romanian consumers when it concerns organic food products and, thus, support the small entrepreneurs on the food market. Especially since this line of analysis has never been attempted before in the papers earlier mentioned. The inquiry of these information sources (digital or non-digital) may provide a key instrument for marketing strategies approached by the entrepreneurs addressing consumers of organic, local, traditional food products, and even, food products coming from conventional agriculture.

In this regard, the present paper aims to run a phenomenological analysis based on correlations between data on purchase behaviour and data on information sources concerning organic food products. For this reason, our approach combines the qualitative and quantitative research.

Therefore, firstly, by Multiple Correspondence Analysis (Kassambara and Mundt, 2017; Husson et al., 2018; Wilke and Woo, 2009) and R Programming (RProject 2019; RStudio Team, 2019), we have tried to identify the respondents' groups showing strong similarities in terms of demographic features, preferences, motivations, or conceptualizations triggered by the purchase behaviour. For this stage we have made a series of 38 simulations with the assistance of statistical processing programs, namely, R Programming and Excel.

Having as a starting point these simulations, we have reached the conclusion that, within the purchase process of organic food products, the strongest similarities emerge in the respondents' group when it is clustered depending on favoured distribution chains at the purchase moment.

Based on the groups identified according to the above-mentioned similarities, we have further tried to detect the correlations between the consumers' information sources and purchase places, with a view to provide suggestions for the small entrepreneurs, indications that could improve their marketing strategies, whether they are on the spot or of niche.

III. General Presentation of Quantitative Data

Demographic data

Out of 1792 answers, merely 1613 were validated. From the total number of respondents, 539 were male (33.4%), and 1074 female respondents (66.6%).

Based on the age category, 20 respondents (1.2%) were up to 18 years old, 301 (18.7%) were between 18 and 25 years old, 745 (46.2%) went between 26 and 40 years old, while 515 (31.9%) ranged between 41 and 65 years old, and 32 (2.0%) were over 65 years old.

According to educational background, urban respondents fell into the following categories: 605 (37.5%) of them had post-graduate degrees, 780 (48.4%) graduated from college, 218 (13.5%) were high school graduates, and 10 (0.6%) graduated from secondary school. There were 902 (55.9%) married respondents, while those single totalled 711 (44.1%). Respondents with children in care amounted to 658 (40.8%), while those without were 955 (59.2%). Urban respondents came to 1342 (83.2%), while rural ones totalled 271 (16.8%).

In Fig. 1 it can be seen the main demographic data according to gender, marital status, children in care, age, and place of living.

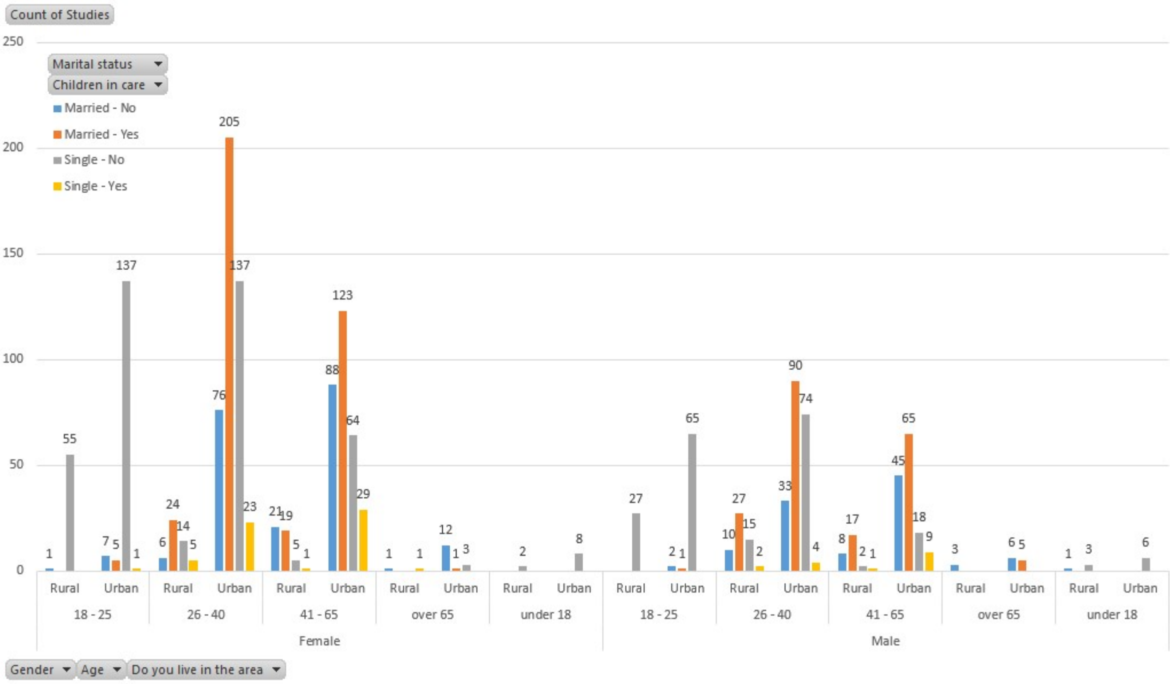

Figure 1 - The main demographic data according to gender, marital status, children in care, age, and place of living

Data distribution on the favoured information sources concerning organic food

In the case of all respondents, the distribution of preferences for information sources on organic food is as it follows: specialized websites — 457 answers (28.3%), producers — 277 answers (17.2%), specialized publications — 255 answers (15.8%), specialized shops 176 answers (10.9%), friends and acquaintances — 145 answers (9.0%), social media — 95 answers (5.9%), TV shows — 88 answers (5.5%), nutrition professional — 74 answers (4.6%), magazines and newspapers — 46 answers (2.9%).

In Fig 2, there is noticeable the distribution of these data according to function and purchase behaviour in view of preferences for supply chains.

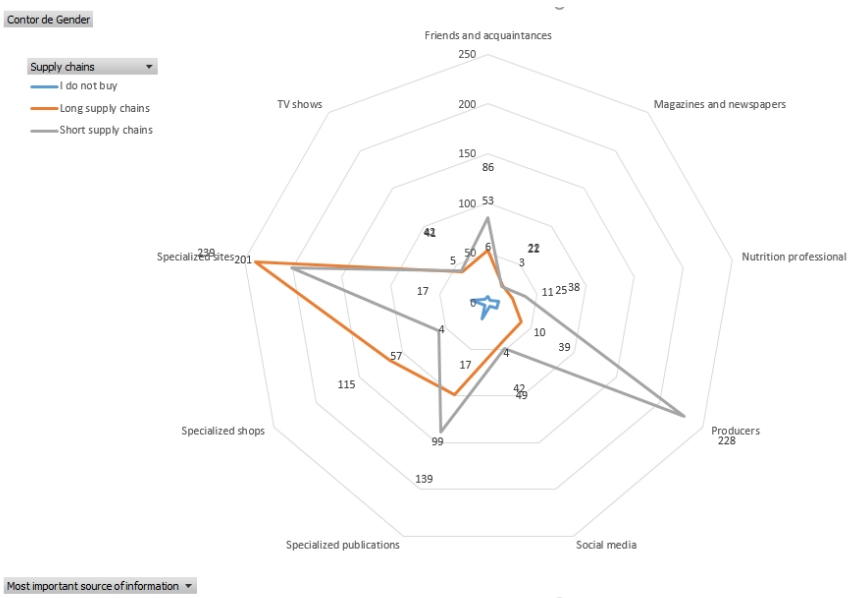

Figure 2 - Sources of information on organic food, as preferred by respondents, divided in clusters organized according to preferences shown to global or short food supply chains

Data distribution on sources regarded as most effective for promoting organic food

In the case of all respondents, the distribution of preferences for organic food advertising sources is further detailed: educational programmes and school activities — 339 answers (21.0%), fairs and other events of the sort — 233 answers (14.4%), websites and specialized social media — 211 answers (13.1%), sales organized in specialized shops — 187 answers (11.6%), actions of groups and communities of the sort — 181 answers (11.2%), direct informing and communication — 172 answers (10.7%), visiting demo farms — 148 answers (9.2%), specialized TV shows — 142 answers (8.8%).

In Fig. 3, we can observe the distribution of these data according to function and purchase behaviour concerning the preference for supply chains.

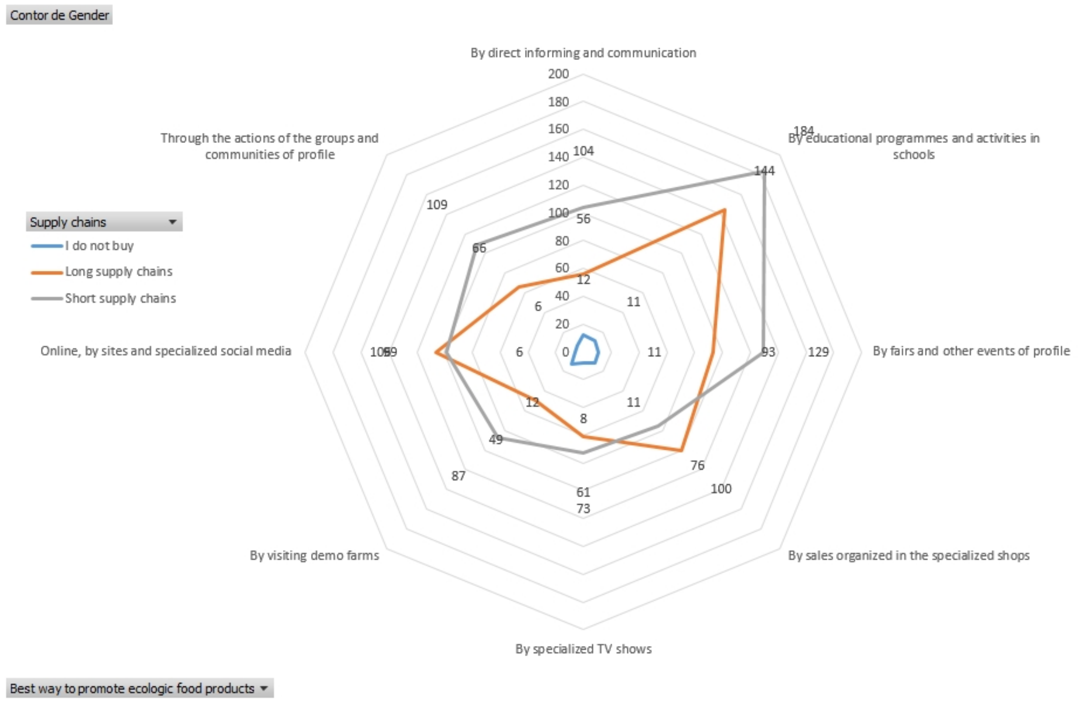

Figure 3 - Advertising sources for organic food as favoured by respondents in clusters organized around preferences for global or short food supply chains

Interactions between the social role of consumer and that of digital user, in the context of organic food purchase in Romania

As we have already shown in a previous paper (Butu and al. 2019a), the interactions between the symbolic system of healthy food and that of organic food purchase lead to a change in meaning of the healthy food product which goes beyond the conceptual zone of ecologically certified product. Thus, the healthy food product is particularly identified in the following conceptual contexts: ecologically certified product, local product, traditional product, and natural product. By correlating this conclusion with the favoured purchase places of food products for the respondents of our questionnaire, we can set up three large groups of the buyers' community and, implicitly, of the social role played by the organic food consumers:

- Consumers who consider that they purchase organic food products especially via the short food supply chains provided by places such as farmers' market (Short Food Supply Chains buyers from agroalimentary market — SFSCM cluster);
- Consumers who believe they buy food products via the same short supply chains, but from specialized shops (Short Food Supply Chains buyers from specialized stores — SFSCS cluster);
- Consumers who are not interested in short food supply chains but think that they buy such products especially from retail shop networks or online (Long Supply Chains buyers — LSC cluster).

Each of these categories is determined by specific experiences, objectives, and purchase behaviours.

We shall firstly introduce these three categories of consumers following the line of specific experiences and purchase behaviours.

Consumers who consider that they purchase organic food products mainly through short food supply chains provided by locations such as farmers' market (SFSCM cluster)

In this cluster, which includes 861 persons (53.4% of the total number), the highest values recorded are the following:

- 276 persons (32.1%) are single and ranging between 18 and 40 years old (SFSCM 1 cluster);
- 467 persons (54.2%) are married and ranging between 26 and 65 years old (SFSCM 2 cluster).

In the case of SFSCM 1 cluster, totalling 276 answers, the subsequent main data emerge:

- Family monthly income is mostly under average (68 answers, 24.6%) and average (68 answers, 24.6%), but does not register significant differences when compared to other income categories (low and above average).
- The main purchase criteria on organic food are sensorial (aspect and taste), and, also, non-sensorial (label).
- Organic food primarily stands for a product obtained without chemical treatments (50 answers, 18.1%), product free of E-numbers, additives or preservatives (49 answers, 17.8%), ecologically certified product (47 answers, 17.0%), and a GMO-free product (30 answers, 10.9%).
- The respondents from this cluster would rather inform themselves from producers (64 answers, 23.2%) and from the specialized websites (62 answers, 22.5%). Social media means a source of information for merely 22 respondents (8.0%).
- The respondents from this cluster think that the most effective advertising methods for organic food are achieved through educational programmes and school activities (49 answers, 17.8%), fairs and other events of the sort (45 answers, 16.3%), and, also online, through websites and specialized social media (39 answers, 14.1%).

Regarding the SFSCM 2 cluster, totalling 467 answers, the following major data emerge:

- Family monthly income is mainly average (159 answers, 33.4%) and above average (179 answers, 37.6%).
- The main criteria for purchasing organic food are mostly sensorial. There were 143 answers (30.0%) for taste and 125 answers (26.3%) for appearance.
- Organic food mainly represents a product obtained without chemical treatments (109 answers, 22.9%), ecologically certified product (83 answers, 17.4%), product free of E-numbers, additives or preservatives (82 answers, 17.2%), and a product obtained in the countryside (72 answers, 15.1%).
- The respondents from this cluster would rather be informed straight from producers (136 answers, 28.6%), specialized websites (113 answers, 23.7%), specialized publications (79 answers, 16.6%), and from friends and acquaintances (47 answers, 9.9%). Social media is a source of information for merely 22 respondents (4.6%).
- The respondents from this cluster regard as highly efficient advertising methods for organic food the following: educational programmes and school activities (110 answers, 23.1%), actions of the groups and communities of the sort (70 answers, 14.7%), fairs and other events of the sort (69 answers, 12.6%), direct informing and communication (61 answers, 12.8%).

In Fig. 4, we can see strong correlations for the entire SFSCM cluster, between sensorial criteria of purchase (appearance, taste), local, traditional, and countryside products, regardless of the income levels. The members of this cluster include organic food in the categories of local and traditional products. According to the mentality of the consumers from this cluster, farmers' market is the main location where local and traditional products can be found.

The purchasing criteria and significance of the healthy product provided by the respondents belonging to the previously mentioned clusters, namely SFSCM 1 and SFSCM 2, show their inclination towards a product as natural as possible. A product free of artificial interventions, and, as for it, the purchase decision is mainly a sensorial one. The orientation towards this product concept is additionally influenced by the level of monthly income (average and under average), and by the fact that, in the Romanian farmers' markets, there are mostly peasant, local products which are perceived as fresh, non-processed products.

Due to the particularity of the Romanian farmers' markets (Butu et al., 2019a), the entrepreneurs who take into account this segment of buyers are mainly small producers, who run agricultural activities in the family or extended family. In their case, the publicity on the spot (in the farmers' market) is the most engaged type of marketing. The quality of the products on sale, prices, and face-to-face communication with the buyer are the key instruments for earning the consumer's trust and for turning him/her into a loyal buyer. At the same time, the economic activities are strictly compartmented: some entrepreneurial group's members deal with agricultural activities, some run transport operations, while others are involved in marketing dealings. Roles such as digital marketer are rarely assigned within these types of business. These entrepreneurs hardly allot financial, human or time resources to business development by employing digital tools. In this respect, their web identity and social media presence is quite low.

Figure 4 - Biplot with multi-varied correlations depending on family monthly income, what is the organic food product as understood by respondents, main purchase criteria, age and gender for SFSCM cluster

However, the clients from this segment plentifully manifest their preference for getting information from specialized websites as well, as the mere contact with the producers is no longer sufficient, even though it is a direct one. In parallel, the farmers' markets are on a highly dynamic development, both in terms of product offer and novel advertising techniques of the producers' own farms/businesses. Further, certain tendencies, grown among small agricultural entrepreneurs, are noticeable: production diversification and expansion of their farms, re-technologizing for shortening working hours, steering towards solutions such as product certification, integration of their own products in family brands (either local or regional), increasing the appeal of their businesses by turning to processing activities.

Thus, business advancement by accessing digital technologies converts into a necessity. Therefore, to meet the consumer's preference for getting information from specialized websites, it would be necessary to develop a presentation website of the business. In addition, to maintain the direct communication with clients in the online environment, one could appeal to solutions such as personal accounts on social media, presentation pages, and discussion groups. Moreover, to effectively develop the business image, these web and social media solutions should be integrated. This way, it would be created a communication ecosystem, where both information, in terms of presentation title and education, and action of direct communication should be available.

Consumers who consider that they buy organic food products via the same short food supply chains, although the products come from specialized shops (SFSCS cluster).

In this cluster, totalling 217 persons (13.5% of the total number), the highest registered values, according to family structure, are listed below:

- 76 persons (35.0%) are single and ranging between 18 and 65 years old (SFSCS 1 cluster);
- 134 persons (61.8%) are married and ranging between 26 and 65 years old (SFSCS 2 cluster).

In the case of SFSCS 1 cluster, totalling 76 answers, the following essential data arise:

- In this group of respondents, the family monthly income has a rather even distribution, registering more respondents from the under-average zone (22 answers, 28.9%), average (17 answers, 22.4%), and above average (16 answers, 21.1%).
- The most important criteria for purchasing organic food is, by far, represented by label (45 answers, 59.2%).
- Organic food means ecologically certified products for most respondents (33 answers, 43.4%). At a long distance, the following options expressed are for the product obtained without chemical treatments (12 answers, 15.8%), GMO-free product (9 answers, 11.8%), and product free of E-numbers, additives or preservatives (9 answers, 11.8%).
- The respondents of this cluster choose to get information mainly from specialized websites (28 answers, 36.8%), specialized shops (21 answers, 27.6%), and specialized publications (15 answers, 19.7%). Social media is a source of information for only 3 respondents (3.9 %).
- The respondents from this cluster view, as the most effective advertising methods for organic food, fairs and other events of the sort (19 answers, 25.0%), educational programmes and school activities (16 answers, 21.1%).

As regards the SFSCS 2 cluster, totalling 134 answers, the following vital data emerge:

- Family monthly income is mostly average (40 answers, 29.9%) and above average (57 answers, 42.5%).
- The main criterion for purchasing organic food is represented by label (88 answers, 65.7%), followed, at a great distance, by appearance (13 answers, 9.7%) and taste (10 answers, 7.5%).
- Organic food is, by far, an ecologically certified product (70 answers, 52.2%), followed by product obtained without chemical treatments (18 answers, 13.4%), GMO-free product (12 answers, 9.0%), product free of E-numbers, additives or preservatives (11 answers, 8.2%), bio product (11 answers, 8.2%), and organic product (9 answers, 6.7%).
- The respondents from this cluster prefer to get information mainly from specialized websites (51 answers, 38.1%), specialized shops (32 answers, 23.9%) and specialized publications (18 answers, 13.4%). Social media means a source of information for merely 6 respondents (4.5%).
- The respondents from this cluster see, as the most efficient advertising methods for organic food, the fairs and other events of the sort (30 answers, 22.4%), educational programmes and school activities (28 answers, 20.9%), actions of the groups and communities of the sort (18 answers, 13.4%), direct informing and communication (16 answers, 11.9%), websites and specialized social media (14 answers, 10.4%).

In Fig. 5, there can be seen strong correlations, for the entire SFSCS cluster, between ecologically certified product, product obtained without chemical treatments, GMO-free product, and product free of E-numbers, additives or preservatives. Highly strong correlations also emerge between the bio product and label. This is explained by the fact that numerous ecologically certified products are labelled under the sign BIO.

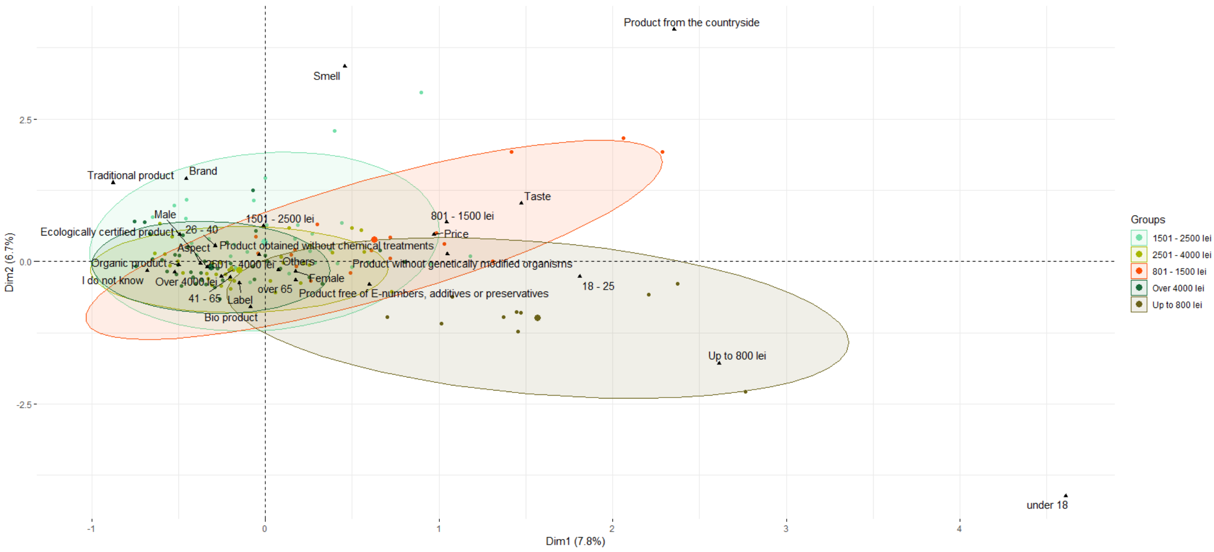

Figure 5 - Biplot with multi-varied correlations depending on the family monthly income, what is ecological food product in the respondents' view, main purchase criteria, age and gender for SFSCS cluster

The purchase criteria and the significance of the healthy product provided by the respondents from these clusters (SFSCS 1 and SFSCS 2) prove their orientation towards certified products, identifiable by label and free of artificial interventions.

At the same time, as shown by the observations on social context, the attachment to the purchase place is one mostly educated, and not acquired from current social practices. In the case of the Romanian consumer, the specialized shop is mainly represented by the producers' shops or shops oriented to a certain type of products (organic, vegetarian, herbal, local, traditional).

The shops regarded as specialized are generally small or medium shops located in residential areas or inside hypermarkets or shopping centres. In the case of the shops located in residential areas, the purchase behaviour from specialized shop can overlap the purchase behaviour based on proximity criteria. Under the circumstances, the price turns into the filter in the purchase process, although it is not a decisive one.

Concurrently, the specialized shops, where it is possible, greatly rely on lighting where natural light is prevailing. Or on natural colours, in warm hues of yellow, green, or red, and, simultaneously, on an almost clinical strategy for exposing products (cleanness and freshness are regarded as complementing the value of natural and healthy food product).

Such locations do not exactly offer cheap bargains, but they are not posh shops either. In this context, the buyers are either transiting or regulars. The specialized shop is, on the other hand, the only purchase place (for instance, by comparison with the farmers' market or supermarket) which has transiting buyers (occasional or accidental shoppers).

Thus, the moment that defines the decision of entering a specialized shop, the Romanian buyer is already thinks that he/ she finds himself/ herself into a symbolic context of healthy food products, regarded as either niche or of superior quality.

In this respect, the buyer from this cluster allots more time for the purchase process, generally pays more attention, reads carefully the product labels, interacts with the shop assistant, and exchanges experience with other customers from the shop. At the same time, the shopper is quite interested in the product qualities and benefits, while price is no longer the main purchase criterion. This type of shopper, under such circumstances, is open to new experiences, but he/she is also attached to certain brands and product categories.

In this context, the small producer of food products needs to adopt an integrated approach between digital and non-digital marketing. A specialized website is a must for the welfare of the business, supporting the brand and, also promoting the products. In the specialized shop, the existence of informative materials connected to the specialized website and social media accounts of the producer provide a transparent flow of information, thus, boosting the chances of gaining the consumers' trust. By addressing a buyer who pays attention to labelling, some applications such as QR code can be used, so consumers can make real-time contact with the digital ecosystem of the producer. The advertised content should be firstly oriented towards nutritional information and data about how the product was made.

Another feature, that should not be overlooked, is determined by the cliché phenomenon of the packaging design for local, organic, and traditional products. For this reason, more and more producers appeal to national motives, a naive design with a touch of ethnographic and folklore art, adorning features in a peasant like style, which comes close to a dilution of the brands in the same area of design approach. The desire to get a personalized appearance has, consequently, undesirable effects resulting in consumers' confusion about certain brands.

In this respect, an example of good practice is provided by the Romanian producer of honey, Taina Vie (Taina Vie, 2019), which has taken two marketing decisions with positive results. The former involves the design, which was creatively personalized with motives belonging to Cucuteni Neolithic culture. Thus, they managed to avoid the employment of national motives and the products got regionalized by appealing to Cucuteni brand, quite familiar among the Romanian consumers. The latter inspired course of action concerns the business identity which revolves around the personal story of the family on which this enterprise is based. Also, we cannot overlook the fact that Taina Vie has its own website of presentation and online store, and it is quite active on social media (Facebook, LinkedIn, YouTube, and Instagram).

Consumers who are not interested in short supply chains and who consider that they purchase such products from retail shops mainly, a hallmark of long supply chains (LSC cluster).

Concerning this cluster, totalling 458 persons (28.4 % of the total number), the highest registered values, according to family structure, are as it follows:

- 184 persons (40.2%) are single, ranging between 18 and 40 years old (LSC 1 cluster);
- 228 persons (49.8%) are married, ranging between 26 and 65 years old (LSC 2 cluster).

Within LSC 1 cluster, comprising 184 answers, the following essential data arise:

- The categories of family monthly income are uniform, most values falling into the category of under-average family monthly income (48 answers, 26.1%) and average family monthly income (42 answers, 22.8%).
- The main criterion for purchasing organic food is given by label (107 answers, 58.2%), followed, at a great distance, by appearance (25 answers, 13.6%).
- Organic food represents mainly ecologically certified product (66 answers, 35.9%) and product free of E-numbers, additives or preservatives (40 answers, 21.7%).
- The respondents from this cluster would rather get information from specialized websites (65 answers, 35.3%). Social media is the main source of information for 10 of these respondents (5.4%).
- The respondents from this cluster regard as the most effective advertising methods for organic food, the following courses of action: educational programmes and school activities (39 answers, 21.1%), and websites and specialized social media (37 answers, 20.1%) as well.

In the case of LSC 2 cluster, totalling 228 answers, the following relevant data emerge:

- Family monthly income is primarily above average (124 answers, 54.4%).
- The main criterion for organic food purchase is, by far, provided by label (161 answers, 70.6%).
- Organic food is mainly ecologically certified product (113 answers, 49.6%).

- The respondents from this cluster prefer to get information mainly from specialized websites (83 answers, 36.4%), specialized publications (32 answers, 14.0%), and specialized shops (31 answers, 13.6%). Social media is a source of information for 21 of the respondents from this cluster (9.2%).
- The respondents belonging to this cluster see as the most efficient ways of promoting organic food the following courses of action: educational programmes and school activities (48 answers, 21.1%), sales organized in specialized shops (44 answers, 19.3%), and websites and specialized social media (43 answers, 18.9%).

In Fig. 6, strong correlations can be noticed, for the entire GSC cluster, between ecologically certified product, GMO-free product, and product free of E-numbers, additives or preservatives. Same as the case of SFCSS cluster, there are highly strong correlations between bio product and label. This can be explained by the fact that a great number of ecologically certified products are labelled under the sign BIO, especially those coming from UE imports.

The sensorial criteria, as key factors for the purchase decision, display strong dissimilarities with organic food. This is justified by the fact that most organic food products are packed.

Figure 6 - Biplot with multi-varied correlations depending on family monthly income, what is ecological food product in the respondents' view, main purchase criteria, age and gender within GSC cluster

The consumers who choose to buy organic food products from retail shops, such as supermarkets, are guided by label as main purchase criterion and prefer to obtain information from specialized sources (websites, publications, shops).

The supermarket in Romania, as everywhere it appears in the contemporary society, is a place of purchase routines. It is about the rooted habits in the consumer's behaviour, of high inertia in what concerns the preferences for certain brands or product categories, having an extremely low heuristic role, and a clear objective of cutting down on the time spent shopping. Allegorically speaking, the supermarket is a shopping factory where buyers are inputs of similar behaviour type (trying to find a parking space as close to the entrance as possible, using shopping carts similarly, looking for the shortest queues at the cash registers, and so on).

Concurrently, the supermarkets, generally give an advantage to the big producers, in terms of shelf exposure, over the small producers who, quite often, are hardly visible. In the past years there have been certain tendencies of confining some areas which offer local or national food products. Supermarkets want to cover, or, at least, test in this phase, the highly sensitive consumers to local, traditional, peasant, or national values (Stanciu et al., 2019). At least, at this point, the small producers should focus on these symbolic areas for displaying their own products.

Certain retail chains have even reconfigured their interior design by adopting iconic and colour codes in agreement with this philosophy. Nearly all retail chains have started to make more room for organic products displayed in high-traffic places. However, following the same line of online promoting and through messages delivered by social media, the supermarket has yet failed to find customization solutions for addressing purposes. Because retail networks are spread nationwide and have a great number of shops, they are unable to come up with a local message for the Romanian consumer. The small entrepreneurs can take advantage of this niche created in the discourse universe of addressability to the Romanian consumer.

In this regard, directing the consumers towards these areas can be especially done by an active presence on social media within a digital ecosystem based on a presentation website which also comprises relevant data for the consumer, namely, information on production methods and nutritional features of the products.

IV.CONCLUSIONS

Starting from these analyses, we can draw, firstly, the following general conclusions concerning the favoured sources of information for the Romanian consumer of organic food:

- Specialized websites are the main information channel about organic food;
- Producers represent an important source of information;
- Conventional media (TV shows, magazines, and newspapers) weigh low in the preferences for getting data about organic food products;
- Social media also ranks low in respondents' preferences for getting information about organic food.

In connection with these conclusions, the following mention should be initially made. The question included within the above-mentioned questionnaire was related to sources of information, and not to usage of these media types. Therefore, the favoured sources of information lead to rather specialized sources and direct interaction with producers too. Under the circumstances, although social media is highly employed in Romania, it is not yet perceived as a specialized channel of information for most respondents.

This is the greatest marketing problem whom the entrepreneurship in organic food market should tackle: which are the ways by which social media can be integrated in the ecosystem of specialized information sources about organic food, so they can be employed as attraction instruments, correct informing of consumers, and strengthening their level of trust.

Secondly, all these analyses introduce us a consumer who displays a high behavioural complexity played at the junction between the social role of buyer and that of digital user. The key factors of psychological and socioeconomic nature are greatly dynamic, so the real clusterization of the consumption behaviour takes place in accordance not with the key factors of consumption (age, family monthly income, place of purchase, and others), but mostly based on the symbolic interactions between these factors.

However, there are still several symbolic constructions of strong impact upon the collective mentality of the community to which the organic food consumer adheres.

- Individual and family health by healthy food
- Trust or reliance on internalized knowledge (already checked and approved), at the time of purchase
- Direct communication with the producer
- Trust building in certain products or producers

In what concerns the sources of advertising organic food and increasing the culture of organic food consumption, we can draw the following general conclusions:

- Educational activities are viewed as the most important means of advertising the organic food; the same observation is met in the published literature (Stobbelaar et al., 2007);
- The preference for content (data, presentations, analyses), and, especially for specialized content (scientific discourses) still matters greatly to respondents;
- Direct contact with producers and communities of the sort is also an important promoting source; the same observation is met in the published literature (Seyfang, 2006);
- Social media is perceived and expected to be an important source for advertising organic food.

Thus, we can notice that, in the respondents' view, educational activities, direct informing, and specialized content constitute the main vectors for organic food promoting.

Also, interesting is the fact that, although visual culture has considerably evolved in the contemporary society, a key advertising vector is still provided by the preference for quality content which should consist of data coming from specialized sources. Here, a supplement is required: media before the digital revolution also relied on the rhetorical nature of the discourses anchored in concepts such as: professionalism, scientific research, specialization. The publicity from newspapers and magazines or radio would employ, in the pre-digital era, these rhetorical vectors for persuading the consumer. It appears that trust in simplicity, professionalism, and specialization, as it has emerged in the modern period and it has been passed on by the enlightenment heritage, remains a key ideological coordinate in the contemporary digital society.

At the same time, we can observe that promoting the organic food consumption should be made through short-term action (direct informing), and medium and long-term actions (educational activities run in schools or certain projects) as well.

Under the circumstances, the small entrepreneurs on the food market should make their digital agenda for business development by paying attention to the following:

● The community of food product consumers has a clusterized profile, mainly according to the supply chains (short and global food supply chains) and purchase locations (farmers' market, specialized shops, and retail shops, such as supermarkets). These three main clusters, as shown in this paper, display different purchase behaviours according to a sensorial or sensible relation with the food product, in line with the consumer's semantics of healthy product, aligned with the configuration of the consumer's family, also in agreement with age and monthly income. The delivered message should adjust itself to the context and interactions between the symbolic systems to which the consumers relate themselves. For instance, the buyers interested in short chains are inclined to fulfil, by purchase, family values in accordance with the philosophy of healthy eating. Through social media, entrepreneurs should address these buyers, especially via discussion groups based on family values. Under the circumstances, the narrative works quite well, because narrative has strong stimulation effects upon individual memory and social cohesion. On the other hand, the buyers oriented towards long chains embrace a purchase behaviour which generates minimum effort and saves time as well. The strategies of increasing and gaining these buyers' trust, through social media networks, should mainly focus on messages of high visual impact and concise informative discourses.

● Social media can play an instrumental role in real-time promoting and communicating. However, this tool needs to be integrated within a digital ecosystem whose purpose is provided by correct, relevant, and pertinent information shared with the consumer. Thus, at the core of this ecosystem should exist a minimum presentation and informing website dedicated to raise the consumers' trust level and loyalty. As we have already noticed, social media is not primarily designed to serve as an information channel, but more as a communication bridge. Beyond the direct interaction, in real-time, which can be performed by small entrepreneurs with their clients, expressing actions on social media should be doubled by an informative reference, by which the consumer could view himself/ herself as a well-informed player or potentially educated on the market of food consumption. As long as the information comes directly from the producers, there is a good chance the producer becomes the main authority that supplies knowledge and builds the consumer' trust.

● The small producer has the advantage of stepping directly in the building a direct and personalized communication with the consumer (both face-to-face and online). In this respect, producers should consider the fact that they are dealing with an analytical consumer who takes times in building his/ her trust in food products. Communication with the shoppers' community should be honest and focused on reliable information as it is oriented towards a consumer who believes that, by purchasing food products, becomes a health buyer and node of promoting his/her own cultural values.

● Last but not least, the entrepreneur should also take into account the fact that consumers spend a lot of time at the time when they put an end to their buyers' roles and adopt the role of internet and social media user. The consumer's private time, which is spent on connecting to social media, can be used for drawing attention and gaining trust as well.

V. REFERENCES

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