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Article

The Application of Main Component Analysis Method on Indicators of Romanian National Authority for Consumers Protection Activities

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THE APPLICATION OF MAIN COMPONENT ANALYSIS METHOD ON INDICATORS OF ROMANIAN NATIONAL AUTHORITY FOR CONSUMERS PROTECTION ACTIVITIES

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Abstract

The National Authority for Consumers Protection, Romania (NACP Romania) is the institution which records various trends from one development region to another as well as from one county to another. The indicators of NACP Romania activities are firmly correlated with other important macroeconomic indicators, even at the level of Romanian counties, hypothesis verified by the authors in a previous research. (Ștefănescu & Gabor, 2008) The paper tests the hypothesis that in the last decade there have been numerous structural changes regarding the economic indicators at county level and we will analyze the evolution of these structural changes in two different periods, respectively year 2000 and 2006, and especially the clustering of Romanian counties, taking into account the macroeconomic indicators and those recorded by NACP Romania, using a descriptive method of data analysis, the principal component analysis (PCA). By applying the PCA method, we can obtain useful information for NACP that, according to its specific tasks, cooperates with local government authorities regarding the development of consumer education strategy and the organization of control activities. In this regard, depending on the level of economic development of each county, the consumption characteristics of the population, the earnings level, as well as the GDP per capita, the NACP can develop differentiated strategies, adapted to the features of each county.

Keywords: The National Authority for Consumers Protection from Romania, principal component analysis, macroeconomic indicators, counties, correlation

JEL Classification: C02, C1, C19, D02, D03, D12, D18

Introduction

Among the economic phenomena and processes there are interdependence relationships, under the influence of essential or non-essential factors that act either independently or grouped, forming another decisive factor in the development of these processes or phenomena.

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Protection of Consumers' Rights and Interests



Statistics, data analysis has, through descriptive methods of data analysis, powerful and effective tools of multidimensional analysis, tools by which derivative information can be gathered being important for market research, economic analysis, etc. Based on these methods the information can be ranked in terms of influence intensity and especially they can be analyzed as a whole and not independently. Less commonly used than the explanatory data analysis methods (regression, for example), descriptive methods provide additional benefits compared to them: the advantage of non-separation of variables into explanatory and explained ones, the advantage of being presented all these influences in a vector space that assembles and recommends these methods of data analysis.

To analyze the data, the descriptive methods can be used successfully in the following cases:

• to identify the basic dimensions or factors that explain correlations among multiple variables;

• to identify a small set of new uncorrelated variables to replace the first set of correlated variables in multivariate analysis (regression analysis or discriminant analysis);

• to identify a smaller set of basic variables starting with a larger body that can be applied to multivariate analysis;

• seeking *new concepts* to reduce the number of variables that describe a situation (Petcu, 2003, p. 122);

• *testing assumptions* on a set of variables (Petcu, 2003, p. 122).

The study of many economic variables, which usually are correlated through descriptive analysis of data, is very important and it represents an useful piece of information for complex and detailed analyses, either for the company management and marketing or for local, regional or national characterizations.

In economics, an individual - consumer, customer, organization, etc.- is characterized by more than one variable, and the other statistical methods (such as correlations) allow the analysis of each variable, but separately, while *the descriptive analysis of data* - and in particular the Main Component Analysis - *allows addressing the multidimensional nature of data / variables that characterize an individual.*

In the present research, using the PCA method, we aimed at verifying the hypothesis regarding the Romanian counties distribution change and the way of NACP and macroeconomic indicators clustering, respectively, which of these groups of indicators characterize better the market conditions in each county.

Another hypothesis aims to verify the extent to which the population of the more economically developed counties, i.e. with a higher level of GDP, would lead to a strengthening of the NACP control activity.

Starting from the correlations already tested in a previous research, for which we obtained results which were statistically significant, we aim at identifying the NACP indicators that are combined with macroeconomic indicators and which influence the dispersion of the Romanian counties. From the correlations highlighted among the NACP indicators and the macroeconomic ones analyzed previously, we preserve the following: the Value of payments from fines to the budget and GDP (Spearman correlation coefficient: 0.62), Total

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value of applied fines and GDP (Spearman correlation coefficient: 0.45), GDP and Number of trade firms (Spearman correlation coefficient: 0.67), Value of products infringement and Number of trade firms (Spearman correlation coefficient: 0.50), population and GDP (Spearman correlation coefficient: - 0.65). Results are guaranteed with a significance level of 0.01 and all show an average level of correlations intensity.

By applying the PCA method, we aim at testing the hypothesis that the NACP indicators together with the macroeconomic indicators will form one of the main components and that this cluster follows the previously tested correlations.

1. Methodology - The description of the principal component analysis method (PCA)

The basic of this method is to extract the smallest number of components to recover as much of the total information contained in the original data as possible, these new components expressing new attributes of individuals and built to be uncorrelated among them, each is a linear combination of original variables. (Giannelloni & Vernette, 2001, p. 382) This method provides a graphical view of the *counties distribution map* of the study, according to the similarities among them and the *variables map*, respectively the NACP and macroeconomic indicators according to their correlations.

Although this method is based on the same principle as the factorial analysis (being a linear factorial method), the main component analysis differs with the factorial analysis through the way it defines the elements of the original data table and the calculation of distances among points. As a descriptive method of data analysis it only applies to quantitative variables and large tables that contain information about more than 15 individuals and 4 variables. Another feature that distinguishes it from the factorial analysis is given by the *way it transforms the terms* (Pintilescu, 2003, p. 24), such as in the main component analysis is used the relation (1), while in the factorial analysis is used the relation (2).

$$x_{ij}'' = \frac{x_{ij} - \overline{x}_{j}}{\sqrt{n} * \sigma_{ij}}$$
(1)

$$x_{ij} = \frac{x_{ij} - \overline{x}_{j}}{\sigma_{i}}$$
(2)

PCA phases are illustrated in Figure no. 1. The stages shown above are followed by the interpretation of analysis results, Saporta and Stefanescu (1996, pp. 76-80) showing two kinds of interpretations to be made for PCA, respectively the *"internal" interpretation* the correlations among components resulted based on the principal component analysis and original variables (represented by the circle of correlations) and the *"external" interpretation* among variables and additional individuals, the counties, the explanation of the results being made based on data that were used to obtain them.

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Figure no. 1: Stages of the Principal Components Analysis

Source: Pintilescu, C., 2003. Analiza datelor. Iași: Editura Junimea, p. 37

In the main component analysis, in choosing the number of factorial axis to be analyzed, *the components*, the following criteria are used:

• *Kaiser's criterion* (the criterion of supra-unitary value) which consists in choosing the number of axis for which the eigenvalues correspond to values greater than one (Saporta & Stefanescu, 1996, p. 507).

• *Evrard's criterion* (the criterion of slope or "granularity") based on the graphical representation of the eigenvalues and tracing the sudden failure of inertia explained by them.

• *Benzecri's criterion* (the criterion of coverage percentage) that infers the choice of that amount of axis that explained more than 70% of the total variation of the cloud of points.

• *parallel analysis method* (developed by Horn) is applicable to standardized data and requires generating random samples, the variables characteristic to population are presumed to be uncorrelated two by two. (Saporta & Stefanescu, 1996, pp. 508-509)

• *regression method* is similar to parallel analysis but it does not involve generating random samples and the PCA does not have to be performed on each sample. (Saporta & Stefanescu, 1996, p. 511)

In this paper, to ensure a higher degree of objectivity of data processing we used a cumulative number of the specified criteria: Kaiser, Evrard and Benzecri criteria.

When selecting the number of main components, the standard linear combinations are used. They have as a starting point, instead of the R correlation matrix, the covariance matrix, and it is the choice of standard linear combinations having the biggest variance. *Unlike factorial analysis* - where the X variables variations are shaped through linear transformations of a fixed, limited number of factors called "hidden" or latent - PCA seeks linear combinations among variables, ordering them by their own values of covariance matrix. For the PCA method application we used SPSS program, and in detailing the internal and external interpretations we used Excel program for the descriptive statistics of the PCA results.

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2. Results obtained through PCA method

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The applicable approach of this method is based on the statistical data presented in Annexes 1 and 2, for both periods, respectively year 2000 and 2006 using the following groups of variables:

• Variables specific to the activity carried on by NACP Romania: the total number of controls accomplished, the value of products infringement O.G. 21/1992 per total and for imported products, total value of applied fines and value of payments from fines to the budget;

• *Macroeconomic variables at the county level*: population by county at 1 July, GDP per county, number of trade firms, turnover of trade firms, average net nominal monthly earnings per total economy.

Based on the stages of PCA application, in the first stage we got the results illustrated in annexes 3 and 4 where the correlation matrices of the analyzed variables for the two periods are illustrated, Pearson correlation coefficients where it is noticed high values for many variables. It is a sign of information redundancy and therefore we try to reduce the dimensionality applying the PCA method both for year 2000 and 2006, and further on we will analyze if during these two periods there were significant structural changes regarding the clustering of Romanian counties based on these variables . The only variable that has changed is the *average net nominal monthly earnings (ANNME)* which recorded an increase of the correlation intensity with other variables of component 1, as well as with the variable the *total number of products infringement*, from a weak negative correlation in 2000 to an average positive correlation in 2006.

For the second phase of the PCA method application, respectively the calculation of their correlation matrix values, the SPSS program has generated results for the two periods considered which are illustrated in Tables 1 and 2. It can therefore be noticed that both for year 2000 and 2006, only two main components can be retained, Romania's counties will be represented by two factorial axis formed by the combination of original variables, since only two components obtained values greater than 1 (Kraiser criterion). Another criterion was taken into account in choosing the two factorial axes, respectively two main components, the Benzecri criterion, and according to data from Tables no. 1 and no. 2 these components explain together more than 70% of the total variance of the cloud of points.

| Component | In | itial Eigenva | lues | Extraction Sums of Squared Loadings | | | |
|-----------|-------|---------------|------------|--|----------|------------|--|
| | Total | % of | Cumulative | Total | % of | Cumulative | |
| | | Variance | % | | Variance | % | |
| 1 | 6,595 | 65,949 | 65,949 | 6,595 | 65,949 | 65,949 | |
| 2 | 1,311 | 13,108 | 79,058 | 1,311 | 13,108 | 79,058 | |
| 3 | ,761 | 7,611 | 86,669 | | | | |
| | | | | | | | |
| 10 | ,006 | ,058 | 100,000 | | | | |

 Table no. 1: Total Variance and Eigenvalues Explained for year 2000

Extraction Method: Principal Component Analysis.

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| Component | In | itial Eigenva | lues | Extraction Sums of Squared Loadings | | | |
|-----------|-------|------------------|--------------|--|------------------|--------------|--|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | |
| 1 | 6,885 | 68,846 | 68,846 | 6,885 | 68,846 | 68,846 | |
| 2 | 1,900 | 18,995 | 87,842 | 1,900 | 18,995 | 87,842 | |
| 3 | ,514 | 5,138 | 92,980 | | | | |
| | | | | | | | |
| 10 | 0,007 | 0,067 | 100,000 | | | | |

| Table no. 2: Total | Variance and | Eigenvalues | Explained | for year 2006 |
|--------------------|--------------|-------------|-----------|---------------|
| | | | | |

Extraction Method: Principal Component Analysis.

Based on the results shown in Tables no. 1 and no. 2, we deduced that only two components have eigenvalues greater than 1, expressing 79% of the total variance in year 2000 and 88% in year 2006, which means that we can use them to represent the cloud of points in the main plan. The increase of the total variation proportion explained by the two components is the result of the increased correlation intensity, from low to medium level, of the *average net nominal monthly earnings* variable with other variables of component 1. The graphical representation specific to PCA method, the screen plot obtained, identical for the two periods analyzed, confirmed the two main components resulted from the application of the method, illustrated in Figure no. 2.



Component Number

Figure no. 2: Graph Eigenvalues

Analyzing the graphical representation of eigenvalues, and following the Evrard criterion in obtaining the number of main components, we can choose 2 components. If we want to reduce the amount of information and that only the first 2 components bring additional information compared to a variable in the original form, then we preserve only the latter. Also, we should note that a proportion of 79% of the initial information for year 2000 and 88% for year 2006 is extracted from the new variables. We notice that the variables (according to the two correlations matrices from Annexes 3 and 4) value of products infringement O.G. 21/1992 _total and value of products infringement O.G. 21/1992 _import

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do not correlate strongly with any of the variables of component 1. In Figures no. 3 and no. 4 are illustrated the components through axes rotation by Varimax method for the two periods. The values of the correlation coefficients from annexes 3 and 4 serve as coordinates of the initial variables in the vector plan of the two main components.



Figure no. 3: Year 2000

Figure no. 4: Year2006

Analyzing the two graphical representations from Figures no. 3 and no. 4, it becomes clear that the first main component is close to the variables that describe both the measurement indicators of the activity of NACP Romania and the macroeconomic indicators, while the second main component is close to the value of products infringement O.G. 21/1992 both per total value and imported products. But there are recorded changes of variables clustering on the two components from one year to another as such:

• transition from negative values of the first component of the *average net nominal monthly earnings* variable to positive values far from the OX axis formed by the components 2, so its contribution grows in year 2006 compared to 2000 to the component formation;

• OX axis distancing, axis that describes the main component 2 of *the total value of products infringement* variable that forms component 2 and the proximity of *the value of the imported products infringement* variable, these two variables forming component 2.

The results generated by SPSS program for the main component matrix after Varimax rotation in normalizing the eigenvectors according to the third stage of the method, as well as the coordinates of the statistical units contributions and the variables on the factor axes, according to the fourth stage of the PCA method, are presented in Tables no. 3 and no. 4.

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| Initial Variables | Com | ponent |
|--|-------|--------|
| | 1 | 2 |
| GDP per county | ,956 | ,084 |
| Number of trade firms | ,955 | ,098 |
| Population by county at 1 July | ,936 | ,059 |
| Total value of applied fines | ,933 | ,199 |
| Value of payments from fines to the budget | ,899 | ,257 |
| Total number of controls effected | ,888, | ,172 |
| Turnover of trade firms | ,873 | ,186 |
| Average net nominal monthly earnings | ,638 | -,069 |
| Value of products infringement O.G. 21/1992 _total | ,028 | ,859 |
| Value of products infringement O.G. 21/1992 import | ,163 | ,777 |

| Table no. | 3: Rotated | Principa | l Compo | onent Matr | ix – year 2000 |
|-----------|------------|----------|---------|------------|----------------|
| | | | | | |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization. a Rotation converged in 3 iterations

| Initial Variables | Compo | onent |
|--|-------|-------|
| | 1 | 2 |
| Number of trade firms | ,973 | ,061 |
| GDP per county | ,966 | ,098 |
| Turnover of trade firms | ,934 | ,125 |
| Population by county at 1 July | ,930 | -,007 |
| Total value of applied fines | ,919 | ,206 |
| Value of payments from fines to the budget | ,916 | ,197 |
| Total number of controls effected | ,842 | ,200 |
| Average net nominal monthly earnings | ,682 | ,470 |
| Value of products infringement O.G. 21/1992_import | ,091 | ,982 |
| Value of products infringement O.G. 21/1992 _total | ,124 | ,974 |

Table no. 4: Rotated Principal Component Matrix - year 2006

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization. a Rotation converged in 3 iterations.

To represent the counties distribution on the *map*, respectively the counties of Romania, we used their coordinates which can be found in the variables of *main component 1* and *main component 2*, the phases 3 and 4 of the methodological approach, by calculating the standardised eigenvectors of the correlation matrix. In Tables no. 3 and no. 4 can be noticed the clustering of the ten initial variables on the two new main components related to variables of the two periods analyzed. It is also noticed that the two variables describing specific indicators of NACP Romania explains only 13% of total variance for year 2000 and 19% for year 2006. Regarding the initial variables clustering around the two main components it is their *ranking* that has changed in year 2006 compared to year 2000, respectively:

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• main component 1:

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- the GDP macroeconomic variable from the first position in year 2000 switch on to the second position in year 2006, virtually reversing the place with another macroeconomic variable, the *number of trade firms* that becomes, so, the most important variable of the main component 1 in year 2006;

- another macroeconomic variable the *turnover of trade firms* switch from the 7th position in year 2000 to the 3rd position in year 2006;

- as the *turnover of trade firms* variable positioned on the 3rd position in year 2006, the three variables specific to NACP Romania that constitute component 1 ascended with one level in the hierarchy.

• *main component 2:* the two NACP variables that constitute component 2 switch their position in year 2006 compared to year 2000.

The change of variables hierarchy is accompanied with a correlation intensity increase both within component 1 and component 2, but it is more significant for the second component, from 0.859 and 0.777 in year 2000 to 0.982 and 0.974 in 2006. The hierarchical changes noticed during the 6 years (2000-2006) between the initial variables and the place they hold in the formation of two main components are important for the clustering of Romanian counties on the two principal components. If in the year 2000, the most important aspect was the economic development of districts, the dimension of the counties population, in the year 2006, important are the variables that describe the counties commercial capacity and development, given by the number of trade firms and their turnover, and which are tightly correlated with indicators reported by NACP, the starting hypothesis of this research (these correlations have values higher than the average, between *Value of products infringement* and *number of trade firms*: 0.50, and respectively between *GDP* and *number of trade firms*: 0, 67).

The last phase, the projection and representation of the individual points (Romanian counties) in the factorial axis plan of the two main components are highlighted in Figures no. 5 and no. 6 where the 41 Romania's counties and city of Bucharest were represented upfront, according to the coordinates of the counties distribution. It is thus confirmed the initial hypothesis of the research, that, during the two periods, there will be structural changes influenced by the evolution of the initial variables values, as well as by the combinations hierarchy within the two components.





Figure no. 5: Projection and representation of individual points (the counties) in the factorial axis plan of the two principal components for year 2000

To analyze the structural changes of the counties we applied descriptive statistics indicators, individual absolute deviation, mean and standard deviation. Based on these indicators there have been emphasized major permutations in the following counties: Bihor, Satu Mare, Harghita, Neamt, Vrancea, Prahova, the rest of the counties being positioned around the axis origin formed by the two components. GDP macroeconomic variable had a concluding influence in repositioning the above mentioned counties, explained by the fact that this variable has changed its position in the hierarchy of the component 1 variables.



Figure no. 6: Projection and representation of individual points (the counties) in the factorial axis plan of the two principal components for year 2006

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The two main components are conceptual. To carry out the internal analysis of the two main components, the correlation coefficients between the original variables of our research, and the two principal components were calculated, the results being showed in Tables no. 5 and no. 6.

Based on data from Tables no. 5 and no. 6, it can be noticed that the initial variables *Value of products infringement O.G. 21/1992_total* and *Value of products infringement O.G. 21/1992_import*, which constitute the second component, are more strongly correlated compared to the initial variables that form the first component, having correlation coefficients close to the average, unlike those belonging with the first component which have very low values. Furthermore, the variables given by the macroeconomic indicators that form component 1 are negatively correlated with the second component, except *the average net nominal monthly earnings* variable, the only variable recording correlation coefficients of moderate intensity. It is such confirmed one of the research hypotheses, that, those counties where ANNME is higher and hence the county level of economic development is higher, the possibility to buy products other than those of the regular market basket and so imported products, leads proportionally to the increase of intensity probability in those counties, as well as the number of complaints and findings of NACP. So, it will determine a directly proportional increase of the number of control actions, the value of imported products infringement, etc.

| Table no. 5: Principal Component Score |
|--|
| Coefficient Matrix – year 2000 |

| | Coefficient Matrix – y | ear 20 |)06 | | |
|---|------------------------------|--------|---------|--|--|
| 1 | Initial Variables | Comp | mponent | | |
| | | 1 | 2 | | |
| 7 | Total number of controls | ,127 | ,014 | | |
| 9 | Value of products | -,078 | ,471 | | |
| | infringement _total | | | | |
| 3 | Value of products | -,084 | ,479 | | |
| | infringement _import | | | | |
| 1 | Total value of applied fines | ,140 | ,009 | | |
| 8 | Value of payments to the | ,140 | ,005 | | |

Table no. 6: Principal Component Score

| Initial Variables | Compo | onent |
|------------------------------|-------|-------|
| | 1 | 2 |
| Total number of controls | ,137 | ,017 |
| Value of products | -,171 | ,629 |
| infringement _total | | |
| Value of products | -,067 | ,553 |
| infringement _import | | |
| Total value of applied fines | ,141 | ,031 |
| Value of payments to the | ,128 | ,078 |
| budget | | |
| GDP per county | ,160 | -,056 |
| Population by county at 1 | ,159 | -,073 |
| July | | |
| Number of trade firms | ,158 | -,046 |
| Turnover of trade firms | ,132 | ,029 |
| ANNME | 122 | - 129 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

budget

July

ANNME

GDP per county

Population by county at

Number of trade firms

Furnover of trade firms

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.159

,163

164 -,06

151

,071

-.050

-,098

-.033

,164



It should be considered (or it is not a negligible part) that the two periods considered are pre-2007 period, the year Romania joined the European Union, during which Romania had not a high proportion of imports from the EU, where traded products are subject to more rigorous controls than those having as country of origin either non-EU countries or other areas of economic development.

Therefore, we intend to continue this research for at least one period after 2007, the year of accession to follow these structural changes in the counties of Romania, taking into account the NACP indicators and the macroeconomic indicators correlated with those of NACP. This approach is a medium and macroeconomic one to analyze how the NACP indicators are grouped with the macroeconomic indicators to explain the structural changes at the level of Romanian counties. This approach has thus a macroeconomic importance because NACP is a government institution of national importance with a major contribution, both through the indicators pursued and the reported ones, to the explanation at local and regional level of the economic disparities, and, in more detail, the counties commercial development differences. Trade is an important branch of economy, which has an important contribution to GDP formation and, after 1990 and especially after 2007, the moment of trade liberalization with the EU market, has led to an increased possibility for Romania to participate and align to the inter-Community trade. In Romania, NACP, as a public body can also contribute to the Romanian consumer education, civic spirit development - which is one major objective of NACP after 2007, as well as the usage of quality products. But this is closely related to ANNME of county population as well as the economic, trade and counties demographic development (GDP, number of trade firms, the turnover of trade firms, population).

Conclusions

By applying the PCA method we achieved data reduction replacing the original cloud of points with a reduced cloud of points, for a convenient graphical representation and to highlight particularities of Romanian counties in terms of indicators measuring the NACP Romania activity and the macroeconomic indicators registered in two different time periods, year 2000 and 2006, grouped on two main components.

The structure of the two components formed based on the application of PCA method, shown in Tables no. 3 and no. 4 cluster the variables analyzed on the two main components, as follows:

• Component 1: NACP specific variables together with macroeconomic variables;

• Component 2: only NACP specific variables, only Value of products infringement O.G. 21/1992_total and Value of products infringement O.G. 21/1992_import.

• Significant aspects regarding the variables positioning on the two components, are highlighted based on Figure no. 3 and no. 4:

• The variables that form component 1 are independent (the angle formed by variables vectors form a right angle with each of the analyzed variables). For example: the *amount of payments to the budget* and the *value of fines* with the *population on county* both for year 2000 and 2006.

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• There are "close" variables, for example Value of products infringement O.G. 21/1992_total and Value of products infringement O.G. 21/1992_import for 2006, GDP and population both for year 2000 and 2006.

• There are "opposing" variables whose angle formed by their vectors is obtuse, i.e. component 2 variables with *average net nominal monthly earnings, population on county*, practically with almost all the component 1 variables.

• The coordinates of the points formed by the initial variables of both component 2 and component 1 are far from the centre axis-oriented and thus the contribution to the axis formation is a very important one.

As regarding the counties clustering according to the two main components, in Figures no. 5 and no. 6 and Tables no. 5 and no. 6 we notice that most counties are positioned in the negative values zone (both for component 1 and component 2). So, it appears that most counties are sensitive to initial variables but, also, that the second component has a major contribution to counties clustering on the axis formed by the two components. It can be established by a subsequent analysis by applying another descriptive method of data analysis, the discriminant analysis.

We can therefore end that the initial variables that form the second component, are more strongly correlated than the initial variables of component 1 (Table no. 5 and no. 6), having correlation coefficients close to average, as opposed to those of the first component with very low correlation coefficients. Furthermore, the variables given by the macroeconomic indicators of component 1 are negatively correlated with the second component, except the *turnover of trade firms'* variable in year 2000. The explanation could be that, of all the macroeconomic indicators, the *average net nominal monthly earnings* recorded correlation coefficients of moderate intensity, not being strongly correlated either with NACP Romania indicators or any other macroeconomic indicators. Moreover, it is not known the structure of purchases types made by households of all categories in each county.

In addition to obtaining the two components, the method reveals a better visibility of the counties distribution on both components regarding the structural changes as shown in Figures no. 5 and no. 6.

However, the drawing provides us with details about the fact that the Romanian counties compress around them the "active" variables given by component 1 and being "passive" relative to component 2 (they are active relative to the first component variables and passive relative to the variables that contribute to the formation of the second component). Thus, NACP can elaborate four types of strategies for each group of counties that was constituted based on the PCA method application illustrated in Figure no. 6. One group consists of Cluj, Prahova, Arad and Constanța counties which correlate directly with both main components, characterized by a high level of economic development, and a well-developed commercial sector. Another group consists of Vrancea and Satu-Mare counties as well as Ilfov agro-sector, which are characterized by a relatively high level of economic development, a well established commercial sector, but which are more dependent on the NACP variables that form the main component 2, regarding the products infringement and the products imported. An unusual case is the city of Bucharest that has the highest level of economic and trade development, compressing the highest number of shopping centres and

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distributors. Thus, each group of counties could be treated differently, depending on the position occupied in the graphic representation.

The results of this research will form the basis of further analysis to identify new changes in the counties structure, due to the effects of economic recession in recent years in Romania, on the two main components obtained from research.

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ANNEX 1

| | | | | Statis | tical da | ta used - | 2000 | | | |
|--------------------|---------------------|---|---|--------------------------------------|---|------------------------------|----------------------|----------------------|-------------------------------------|---|
| | trols effected | Valu proc infring O.G. 21 (thou R | ie of lucts gement /1992 (ON) | d fines | om fines to the | | ⁄ at 1 July | su | Sut. | monthly) |
| County | Total number of con | Total | Of which: from imports | Total value of applie (thou RON) | Value of payments fr budget (thou RON) | GDP per county (thou RON) | Population by county | Number of trade firn | Turnover of trade fir (thou RON) | Average net nominal earnings (thou RON |
| Alba | 1826 | 2035 | 124 | 67 | 44 | 1322,1 | 395941 | 2264 | 11753 | 188,45 |
| Arad | 1713 | 439 | 308 | 100 | 66 | 1838,8 | 476272 | 3211 | 29499 | 191,99 |
| Arges | 2173 | 561 | 205 | 103 | 86 | 2451,0 | 671514 | 5415 | 35831 | 203,24 |
| Bacau | 2477 | 1669 | 495 | 148 | 102 | 2154,8 | 752761 | 4946 | 32586 | 204,69 |
| Bihor | 1622 | 9510 | 520 | 90 | 78 | 2146,3 | 620517 | 6598 | 37653 | 184,84 |
| Bistrita Nasaud | 1434 | 435 | 77 | 51 | 43 | 944,5 | 326278 | 2050 | 10502 | 189,99 |
| Botosani | 1904 | 439 | 130 | 74 | 46 | 925,8 | 463808 | 1869 | 8375 | 171,02 |
| Brasov | 1917 | 865 | 323 | 165 | 106 | 2734,7 | 628643 | 6536 | 54510 | 217,63 |
| Braila | 1199 | 667 | 509 | 44 | 27 | 1041,2 | 385749 | 3175 | 14215 | 187,19 |
| Buzau | 1569 | 782 | 200 | 71 | 41 | 1317,8 | 504540 | 4281 | 17096 | 195,8 |
| Caras Severin | 851 | 119 | 99 | 66 | 36 | 1070,7 | 353209 | 1789 | 7957 | 185,05 |
| Calarasi | 859 | 136 | 16 | 56 | 30 | 709,1 | 331843 | 2021 | 8124 | 167,36 |
| Cluj | 1909 | 2747 | 373 | 95 | 77 | 3241,5 | 719864 | 7461 | 53981 | 209,71 |
| Constanta | 3339 | 1310 | 863 | 234 | 191 | 3187,5 | 746041 | 7192 | 53885 | 241,7 |
| Covasna | 937 | 172 | 78 | 66 | 45 | 885,7 | 230537 | 1553 | 10587 | 178,69 |
| Dambovita | 837 | 113 | 30 | 33 | 20 | 1403,0 | 551414 | 2562 | 12311 | 210,17 |
| Dolj | 1765 | 622 | 254 | 121 | 85 | 2147,3 | 744243 | 6522 | 34279 | 219,48 |
| Galati | 1342 | 566 | 169 | 68 | 42 | 1995,1 | 644077 | 5958 | 28902 | 240,5 |
| Giurgiu | 1318 | 551 | 35 | 85 | 54 | 564,5 | 294000 | 1600 | 14794 | 192,95 |
| Gorj | 1155 | 55 | 2 | 63 | 39 | 1668,1 | 394809 | 2895 | 12163 | 264,58 |
| Harghita | 669 | 1676 | 1621 | 38 | 16 | 1239,5 | 341570 | 2215 | 16009 | 175,69 |
| Hunedoara | 1191 | 462 | 285 | 78 | 38 | 1703,2 | 523073 | 3906 | 19998 | 238,25 |
| Ialomita | 1128 | 595 | 147 | 72 | 63 | 836,6 | 304327 | 1680 | 10122 | 194,46 |
| Iasi | 1412 | 447 | 166 | 71 | 26 | 2469,1 | 836751 | 6246 | 34139 | 185,83 |
| Ilfov | 1203 | 3348 | 1566 | 135 | 111 | 1521,5 | 275482 | 2683 | 12111 | 247,5 |
| Maramures | 946 | 429 | 144 | 53 | 30 | 1355,5 | 530955 | 3517 | 16484 | 181,26 |

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Protection of Consumers' Rights and Interests

| Mehedinti | 952 | 480 | 225 | 40 | 35 | 779,5 | 321853 | 2000 | 7414 | 223,68 |
|-------------------------|------|------|------|-----|-----|---------|---------|-------|-------|--------|
| Mures | 1709 | 308 | 161 | 111 | 98 | 2403,0 | 601558 | 4052 | 23564 | 195,91 |
| Neamt | 1629 | 1864 | 1240 | 74 | 49 | 1483,8 | 586229 | 3210 | 16723 | 175,53 |
| Olt | 1052 | 188 | 81 | 45 | 36 | 1387,7 | 508213 | 2906 | 8751 | 223,62 |
| Prahova | 2170 | 679 | 245 | 150 | 85 | 2794,1 | 855539 | 7030 | 45145 | 226,77 |
| Satu Mare | 714 | 404 | 81 | 43 | 42 | 1134,3 | 390121 | 2300 | 16757 | 176,99 |
| Salaj | 820 | 656 | 277 | 41 | 39 | 678,9 | 256307 | 1489 | 7759 | 185,87 |
| Sibiu | 1496 | 523 | 180 | 89 | 56 | 1592,5 | 443993 | 3120 | 24114 | 198,34 |
| Suceava | 1929 | 762 | 108 | 76 | 45 | 1802,5 | 717224 | 4213 | 21744 | 177,4 |
| Teleorman | 1464 | 353 | 128 | 83 | 35 | 1048,8 | 456831 | 2857 | 40307 | 201,83 |
| Timis | 1687 | 1048 | 308 | 127 | 100 | 2914,1 | 688575 | 6379 | 49266 | 194,33 |
| Tulcea | 940 | 110 | 38 | 60 | 29 | 627,6 | 262692 | 2138 | 7898 | 187,87 |
| Vaslui | 1592 | 3271 | 66 | 147 | 125 | 798,8 | 466719 | 2027 | 7888 | 180,97 |
| Valcea | 1184 | 312 | 51 | 67 | 31 | 1506,3 | 430713 | 3111 | 15978 | 200,25 |
| Vrancea | 2554 | 1651 | 323 | 146 | 116 | 1117,6 | 391220 | 2589 | 11416 | 179,83 |
| Municipiul București | 4896 | 1395 | 773 | 451 | 351 | 15357,7 | 2009200 | 34535 | 93669 | 277,45 |

ANNEX 2

Statistical data used - 2006 Value of Value of payments from fines to the budget (thou RON) products Total number of controls effected infringement Population by county at 1 July Average net nominal monthly earnings (thou RON) O.G. 21/1992 Total value of applied fines (thou RON) (thou RON) Turnover of trade firms (thou RON) Number of trade firms from which: from imports GDP per county (thou RON) County Total 5974.1 Alba 8406.7 Arad 11770.9 Arges B<u>acau</u> 8506,0 Bihor 9475.4 Bistrita 4086.3 Nasaud 3561.3 Botosani Brasov 11261.3 Braila 4156,0 Buzau 5334.2 Caras 4445.2 Severin

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The Application of Main Component Analysis Method on Indicators of Romanian National Authority for Consumers Protection Activities

| Calarasi | 1294 | 598 | 391 | 305 | 259 | 2686.8 | 316294 | 2331 | 1254 | 681 |
|-------------------------|------|-------|-------|------|------|---------|---------|-------|-------|------|
| Cluj | 4807 | 18941 | 15371 | 699 | 448 | 13558.6 | 689523 | 8500 | 10284 | 905 |
| Constanta | 5863 | 6461 | 5245 | 1542 | 1200 | 14653.3 | 716576 | 8736 | 9438 | 914 |
| Covasna | 1598 | 458 | 390 | 175 | 164 | 2779.7 | 223770 | 1761 | 1721 | 656 |
| Dambovita | 2038 | 1475 | 936 | 318 | 230 | 6402.5 | 535087 | 3132 | 2479 | 860 |
| Dolj | 3435 | 2317 | 1573 | 740 | 666 | 8839.4 | 715989 | 7510 | 6111 | 855 |
| Galati | 1741 | 3555 | 1972 | 364 | 340 | 7159.3 | 617979 | 6673 | 5319 | 834 |
| Giurgiu | 1987 | 1086 | 469 | 407 | 368 | 2477.6 | 284501 | 1739 | 2792 | 763 |
| Gorj | 3125 | 4072 | 1713 | 593 | 398 | 5984.1 | 383557 | 3032 | 2068 | 965 |
| Harghita | 1777 | 896 | 543 | 215 | 195 | 4464.5 | 326347 | 2861 | 2375 | 704 |
| Hunedoara | 3125 | 2994 | 2279 | 828 | 751 | 6867.1 | 477259 | 4490 | 3497 | 813 |
| Ialomita | 1804 | 2407 | 737 | 601 | 422 | 3341.3 | 291178 | 1874 | 1943 | 735 |
| Iasi | 2698 | 13290 | 1165 | 623 | 556 | 10040.6 | 824083 | 7317 | 6518 | 792 |
| Ilfov | 3173 | 41292 | 39882 | 797 | 682 | 8696.9 | 288296 | 3849 | 13833 | 1012 |
| Maramures | 2240 | 5182 | 3736 | 356 | 280 | 5932.2 | 515313 | 3814 | 3256 | 702 |
| Mehedinti | 2457 | 2106 | 1429 | 415 | 286 | 3246.6 | 301515 | 2113 | 1263 | 876 |
| Mures | 3247 | 599 | 377 | 487 | 424 | 8174.1 | 583210 | 5142 | 4492 | 784 |
| Neamt | 1794 | 3357 | 2299 | 231 | 198 | 5852.7 | 567908 | 4057 | 2845 | 710 |
| Olt | 2464 | 1114 | 749 | 290 | 259 | 4560.4 | 479323 | 3190 | 1805 | 804 |
| Prahova | 3592 | 12860 | 11247 | 944 | 804 | 13775.3 | 823509 | 7514 | 7558 | 889 |
| Satu Mare | 1413 | 14318 | 14022 | 277 | 215 | 4699.7 | 367677 | 2786 | 2759 | 778 |
| Salaj | 1985 | 1902 | 1134 | 148 | 134 | 3054,0 | 244952 | 1876 | 1371 | 781 |
| Sibiu | 2584 | 1503 | 753 | 530 | 392 | 7637.5 | 423119 | 3677 | 5073 | 834 |
| Suceava | 3118 | 1082 | 461 | 395 | 252 | 7054.5 | 705730 | 4662 | 4191 | 726 |
| Teleorman | 2429 | 572 | 351 | 290 | 294 | 3847,0 | 417183 | 2869 | 1665 | 760 |
| Timis | 1882 | 8387 | 7235 | 329 | 287 | 16069.9 | 660966 | 7768 | 8594 | 858 |
| Tulcea | 1593 | 774 | 250 | 343 | 198 | 3027.3 | 251614 | 2095 | 1220 | 763 |
| Vaslui | 2433 | 1552 | 710 | 519 | 485 | 5958.7 | 413511 | 3367 | 2559 | 768 |
| Valcea | 2832 | 1604 | 1046 | 325 | 337 | 3414.8 | 456686 | 2449 | 1479 | 717 |
| Vrancea | 3024 | 22395 | 20581 | 428 | 335 | 4178.6 | 393023 | 3055 | 2121 | 768 |
| Municipiul București | 8158 | 10288 | 9038 | 2462 | 2097 | 69013.9 | 1931236 | 38766 | 89441 | 1142 |

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ANNEX 3

| Correlation Matrix for the variables of year 2000 | | | | | | | | | | | |
|---|-------------|-------------|---------------|-------|----------------|----------------|------------|----------------|----------|-------|--|
| | No_controls | Value_total | Value_imports | Fines | Payment_budget | GDP per county | Population | No trade firms | Turnover | ANNME | |
| No_controls | 1,000 | ,174 | ,221 | ,912 | ,892 | ,799 | ,823 | ,800 | ,781 | ,435 | |
| Value_total | | 1,000 | ,382 | ,171 | ,233 | ,096 | ,113 | ,135 | ,213 | -,044 | |
| Value_imports | | | 1,000 | ,298 | ,314 | ,242 | ,171 | ,225 | ,248 | ,185 | |
| Fines | | | | 1,000 | ,980 | ,876 | ,823 | ,870 | ,797 | ,541 | |
| Payment_budget | | | | | 1,000 | ,851 | ,776 | ,838 | ,762 | ,519 | |
| GDP per county | | | | | | 1,000 | ,928 | ,991 | ,824 | ,559 | |
| Population | | | | | | | 1,000 | ,942 | ,867 | ,499 | |
| No trade firms | | | | | | | | 1,000 | ,840 | ,553 | |
| Turnover | | | | | | | | | 1,000 | ,496 | |
| ANNME | | | | | | | | | | 1,000 | |

ANNEX 4

Correlation Matrix for the variables of year 2006

| | No_controls | Value_total | Value _imports | Fines | Payment_budget | GDP per county | Population | No trade firms | Turnover | ANNME |
|----------------|-------------|-------------|----------------|-------|----------------|----------------|------------|----------------|----------|-------|
| No_controls | 1,000 | ,300 | ,260 | ,890 | ,866 | ,755 | ,727 | ,772 | ,719 | ,577 |
| Value_total | | 1,000 | ,969 | ,302 | ,295 | ,223 | ,145 | ,198 | ,243 | ,476 |
| Value _imports | | | 1,000 | ,266 | ,262 | ,2045 | ,086 | ,167 | ,237 | ,474 |
| Fines | | | | 1,000 | ,987 | ,845 | ,784 | ,846 | ,815 | ,705 |
| Payment_budget | | | | | 1,000 | ,846 | ,786 | ,847 | ,818 | ,687 |
| GDP per county | | | | | | 1,000 | ,918 | ,989 | ,981 | ,697 |
| Population | | | | | | | 1,000 | ,940 | ,861 | ,613 |
| No trade firms | | | | | | | | 1,000 | ,972 | ,662 |
| Turnover | | | | | | | | | 1,000 | ,668 |
| ANNME | | | | | | | | | | 1,000 |

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