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**Article**

## Consumer between objective and subjective

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## BOOK REVIEW

**CONSUMER BETWEEN OBJECTIVE AND SUBJECTIVE****Răzvan Dina\****The Bucharest University of Economic Studies, Romania*

We live in a society where the consumer, due to the diversity and abundance of products and services whose characteristics are becoming more similar, has to make choices that are increasingly difficult. Another aspect that has led to a profound transformation of the consumer behavior is due to the large volume of information, supplied by the Internet, information which in some cases is not accurate, but is decisively influencing the consumer.

*In equal measure, the difficulty of making a purchasing decision is caused by the fact that with the opening to the global market, where the products and services were depersonalized, gaining common features, and where the concept of quality tends to no longer relate to the same standards as a few decades ago, having suffered major changes. The quality of products is a fundamental requirement of competitiveness, and quality assessment is a personal right of the consumer, because this is a direct effect of quality of life. ("Fundamentele științei mărfurilor" Dinu Vasile, 2008)*

If traditionally the consumer perceived the quality of products and services with reference to certain standards and technical regulations, now the consumer identifies and values their quality in the light of other principles, perceiving the quality at a subjective level. The influence of the accumulated knowledge and experiences encountered when using the Internet led to a profound change in the consumer's behavior matrix. Behold an element that, when added to the classic approach, highlights the subjective perception of the consumer.

At the same time, due to these changes, but also because of the global use of the facilities offered by the Internet, the companies were forced to revise the paradigm of how they do business.

Information the companies can retrieve about consumer behavior, their needs, buying habits has become essential in the design of new products and services, in establishing their business plans, fulfilling thus the needs of the consumer. At the same time, the companies can use the tools of communication offered by the Internet to try to influence the opinions and decisions of costumers.

Based on these aspects, both in terms of companies and especially of consumers, the need for a new scientific approach of modeling the commodity science emerged.

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These issues are discussed in "**Modeling in commodity science - a consumer approach**", Second Edition, published by ASE Publishing House, author Ph.D. Professor Bogdan Onete.

Through the approach of specific issues relating to: quality and consumer in the contemporary period, systems in commodity science, elements relating models in commodity science, interactive systems, the information environment of quality, models of commodities and cyberspace, the human factor and the Internet, elements of modeling on Internet and the modeling of Internet space, the book represents a turning point in the study of commodity science.

Through the holistic approach of specific issues, emerged from the study of direct characteristics of commodities according to chemical composition, physical composition, etc., the subjective characteristics generated by the individual relationship with the consumer and the relationship of commodities with the virtual space are being studied in a unified approach.

Although apparently, by tackling all the aspects of commodity science and the diversity of issues approached, the work may seem heterogeneous, but seen as a whole, it represents a united item that studies all the aspects of the modern study of commodity science in the age of mobile communications and the Internet from the consumer's point of view.

Starting from the approach of **the concepts of quality and consumer** in light of the changes occurring at conceptual level in the contemporary period, the author presents new approaches in the systems and the models specific to commodity science.

Another topic is the presentation of the profound changes occurred in modeling the commodity science with the advent and development of IT products, which has become a sine qua non condition for a proper analysis of consumer behavior assessment and his needs in a continuously changing world.

A revolutionary approach in the scientific analysis of commodities in Romania is the studying and highlighting of specific features of **modeling of commodities by making use of cyberspace**.

All the aspects involved in a proper and efficient evaluation of all the characteristics of commodities are covered and presented in detail. For a comprehensive approach of all elements constituting the value system of evaluation of goods, the author analyzes both the influence of the human factor on the development of tools of analysis used in cyberspace, the elements involved in the analysis and the construction of models on the Internet, and the modeling of the Internet space from the consumer's point of view.

This book approaches both the theoretical elements, and the practical elements regarding the analysis and classification of models of commodity science from the perspective of the consumer, items that provide the basis for the technical and mathematical methods of assessing the quality of goods, thus allowing a strong growth of the current economic



environment.

By covering the issue of **quality-information**, the author brings a fresh perspective on the connections and interdependencies that occur at both a conceptual and a practical level from a modern perspective of the themes composing the analysis of the commodity-consumer relationship in the contemporary economic environment.

The importance of the book increases due to the fact that the models and the concepts presented have applications and approaches in different economic sciences, like marketing, management, commerce or finance

The book is an excellent synthesis, intended for all those interested in the analysis and the modeling of commodity science, and the general public interested in understanding and gaining a deeper knowledge of the domain presented.

#### About the book author



**BOGDAN CRISTIAN ONETE**

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**Areas of competence:** Informatics systems for business administration, Systems and models for business administration, Consumer science, E-commerce, Web design. He published as author, co-author and coordinator **26** books, on which 10 as unique author. The main areas in which he published are: elements of the theory and strategy of quality, quality of goods, information systems and quality management, over **150** articles and scientific papers published in journals or specialized collections in Romania and other countries, he participated in **18** research projects based on contracts with companies in Romania or abroad.

**Awards and certifications granted:** • N.G. Roegen Diploma, awarded by Academy of Economic Studies, for the contribute to scientific and economic research in 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007 • Award "Laurii Tribunei Economice" in 2004

**Professional Affiliations:** • Member of **AROMAR** (Romanian Association of Marketing-Bucharest, Romania) • Member **AIS** (Association for Information Systems- Atlanta, Georgia, U.S.A) • Member **IS** (Internet Society- Reston, Virginia, U.S.A.) • Member **IGWT** (International Society of Commodity Science and Technology-Vienna, Austria)