

QUALITATIVE MARKETING RESEARCH REGARDING THE IMPACT OF THE ROMANIAN LEGAL FRAMEWORK ON THE ACTIVITY OF LEASING COMPANIES

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Abstract:

In the context of a diversified financial market, companies have identified several opportunities, including the leasing, which offers the possibility of using goods and equipments, from the most modern ones, without charging the financial management with the weight of a purchase that an accelerated scientific and technical progress would turn it into a useless task. The leasing technique hasn't left indifferent the judicial and monetary authorities, the parties involved losing quickly the freedom of organizing the relations on their own. This situation was a result of the fact that, showing interest for various sectors of national economy, leasing became the subject of distinctive regulations. In this context, during October-November 2011, there was designed a qualitative marketing research, which had as the main objective the analysis of the attitudes and opinions of the managers of leasing companies from Brașov City, regarding the impact of the relevant legislation on their activity. The research results highlighted, on one hand, the problems they had to face because of the numerous specific inaccuracies in the Romanian legal framework and, on the other hand, the changes they could bring to the legislation in force. These results provided valuable information to the management of the leasing companies, also representing a reference point in designing a future quantitative marketing research, which is of descriptive nature.

Keywords: *qualitative marketing research, leasing, legislation.*

JEL codes: *M31, G21, G28, K23*