

CONSUMER BEHAVIOR RESEARCH

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ИССЛЕДОВАНИЕ ПОТРЕБИТЕЛЬСКОГО ПОВЕДЕНИЯ

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Abstract. The article examines the essence of consumer behavior, as well as the factors that determine it. The marketing model of consumer behavior is described, it is proved that in order to conduct a competent strategy for attracting consumers, it is necessary to study the mechanisms of their behavior and the possibilities of using these mechanisms.

Аннотация. В статье рассматривается сущность потребительского поведения, а также факторы, его определяющие. Описана маркетинговая модель поведения потребителей, обосновано, что для проведения грамотной стратегии привлечения потребителей необходимо исследование механизмов их поведения и возможностей использования этих механизмов.

Keywords: theory of consumer behavior, market, methods of consumer behavior research, consumer motivation.

Ключевые слова: теория потребительского поведения, рынок, методы исследования поведения потребителей, мотивация потребителей.

At present, when choosing goods and services, consumers are guided not only by their own desires,

but are also influenced by society, this is especially noticeable in such an institution as a family. But not only the family today imposes its preferences on the subject, but also cultural factors, different kinds of communities, subcultures and other communities that can influence the activity of the consumer.

The economic downturn that began in 2014 is the longest in the entire recent history of Russia. Unfavorable economic events provoked massive reactions, sometimes of a panic nature.

Numerous studies have revealed that the crisis triggered a profound change in the consumption strategy. To a large extent, the results of the polls were influenced by the specifics of the selected respondents - they are residents of large cities. Let us systematize the identified types of consumer reactions.

So, according to Zorkina's research, more than a third of all consumers have reduced their costs by reducing food costs. The group under consideration is characterized by a transition to brands of a low price category, a decrease in the volume and frequency of purchases, a transition to a lower category of stores, as well as the use of other austerity methods. People in this category were economically most affected by the crisis, and now the increased prices for products made up the

main **expense item. Failure to meet basic needs causes the development of negative psychological states.**

Ten percent of citizens reacted to the deteriorating economic situation without a sharp change in the composition of the food basket. For the representatives of the analyzed group, an economically unfavorable situation is presented as a challenge. People are trying to adapt, they are constantly in the process of looking for new sources of savings.

A quarter of citizens behave irrationally. Representatives of this particular category are remembered for the feverish buying of large household appliances for investment purposes. This category is prone to being overcautious and easy to manipulate.

For the rest of the citizens, their behavior remained practically unchanged due to the crisis. A consistently high level of income and a sufficient amount of savings allowed them not to feel anxiety about their future.

Thus, more than half of consumers were forced to change their habits. The current situation leads to the emergence of various negative psychological states. The inability to provide a usual way of life in some cases leads to a state of deprivation, which in turn leads to frustration. Frustration can arise both as a result of deprivation and independently.

Today, the theory of consumer behavior has taken a step forward, and much attention has begun to be paid to marketing research, on the basis of which enterprises build their future strategies for attracting customers. After all, now the choice of the consumer is influenced not only by budget constraints and indifference curves, but also by other factors:

- culture;
- subculture.

In addition to cultural factors, the consumer is exposed to the so-called reference groups, which have a direct or indirect impact on a person. First of all, these are family, role and status, as well as various kinds of social interactions.

It is also worth noting that firms only recently began to adhere to a strategy aimed at meeting the tastes and preferences of the buyer, on the basis of which the offer is being created today.

Thus, consumers demonstrate various behavioral strategies related to the characteristics of behavior and financial situation. Many consumers experience strong emotions caused by the

inability to meet their needs, although the majority do not experience any particular difficulties in adapting to new conditions.

The modern theory of consumer behavior gives a chance to understand that each person is guided by their own specific principles when choosing a particular good. However, these same principles are influenced. Let not always directly, but indirectly, any person feels the actions of culture, family, friends, etc.

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