

## RESEARCH OF MECHANISM OF DECISION-MAKING IN RELATION TO PURCHASE CONSUMER GOODS

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**Annotation.** The process of decision-making about a purchase consumer goods is considered in the article. Certainly factors of influence are on buyers during realization of purchase. Investigational mechanism of decision-making in relation to a purchase commodities.

**Keywords:** users, consumer's market, process of purchase, a decision-making in relation to purchase.

### I. Introduction

Every market has many different buyers. The company in forming of its strategic plans carries out its activities identify of the expectations of existing and potential customers. Well-known companies are focusing on this, exploring the various factors that affect their behavior. This increases the number of consumers, market share, profit maximization, and the like.

### II. The statement of the problem

Actuality of the research lies in the fact that each business that wants to succeed on the markets of Ukraine, should research and understand the tastes of consumers. In modern conditions a priority in the activities of strong companies perceived the production of products that can meet the needs and expectations of consumers better than competitors. To achieve this level of market adaptation is possible in the case of continuous monitoring of the marketing environment. The emphasis is on the growing requirements of consumers to the quality standards of products, service, consumer value. With the help of marketing research the company can learn about the desires, demands and needs of its customers, to consider the making process the buyer decision to purchase goods.

These problems were investigated by many foreign and domestic scientists, such as D., Menard P., Blackwell, R., Armstrong G., Kotler F., S. Garkavenko, S. Skibinski, E. Golubkov, A . Sosunov.

The aim of the research is to study the mechanism of making decision on the purchase of consumer goods.

### **III. The result**

The domestic confectionery market has a high level of competition and the leading position occupied by the producers, who were the first to react to changing consumer preferences, dynamically updates the range of products and saturate its novelties [2, p.68]. Ukrainian confectionery companies consolidate their positions at the expense of export to Georgia, Kazakhstan, Armenia, Azerbaijan, Moldova, Baltic countries and others. The confectionery market has about 800 enterprises. While two thirds of the total market and three quarters of export control such manufacturers of confectionery industry, as «Roshen», «Korona», «Svitoch», «AVK», «Konti» and others.

It should be noted that the total volume consumption of confectionery products is growing every year. Experts explain this by the change of culture of consumption of sweets. On average, each year one Ukrainian consumes about 2.5 kg of chocolates. A positive trend is active, the displacement of the domestic market of imported chocolate products. Consequently, the proportion of foreign brands is only 5%.

On the thinking of consumers, in their decision, which they accept when buying a product is influenced by many factors. Among them factors are the cultural level (tradition, religion), psychological (preconceptions, beliefs, desires), social (family, friends, colleagues) and personal (taste, temperament, type of character).

Thus, the mechanism of adoption by the clientele the buying decision of products is very complex, its study requires significant time and resources, but without such research can not do any one company.

In order to further explore the decision-making process about the purchase of consumer products, conducted marketing research by interviewing buyers of confectionery products LLC «Nestle-Ukraine». The study was conducted over 2 days

(in a social network «Vkontakte»). This allowed us to cover all categories of consumers and ensured the representativeness of the sample. The survey was conducted using a specially designed questionnaire, which included 2 sets of questions: to determine categories of consumers (3 questions). to monitor factors influencing the choice of the clientele (10 questions). The questionnaire contained questions that allowed us to analyze consumers ' attitude to «Svitoch» (this company is a part of LLC «Nestle-Ukraine»), their preferences and comments, as well as factors that encourage them to purchase these products (confectionery: candy, chocolate, biscuits, wafers, chocolate bars).

Respondents very actively responded to the survey, quickly focused on data, goals, and sent the already processed form. For the first 3 questions in the questionnaire that were used to define categories of consumers, it can be argued that the main customers of LLC «Nestle-Ukraine», who buy confectionery products of «Svitoch», are women with an average income.

It is known that the buyer has (theoretically) 5 steps when buying: awareness of the need, seeking information, evaluating alternatives, making the decision to purchase behavior after the purchase [3, p.630]. These stages follow the mechanism of the decision-making process on the purchase of confectionery products of «Svitoch».

In the first stage, the buyer should be aware of the need of a product, in this case a certain kind of sweets LLC «Nestle-Ukraine». To study the reasons that motivate customers to buy, had the following questions:

- Do you know goods LLC «Nestle-Ukraine» and «Svitoch»?
- How often do you buy confectionery?
- What do you prompts to buy sweets?

The answers to the first question gave an overall view that everyone is familiar with this producer, consumed the products of «Nestle». In addition, «Svitoch» is very popular among the population of Ukraine, its buy and consume with pleasure.

The second question gave an opportunity to understand that the products of this company are bought often (on average a few times a week/ a month).

The answer to the third question about the reasons that lead to buy confectionery products, were: desire to make pleasantness; the impression that sweets is a great gift; the desire to have novelty; dependence on sweets. Evidence suggests that the Ukrainians often buy sweets at your pleasure or dependence on them. This trend is harmful for the population, because we all know that you cannot consume sweets.

In the second stage the decision on purchase of consumers choose the source of information that is, in their opinion, truthful and accurate. The search for such sources is carried out by analyzing the advertisements, product descriptions, conversations with friends, participation in exhibitions, presentations and the like. For buyers of confectionery products of «Svitoch» were used such sources of information: their own desire, the advice of relatives, the opinions of friends, advertising in media (Internet, television, radio, newspapers and magazines), the advice of the sales assistant, the information in the store. Studies have shown that the choice of source of information customers use media, namely, Internet and TV. Therefore, manufacturers should pay attention to this when choosing ways of informing about new products.

In the third stage, consumers evaluate alternative products. During this they use a certain set of indicators (criteria) that are important to them in specific cases: quality, taste, toppings, and more. There are attributes that are unique to a particular type of product, and there are those that are suitable for all products [1, p.116].

Evaluation of alternatives while buying sweets was carried out according to the criterion of expected benefits, types of confectionery products, a variety of toppings. This allowed for wider and more accurate understanding of the tastes and preferences of customers. For consumers the expected benefits are: quality, price, country of origin, packaging, good for health, taste. The survey results indicate that product quality, price and its usefulness for health play a critical role in the selection and purchase. A wide variety of sweets LLC «Nestle-Ukraine» is the basis for a wide range of alternatives for any consumer. That is, each client has the opportunity to choose for themselves the type of production (filling, appearance, texture) that will satisfy his taste buds.

At the fourth stage, the consumers decide to buy products. These solutions usually are to purchase goods of a certain brand, which is the most popular. Also, the decision about the location (where purchases work), time (when to buy) and the required amount. The analysis of this stage of decision making on the purchase of confectionery «Svitoch» has allowed to define the place where the purchased goods, the time when it is doing that, in turn, will help the specialists: marketers of this enterprise is to calculate the volume of deliveries and place of sale.

Studies have shown that consumers often buy it in the supermarkets and shops that are on the way to work, school and the like. This should pay attention to the merchandisers and sellers that operate in the relevant markets.

The fifth stage of the purchasing process – consumer behavior after purchase.

Assume that comparison of products with planned expectations. The results of the study, the majority of customers are satisfied with the purchase of confectionery products «Svitoch». But there are drawbacks that were mentioned by the consumers: bad display of goods in some sales, small selection, high prices, etc. But these shortcomings can be corrected in a relatively short period of time and make so that the behavior after the purchase and the experience has always been positive.

Thus, the research allowed to identify clientele in the domestic confectionery market and to profile the consumers. These consumers are women who often buy these products for desire to make pleasantness or through dependence on sweets.

The key characteristics when choosing confectionery products are quality, health benefits and the price. The majority of consumers are buying confectionery in supermarkets and on the way to work, school, home and so on.

The overwhelming number of respondents indicated that they are satisfied with this product. But after certain remarks regarding the operation of points of sale (shops), were those consumers who had some complaints.

#### **IV. Summary**

Summarizing the results discussed in the article matters, it should be noted that the mechanism of acceptance by the customer of the decision on the purchase of goods is very important for any enterprise. The need for such studies due to, firstly,

the opportunity to study the environment of consumers; secondly, to identify strengths and weaknesses of the firm from the point of view of customers; thirdly, to make conclusions about the width and depth of the range presented, the degree of saturation, product quality, number of new products and the like.

Considering all these aspects, any company must thoroughly study the mechanism of making decision about buying the product to take a leading position on the domestic and foreign markets.

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