EVALUATION OF THE OPTIONS BY THE CONSUMERS IN PROCESS OF BUYING ENTERPRISES'S GOODS

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It was made the analysis of one of the most important stage of the process of consumer decision to buy goods. This stage is estimation and choice among several alternative products or brands the one which would satisfy the buyer. It was explained the essence of two methods of assessment consumers' preferences: the cost method of consumer's characteristics and model of the expected value.

Keywords: *Evaluation of options in the process of buying, an alternative in choosing, a method of cost consumers' properties, a model of the expected value.*

I. Introduction The study of consumer's behavior takes a special place in the system of market research. The decision of buying by the consumer, particularly, the process of evaluating options and alternative products, is the most valuable for marketers.

Buying goods consumers are influenced by many factors such as psychological, personal, social and cultural, situational factors of influence, etc. [1]. Figuring the interaction of these factors is a complex process. Qualitative and quantitative structure, what and why consumers buy, who participates in the process of buying, when, where and at what price they buy – the answers to these questions are individual for each company and should be regularly researched by marketers. If the company is not able to identify their consumers' preferences and show them to the consumers, it can expect that they will not do this by themselves. Therefore, the study and evaluation of consumers' preferences in the decision of buying plays a decisive role in the study of consumer behavior.

There are many scientific works dedicated to the problem of research of consumer's behavior. An important contribution to the study was done by such famous foreign and native scientists as Kotler, JJ Lambe, E. Golubkov, O. Zozulov, E. Krykavskyy, S. Skybinskyy, L. Shevchenko and many others.

However, despite the availability of foreign and native literature, the question of assessing of options while buying goods is not enough considered in the national literature regarding the peculiarities of the Ukrainian market. All these factors confirm the actuality of the chosen topic.

II. Problem Making decisions about buying goods consumers draw attention to their preferences of products, their ability to satisfy the need with the maximum benefit for themselves. Consumers evaluate options and select the best one.

There are several methods of assessment of consumers' preferences, the most common of which are the method of cost of consumer's properties and model of the expected value.

The aim is to illustrate the activity of TMC "Mylushi", which manufactures fish products in the western region, how consumers assess the individual characteristics of the products and decide whether to buy it.

Fishery products are not included in the basic consumer basket and are not essential products, consumers will buy them only if they like the product's quality and if the company can interest them.

Nowadays in Ukraine they consume fewer fish per capita than for example in Japan or Western Europe, but by the way you know that fish and fish products are a valuable and often indispensable food that provides human need especially in animal protein, has a wide range of vitamins , a variety of minerals and biologically active substances. Consequently, this market is rapidly developing, it has good prospects and potential consumer may be interested.

III. Results Making decisions about buying the product consumers go through several stages: understanding of the need, information search, evaluation of options before buying goods, purchasing of goods, consumption (use) and valuation of goods after consumption, getting rid of the product [3].

In this case, assessing alternatives of potential goods they use a certain set of criteria (indicators) that are important or relevant to each case. We can define such indicators or criteria that are important to him in process of choosing preserves.

Propose to study the consumer preferences using the method of cost consumer properties. This method consists in determining the double rank scales: one for performance, and the second one – for their values [2].

Firstly primary sources were analyzed. It detected the preserves' properties which influence the formation of consumer's preferences. They were: the type and quality of fish, recipe of preserves' mixture (or just add to the flavor of preserves), price, appearance, packaging and net weight of preserves. A survey among respondents had to be conducted to assess the importance of each of these options when choosing products and to form the scale of consumer's preferences, so questionnaire was designed.

The questions were posed in such a way to first identify the importance for consumers of the following preserves' characteristics, and then to assess each of these characteristics on a scale of profits. Thus, respondents chose the best for them fish (herring, mackerel, salmon), flavoring applications (oil fill, red pepper, olives, mayonnaise, "home" marinade, mushrooms), price per 0.5 kg preserves (10-12, 12-14, 14-16 grn.), packaging (tray, bucket, bright sticker) and net mass (0.3 kg, 0.5 kg, 0.8 kg, 1 kg, more than 1 kg).

Consumer's preferences for each of the performance breakdown in such way: 75% of respondents prefer herring, 15% of respondents prefer preserves with mackerel, 10% of respondents prefer preserves with salmon, the most popular flavor was mayonnaise (35% of respondents), followed by "home" marinade (20%), 15% of respondents choose oil fill or paprika, 10% of respondents prefer olives, 5% of respondents prefer mushrooms; price range 10-12 grn. was preferred by 40% of respondents, range 12-14 grn. was chosen by 35% of respondents, range 14-16 grn. was preferred by 25% of respondents, packaging tray was chosen by 60% of respondents, packaging-bucket and packaging with bright label were chosen by 20% of respondents.

Also, respondents were asked to put marks for each characteristic of fish preserves to identify the most important ones.

On this basis, weight coefficient was calculated for each characteristic. "Spices" was the most important factor for consumers when they choose a certain type of preserves with weight coefficient in 0.24, consumers pay a little less attention to such characteristic as "Net Weight" (0.21), they pay even less attention on "Appearance" (0.19), and the characteristics "Fish" and "Price" were the least important for consumers (0.18).

Basing on the results dual measurement of values for preserves was made by multiplying the value of each characteristic on the weight coefficient. Thus, we can conclude that different elements, that determine the final appearance of the product, influence on the popularity among consumers of specific types of preserves.

Thus, among the variants "fish" the herring was the most valuable for the consumers with the result in 0.1350, this is quite natural, since it was elected by 75% of consumers, mackerel was significantly less valuable (0.0270), and the last place salmon occupies among consumer preferences (its value is only 0.0180).

Option "tray" was chosen by 60% of respondents, so the value of this option is 0.1140 and it is the most popular in characteristic "Appearance'. The values for variants "Bucket" and "Bright packaging" equal 0.0380.

Differences between the options for "price" characteristic are not great and price 10-12 grn. has value 0.0720, value for price 12-14 grn. is 0.0630 and value for 14-16 grn. is 0.0450. Thus, price 10-12 grn. is the most important for the respondents.

The greatest value for characteristic of "Spices" belongs to "Mayonnaise" (0.0840), it is followed by "Home marinade" (0.0480), "Oil fill" and "Paprika" have the same values in 0.0360. The smallest value in a survey received options "Olives" and "Mushrooms" and they are equal in 0.0240 and 0.0120. And finally for characteristic "net weight" weight 0.3 kg is the most valuable for preserves (0.0945). And then the value is decreasing with increasing of weight: 0.5 kg with the value 0.0630, 0.8 kg and 1 kg - 0.0210 and packing more than 1 kg has value 0.0105.

Thus, characteristics which have the biggest value for consumers are "Herring" (0.1350), "tray" (0.1140), "12-10 grn." (0.0720), "Mayonnaise" (0.0840), "0.3 kg"

(0.0945). The product, which will has all of these characteristics, can be also called the maximum utility product and it can satisfy all consumer's preferences in full.

Therefore, to evaluate each type of preserves by this method we should conduct a survey to identify importance of each characteristic and the interest to them among respondents. We obtain the value of each value characteristic by multiplying the importance of each characteristic on the share of consumers who prefer a particular type. Then assessment of each product can be calculated by adding the values we have discovered.

Therefore, this method helps to clarify and understand the tastes and desires of consumers, their criteria when choosing a product, to determine the necessity to produce a product, to understand its ability to satisfy the need of consumers, to find out what products can in maximum satisfy the needs of consumers and to implement them into production if possible.

Model of expected value helps determine the behavior of different groups of customers on the selection of certain brands on the market.

This method is based on making two-dimensional scale of benefits and comparing our product with competitors' products. It is necessary to make tasting for potential customers, where they will taste products of TPC "Mylushi" and of two main competitors in the Volyn region – OOO "West-fish" and PE "Pavlov fish". Then the audience will be asked to answer a questionnaire and the results will allow calculating of the expected value of our products and competing products.

Analysis was conducted on example of smoked mackerel, which value is estimated to consumers by such characteristics as taste and smell, the appearance, the color, the ratio "price / quality". Questions were asked so that consumers decided for themselves the weight of each characteristic and put marks for each of the characteristic for samples that were submitted for tasting.

Respondents identified the weight of each characteristic: the weight for "taste / flavor" is 0.3, the weight for "color" is 0.1, the weight for "appearance" is 0.2, the weight for "price / quality" is 0.4. They also put their scores on each of the characteristic for the three competing firms. The specificity of the method assumes

that the estimates are put on a scale from 1 (bad result) to 5 (good result). TPC "Mylushi" received such assessments: 12 respondents gave a "5" score in terms of "taste and flavor", 14 respondents gave a rating "5" for the figure "Appearance", 13 respondents gave a rating of "3" in terms of "color" and the major 14 respondents rated indicator "price / quality" 2 points. 12 respondents rated the taste of mackerel in 4 points for OOO "West-fish", 15 respondents rated the color of to a mark of "3", 16 users gave a "4" mark for appearance, 12 respondents rated " price / quality" in 3 points. Products of PE "Pavlov fish" have such assessments: they have "5" for "Taste, smell" (12 respondents), "2" for the "color" (17 respondents), "5" for the "Appearance" (11 respondents), "2" for "price / quality" (13 respondents).

Then we sum the importance of each characteristic and evaluation of performance and get the expected value of each sample for each company.

It was researched that among those represented on tasting products, consumers prefer smoked mackerel of TPC "Mylushi" most of all, its expected value is 3.6 points. But competitors have only 0.1 points less than our company has, so there is strong competition for quality in the industry. However, all three companies have more opportunities for development, so that the expected value of perfect product is 4 points. Thus, the expected value model is such model that is focused on the highest value benefits.

IV. Summary Buying the product the consumers make a choice and just evaluation of the product and their personal feelings give them the opportunity to choose one or the product. Sometimes it is difficult to determine the motivation of consumers when they do shopping, but this method of consumer preferences makes it possible to partially evaluate the options at least and to make a choice.

There are two methods of consumer preferences: they are the method of use-value and the expected value model, which made it possible to find out and understand the tastes and desires of consumers, their criteria when choosing a product, to determine whether or not to produce a product, to understand its ability to satisfy the need of consumers, to find out which product would meet the customers'

needs in the best way and to imply it in production if possible, to compare products of one company with similar products of competing firms.

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