

CONCEPTUALISATION OF CATEGORY «BEHAVIOR OF THE ENTERPRISE» IN ECONOMIC THEORY


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ABSTRACT

It is known that forming of market economy depends on the behavioral actions of the enterprises, that work in the conditions of severe competition. Business processes and their consequences are based on the specific types of enterprises' behavior that can be envisaged with correction and forecasting. For this reason the question of studying the terms of enterprises' behavior forming as bases of decision of economic and organizational problems is important with the aim of choice and creation of effective model of enterprise's behavior taking into account the external and internal factors of influence. The results of the research show that this question was actively studied by scientists and caused varied discussions. The results of scientific searches of essence and typification of enterprises' behavior in modern terms are presented in the article. The necessity of application the different types of enterprise's behavior for achieving the enterprise's aims is established. The special attention must be tend to the consumer-oriented enterprise's behavior that has to take into account the wish of consumers of enterprise's products. The algorithm of the process of consumer-oriented enterprise's behavior forming is offered. It consists of two blocks: preparatorily analytical and correcting, sequence and logic actions implementation will allow to the enterprise to react on market changes in time and economic challenges for achieving certain progress trends. On the basis of the research behavioural principles of the development of enterprises the classification signs of enterprise's behavior are systematized and authorial criterion signs that extend this classification are offered, namely: level of consumers's informatization; environment of enterprise's activities; co-operating with end-user; type of consumers's generation; level of enterprise's digitalization.

INTRODUCTION

The development of enterprises in modern terms depends on the process of making decision by economic agents in the different spheres of economy. Rationality and strategic expediency of enterprise's behavioral strategies forming at the market depend on reasons, options, terms and expectations of economic agents. Scientists that develop the theoretical base of behavioural principles of enterprises' development conduct empiric researches within the framework of behavioural conception of enterprises' functioning, paying attention to the study of human's behavioural features in the process of economic relations within the framework of economic theory development.

Transformation of the economic systems, innovation in entrepreneurial activity, capacity of people for creative thinking, to the eccentric decisions and actions resulted in appearing relatively new direction of economic science development – behavioural economics. Scientists and experts try to learn influence of the psychological phenomena of a person, his/her emotions on the making of economic decisions. Behavioural approach is inherent to the activity of different subjects from an individual and enterprise to the market and regions. Zh. Koiev (2016) determines behavioural economics as «area of economic knowledge, that studies how social, cognitive and emotional factors influence on the making of economic decisions by people and organizations, and also as made decision influence on the market» (Pavlov et al., 2016). The Nobel laureate H. Simon (1955) is regarded as the founder of behavioural economic theory, whose scientific works had interdisciplinary character and united the information theory, psychology, mathematical and computer design of making decision (Thaler, 2017).

But we consider that selection of behavioural science in the separate area of knowledge would be impossible without other scientific works of scientists who under different visual angles investigated during many years the behavioural actions of people, consumers, financiers, competitors,

partners, managers, firms owners, and also enterprises' behavior of different patterns of ownership on the market. Therefore, ponderable contribution to development of behavioural economy was done by many scientists the scientific achievements of whose gave an opportunity to distinguish basic directions of behavioural economy development: behavioural theory of personality; behavioural theory of consumption; behavior of consumer; behavioural theory of finance and theory of auctions; behavioural theory of enterprises of different patterns of ownership.

Enterprise's behavior can be examined as practical display of theoretical principles of history of economic studies. Therefore, we consider that it is necessary to distinguish the groups of theories, that explain the essence and describe the character of enterprises' activity in competition environment, determining the features of enterprises' behavior at the market in the conditions of dynamically-changeable environment and behavior of commodities customers and also to define the factors of influence on enterprise's behavior.

METHODS

The research is based on the use of general scientific methods, i.e. theoretical analysis is used to determine the impact of Consumer's behavior theory on the behavioural theory of the enterprise in different forms of property; factor analysis is used to determine the direction and strength of the impact of individual factors influencing the development of behavioural theory of the enterprise; analysis and synthesis is implemented to develop The algorithm of the process of forming consumer-oriented behavior of the enterprise.

RESULTS

Essence of category «behavior of the enterprise» with the consumer-oriented approach.

In economic theory the enterprise's conception is examined as a system of approaches that exposes the essence, behavior, evolution and other aspects of enterprises' functioning. In different times of scientific epochs the theory of enterprise was filled up by research and practice principles, various models of enterprise management, scientific approaches to understanding of behavioral consumers' actions and the process of making their decisions about purchases (Figure 1).

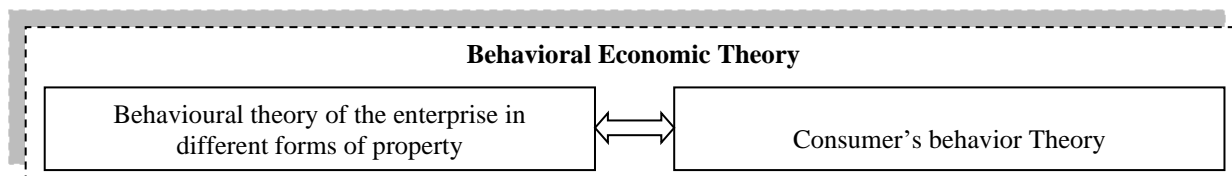


Fig. 1. Combination of behavioral economic theories

Source: prepared by the authors

Therefore, it is absolutely logically to study the evolution development of the enterprise, understanding the features of consumers' behavior, with that enterprises enter into the market relations, that will allow to support new progress of modern economic theory trends – to converge relatively separated directions of economic theory. Exposing the essence of economic behavior of the enterprise, H. Kaplenko (2005) takes a leading role to strategic activity and offers classification of different types of economic behavior on certain descriptions of its forming: morality, functions of economic culture, psychology, creative character, market orientation, rules of behavior, psychology of enterprise and its size, motivation of guidance and enterprise strategy, sociocultural and social psychological factors, types of enterprises by Nelson and Berson. V. Pastukhova (Pavlov et al., 2016) investigated the classification signs of types of enterprises' behavior by Nelson and Bernson, in detail describing passive expectation, busy wait, passing of changes, and stimulation of desirable changes.

N. Karachyna (2009) made a contribution to theoretical and methodological base of economic enterprises' behavior forming and added to the already well-known classification signs of types of enterprises' behavior (Karachyna, 2009) as the state and terms of development, distinguishing economic behavior of safety, economic behavior of survival, economic behavior of inert existence, economic behavior of increase. In addition, the conception of economic behavior model that is able

to provide safety of the development of machine-building enterprise was offered by this author. Conception of economic behavior model that is able to provide the competitiveness of dairy milk processing enterprise at the market, is worked out by N. Hanzienko (Kaplenko, 2005).

A. Kudinova (2004) considered much attention to the theoretical comprehension of essence of the category by «enterprise's behavior» and to the research of components that contain its contents. Many researchers exposed and formed theoretical and methodological principles of enterprise mission in modern world. O. Malysh (2006) examines the problems of adequate market behavior forming in aggressive and changeable business-environment, taking into account strategic positions of the enterprise (Kapinus, 2021).

I. Ansoff (1979) pays attention to the organizational enterprise's behavior and grounds the types of organizational behavior (increasing and entrepreneurial). Studying management strategies, S. Solohub (2001) distinguishes the types of strategic enterprises' behavior depending on principles: principle of self-determination, principle of adaptation, principle of innovative perfection. Important researches of investment enterprises' behavior which were worked out by I. Skvortsova, O. Kryman, S. Dzheresad (Karachyna, 2009) and concentrated attention on the actions of investors that through the row of reasons made decision on planning and realization of strategic development of enterprises. Informative enterprises' behavior that envisages informatively-communication cooperation between the participants of market, envisages the following types: adaptive, structural, destructive, initiative and reactive (Kapinus, 2021).

With the aim of repetition avoidance and providing of successful enterprises functioning in market conditions, deem it advisable to pay more attention to marketing theory and add classification signs priority of enterprise's orientation on marketing aims, distinguishing the types of enterprises' behavior: productive-oriented, sale-oriented and consumer-oriented. The productive-oriented enterprise's behavior is directed in support of functioning and providing development of productive potential. The accent of entrepreneurial activity is put on the production of goods with orientation on the indexes of production efficiency. Enterprise's sale behavior is sent to the production of goods with preset parameter of quality and aggressive sale through the various channels of distribution. Much attention is payed to the target market and analysis of results that correct the enterprise's behaviour operating on the market. The consumer-oriented enterprise's behavior is sent to the increase of satisfaction the necessities and improvement of consumers relation to the products of thr enterprise. Research of consumers' behavior and potential possibilities of target market is important stage in forming of enterprise' behavior model. It is educed during the research, that the concept «enterprise's behavior» in the process of evolution was transformed and can be examined separately of every enterprise for explanation and prognostication of causal mechanism of the real events in economy. History of forming approaches, theories, conceptions of enterprise's behavior presents the evolution within the framework of the general economic theory formation. On the basis of established material above and on the basis of own researches the authorial approach to the interpretation of concept «enterprise's behavior» is offered. Enterprise's behavior is economic category that envisages totality of actions, methods and solutions of enterprise's reactions on influential factors from the side of internal and external environment, taking into account dominant variations of economic behavior (strategic, innovative, entrepreneurial, organizational, informative, competitive, market, social responsible) with the aim of achieving aims of the enterprise that has the consumer-oriented approach to the eventual administrative decisions acceptance.

The detailed typification of enterprises' behavior takes into account the market conditions, environment, enterprise, changes in economy that allow to form the enterprise's behaviour model with the aim of effective decisions acceptance and forming of algorithm of this model actions realization for achieving the certain progress of the enterprise trends is given (Figure 2).

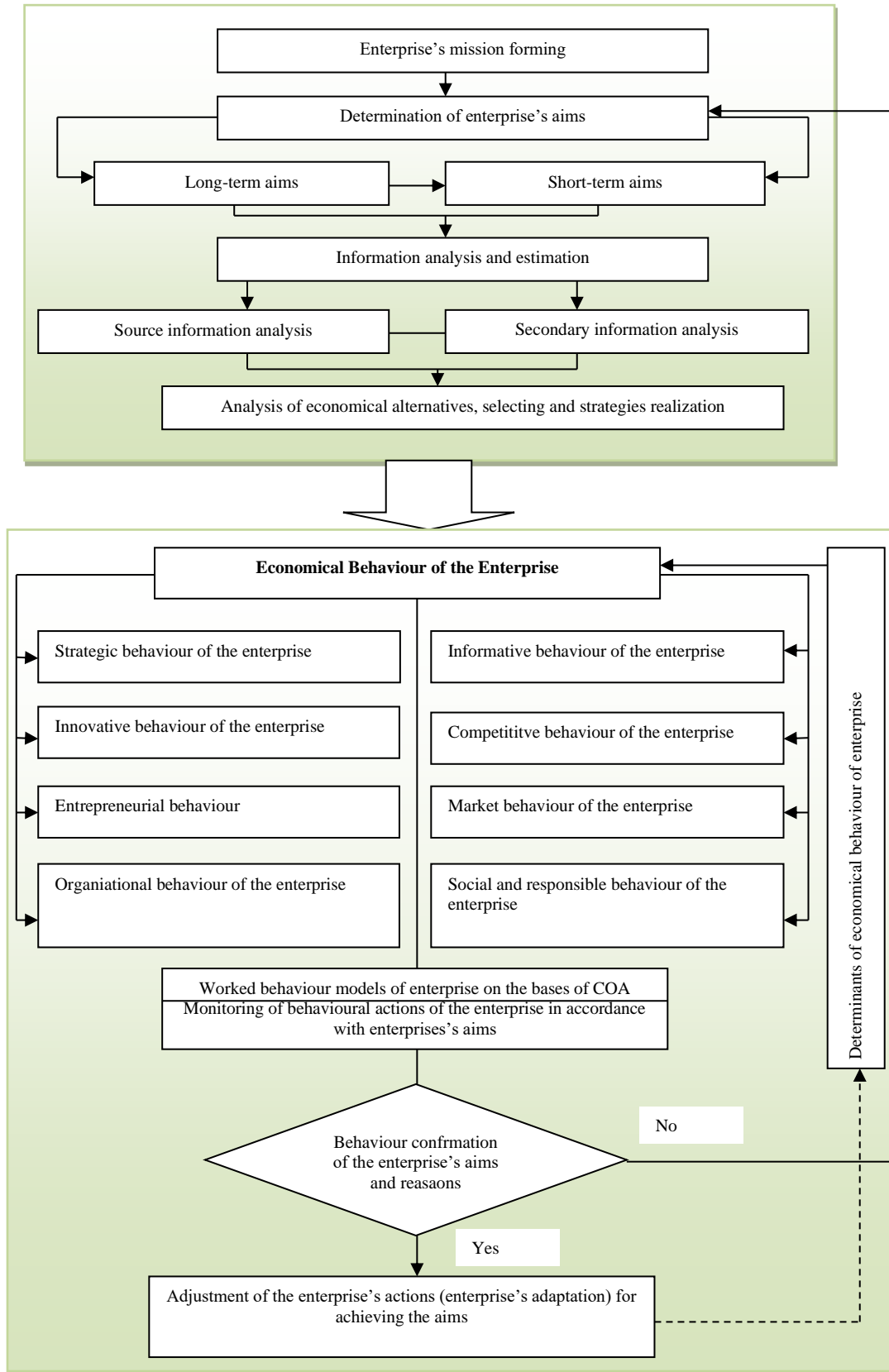


Fig. 2. The algorithm of the process of forming consumer-oriented behavior of the enterprise
 Source: prepared by the authors

The algorithm of forming of economic enterprise's behavior process has cyclic character and consists of two blocks. The first block is «Preparatorily-analytical» includes determination of enterprise mission, establishment of enterprise aims, analysis and evaluation of information and analysis of economic alternatives, their choice and realization. Mission of the enterprise is set by top management and promulgated general strategic aim of the enterprise, contents of its existence from the point of view of public interests. It is original compromise between the consumers necessities and possibilities and enterprise desires. Some scientists, for example V. Barancheiev (2007), examine missions by separate constituents. Mission-setting is clear understanding of enterprise's origin of reason and maintenance of their existence. Mission-orientation determines the enterprise's guidance attitude toward the different interested groups of influence on the basis of unfolded idea about the system of values that the enterprise adheres to.

Between the aims must be clear hierarchy, where every structural subdivision set objectives consonant with the aims of other subdivisions, so that they were organically written into determination of primary objective of enterprise activity. Primary objective is achieved during the realization of aims of lower level (short-term aims). Difficult objectives of organizations structurises at the use of such instrument, as «tree of aims», where higher level is interpreted as primary objective of the enterprise functioning that is changed into hierarchical structure. The amount of levels depends on organisational structure of the enterprise, and aims complication. Basis of «tree of aims» where the types of work are set, facilities and terms of implementation are determined. Every event must answer the aims of higher level and be materially supported. For every event there must be certain charges and expected effect (Samuliak, 2008).

The next stage is analysis and evaluation of information, that are based on the data got from the primary and secondary sources of the enterprise. Primary information is the informative materials got in the result of specially undertaken sociological studies for the decision of certain problem. Their collection comes true by supervisions, questioning, experimental researches. For realization of primary marketing information collection, the enterprise must have corresponding resources, such as: specialists who own qualification in area of collection, processing and analysis of information; methodical providing of work with information, as the methods of collection and processing of information influence on its quality; necessary equipment that allows to register information during the research. Secondary information is information that gathers from different sources for other aims. Secondary data help the enterprise better acquainted with the situation in industry, with the tendencies of sales volumes change and profit, competitors activity, innovative technologies and developments in area of science. The accumulated information forms permanent infobase. Episodic information gathers irregularly, used in the special situations, when guidance is unable to define the enterprise's behavioural operating on the market.

On the basis of informative knowledge the enterprise carries out the analysis of economic alternatives, elects those directions of activity that answer potential of the enterprise. We consider that one of directions of economic feasibilities realization is forming of economic behavior of the enterprise at the market.

The second block, «Correcting» is devoted to economic enterprise's behavior that must take into account its aims and mission.

The selection types of economic enterprise's behavior gives an opportunity to concentrate effort of the enterprise on those directions of economic activity that represent character and essence of economic activity on the basis of interinfluence of corresponding determinants. We consider that any type of economic behavior that is represented in the algorithm, must be oriented on the consumer. Therefore, the development of enterprise's behavioral models must be based on the consumer-oriented approach. With the aim of exposure of use the behavioural models efficiency it is needed to conduct monitoring of enterprise's behavioural actions according to the enterprise's aims. If enterprise's behavior answers the aims and reasons of the enterprise (table 1), then it is needed to continue such behavior, if necessary correcting the enterprise actions for achieving the aims. Thus, it is necessary to take into account determinants of economic enterprise's behavior.

Table 1. Reasons of the enterprise

| Reasons | Characteristics |
|--|---|
| Reasons of profitability | Desire of the enterprise to get a profit in competitive activity, providing new products producing with high added value. From one side, a profit comes forward as financial source, and on the other hand, a profit is the aim of investing. |
| Reasons of stability | Aspiration of the enterprise to stability of productive process, increase of goods volumes production with high added value, maintenance and increase of market share. |
| Reasons of surviving | Desire of the enterprise to provide the survival in the conditions of eurointegration and transition of business on on-line-market. |
| Reasons of competitiveness increase | Desire to produce quality and competitive products, occupy the leading position at the market. |
| Reasons of strengthening relations with consumers | Desire of the enterprise to increase the amount of consumers, promote their loyalty, work on individualization of consumers' queries. |

Source: (Korytko, 2018) with author's addition

If enterprise's behavior does not answer the aims and reasons of the enterprise, it is needed to revise behavioural models and enterprises' objectives, in fact often the enterprise reaction on external environment changes can change the enterprises' objectives.

Factors of influence on the consumer-oriented enterprises' behavior forming. In the conditions of permanent change of enterprise's environment it is important to find the ways of optimization market activity of the enterprises for achieving success. Certainly, to own deep knowledge about each factors that has the influence on the activity of certain enterprise, it is impossible, in fact generous amount from them cannot have tendencies to development and be unforeseeable. However, every enterprise must create the row of behavioural strategies, actions and adaptation of enterprises' behavior in accordance with the most real and critical factors of influence. Nowadays and until now the greater amount of enterprises doubtfully behaves to the crisis management and critical analytics of future periods that is why does not develop the similar plans of actions for business maintenance. Therefore, the selection of influence factors on enterprises' behavior and development of modern classification will allow to develop the theoretical base of behavioural principles of enterprises development in modern economy and to serve as the secondary information source for the operative decisions acceptance and opening additional possibilities with the aim of of negative consequences warning for business.

For today any enterprise is the system that constantly co-operates with the elements of environment. Exactly these elements-factors influence on their behavior and come forward as main circumstances for forming of development strategy. In the general understanding of environment of enterprise concept, it is taken from the sphere of management, where the external and internal factors of influence are distinguished in relation to certain subject of activity. However, in modern environment there is plenty of factors, that goes far beyond the frameworks of classic classification of XX century. Certainly, each of factors influences on common enterprise's behavior and partly line up its vector of aspiration, their degree of influence and source is differ. For this reason, there is a necessity for the unfolded classification of influence factors on enterprise's behavior in accordance with the modern market activity conditions of the subjects of management. Systematization of influence factors by basic classification signs is given in the Table 2.

Table 2. Classification of influence factors on enterprise's behavior

| Classification sign | Types of factors | | |
|------------------------------------|--|---|---|
| 1 | 2 | | |
| Sphere of origin | Internal environment | Microenvironment | Macroenvironment |
| | - legal organisational form - enterprise mission and objectives - qualification personnel level - organisational culture - product competitiveness | - raw material suppliers - negotiants - consumers - competitors - responsive group of consumers | - political climate - economical state - demographic factors - socioacultural factors - level of scientific and technical development - ecological situation |
| Sphere of influence | All-management | Marketing | Specific |
| | - government control - activity strategy - product and price policy - economical environment | - competitive environment - тенденції маркетингу - еволюція споживача - advertising activity - demand of products and their positions | - production technologies - state of equipment - raw materials - innovations - qualification of working personnel |
| Level of influence on the activity | Strong influence | Middle influence | Low influence |
| | - economical state - legal base - military situation in the country and the world - level of industry control | - market capacity - launching of ew product - technological level of industry - level of competition | - customer development - market tems - state of distribution outlets - advertising and communication activity |
| Influence duration y | Long-term actions | | Short-term actions |
| | - economic population stability - ecological state in the region - legislative and normative base functioning | | - advertising activity - modern tendencies in industry - new products - scientific and technical progress |
| Type of production | Product | | Service |
| | - raw materials - distribution chain -technical and technological - competitiveness | | - consumer geography - consumer psychology - social and cultural environment - classification of working personnel |
| Sphere of enterprise activity | B2B-market | B2C-market | B2G-market |
| | - client geography - production capacity - natural and climatic conditions | - distribution chains - advertising - evolutionary of consumer - market capacity | - big production capacity - government control |
| Evolutionary | Permanent | | Temporary |
| | - political climate - ecological situation - economical situation - globalisation | | - scientific and technical progress - modern tendencies - digital trade transformation |
| Consumer types | Disrupters | Early adopters | Majority |
| | - modern tendencies - innovations - scientific and technical progress | - novelty - marketing efforts | - personal income - product availability |
| Nature of factor | Objective | | Subjective |
| | - social - political - economical - demographic | | - nature-climatic - ecological - mental |
| | Increasing | Maturity | Decline |

| | | | |
|--|---|--|--|
| Life cycle stage of the enterprise | - barriers of market entrance - product novelty - supply and demand at the market - financial reserves - tax policy | - legal stability - business reputation - management level - personnel motivation | - competition in industry - marketing policy - distribution chain - production constituent - leaving market barriers |
| Force majeure | Internal | | External |
| | - production accident - death or sickness of key persons - resource shortages in industry | | - epidemic - natural hazards - military actions - ecological catastrophes |
| Type of competition | Monopolistic competition | Monopoly | Oligopoly |
| | - level of competition - advertising activity - consumer opening - barriers of entrance and leaving | - state regulation - legal abuse - consumer abundance - resource availability | - level of competition - degree of innovations - resource availability - market capacity |
| Level of consumer informatisation | Low | Middle | High |
| | - printed periodical editions - word-of-mouth - reference group | - free access to the Internet - external advertising - inside leaders | - mobile applications - digital trade - free service usage |
| Environment of enterprise activities | Online environment | Internet-environment | Off-line environment |
| | - social networks - messengers - mobile applications and games - informational online-resources | - search systems - mass media sites - context and search advertising - Internet-portals | - printed leaflets - external advertising - advertising in transport - TV - advertising in sales places |
| Compatibility with end user | Online-consumers | | Off line-consumers |
| | - product-placement - Internet - online-advertisement - influencer's comments - virus content | | -TV - external advertising - promoters - personal contact with consumer - word of mouth |
| Type of consumers' generation | Generation X | Generation Y | Generation Z |
| | - balance - stability to tendencies | - technologies - health - climate and ecology | - self-realisation - personal freedom - activeness 24/7 |
| The level of enterprise's digitalization | Low | Middle | High |
| | - print digital transition - resource saving | - computer application of records - new type intermediary | - digital business transition - flow of digital revenues - image optimization |

Source: prepared by the authors

In this classification the influence factors on enterprise's behavior are given 17 basic signs that influence on activity of any subject of management at the market. All these factors also can be divided into guided by the enterprise and those uncontrol factors on which the enterprise tries to influence. In accordance with the researches of influence factors, swinging majority of scientists and researchers specify on more substantial influence of those factors that are out of control. In different literary sources such classification signs of influence factors on enterprise's behavior are investigated: sphere of origin (internal environment of enterprise, macro- and microenvironment), sphere of influence (all-management, specific, to marketing), degree of influence on activity (strong, middle, low), duration of influence (short-term actions and long term actions), type produced products, sphere of activity, evolutionary, type of special purpose consumer, nature of factor, stage of life cycle of the enterprise, force-majeures, type of competition.

We consider that in the modern world the enterprises' behavior forming influence on the level of consumers informatization, environment of enterprise activities, co-operating with end-user, type of consumers generation and level of enterprise's digitalization.

The level of consumers informatization comes forward as an important classification sign of influence factors. Today consumers try to get not only the product for satisfaction their necessity, but something anymore - reliability and safety from a brand that can they trust. Thus, the degrees of informatization can be conditionally divided into three groups: low, middle and high. At the low level of informatization consumers search information in print periodic editions, collect reviews from the acquaintances about the commodity or producers and try to attribute himself / herself to the certain reviewer group. All these facilities testify about the low level of awareness in modern informative instruments that is characteristic forelder people and low economic providing. To the middle level of informatization it is possible to take the following factors: free access to the Internet, external advertisement and transport and certainly, reviews of inside leaders. This degree is characteristic for the generation of middle age, that have basic skills in using modern informative instruments. A high level is accompanied by the active use of mobile applications, by activity of population in digital trade (purchases over the Internet), representatives use online-services freely and searching systems. This degree of informatization is characteristic for young pople, that freely use the online-systems and give advantage to the economy of time, buying commodities on-line.

Environments of entrepreneurial activity are further qualifying sign, as the environment imposes the corresponding models of subjects' behavior. Here, it is possible to distinguish three groups of environments: on-line-environment, Internet-environment and off-line environment. The factors of online-environment influence involve: social networks (with condition of doing business and trade changed radically) that became a great platform for digital trade, by basic environment for advertisement activity of brands and fascination of audience; messengers new high-perspective channel for advertisement and increase of information about the product (telegram, viber), where it is possible to start interactive bot chats; mobile applications and games, in accordance with statistics everybody conducts about 2th hours a day in mobile applications; informative online-resources are Internet-versions of rating editions, online-magazines and others like that (Statista.com, 2020).

To the internet-environment it is possible to take the searching systems (Google, Yahoo, Bing, Rambler, Forex, Baidu and others like that) where maybe on-request got any information, and thus to mark out the advertisement on interests and queries. The web-sites of Mass Media have the most visited Internet-users among informative resources in Internet, and their reviews influence on perception of information users.

Certainly, printed editions, external advertisement, advertisement in transport, cable television and word-of-mouth advertisement are the factors of the influence of enterprise's off-line environment. All these instruments belong to the sphere of classic marketing and lose their efficiency, but until now have large influence on the audience of conservatives and elder people (Moklaik et al., 2015). The sphere of co-operating with consumer for today becomes one of the basic groups of factors that influence on enterprise's behaviour also. There are two main types of consumers: online- and off-line consumers. To understand the difference between these two types of consumers, it is necessary to consider comparative description, as for representatives of each of these types the behavior extraordinarily differs. Description is given in the Table 3. For the economy of time important factors for online-consumers are products presentation by the enterprise on the platforms of product-placement, as it is important now for consumers to read about the product (other customers description and reviews) and compare them with the reliable analogues, tested salespeople (Rozetka, Prom.ua and others like that). In online-environment this process is fast and more comfortable, than off-line, as the process of market research and comparison of variants occupies minimum of time, in fact all necessary information is in one place. Carrying out the purchase is possible in any place and time. The amount of online-consumers grows for this reason, in fact the question of comfort and economy of resources becomes more actual, and the issue of safety is important for majority of producers, and they create the direct sales channels.

Table 3. Comparative characteristics of online- and off-line-consumer

| Characteristic feature | Online-consumer | Off-line consumer |
|------------------------|--|---|
| Needs | To purchase a good commodity in comfortable place for consumer and in the most comfortable for consumption time. | To purchase a quality and safe commodity, personally making sure in its properties. |
| Reasons | Reason of online-consumers is economy. It is led that online-shops sell off products cheaper than ordinary, providing services of door delivery in comfortable for a consumer time. A consumer spends time only on registration of consumer basket and payments. | This type of consumers in majority is conservatives, that does not trust surrounding in many questions especially financial. They are ready to spend much money and spend to time on searching information about the commodity off-line, try personally choose the product and make sure that the commodity meets their expectations. |
| Values | The main value of this type of consumer are time and personal comfort. For on-line-consumer it is the most important resources. He/ she aims to spend a minimum of time on searching and process of purchasing in a comfortable place. | The value for off-line consumer consists in safety and quality of product. For achieving these values this type of consumer must check up everything personally. He/she does not repent time expended in the process of searching and purchasing, as he/ she does not trust online-trade. |

Source: prepared by the authors

Almost all online-purchases are through the Internet, for this reason it is the fundamental factor for e-commerce-projects. On-line-advertisement for today is the most effective marketing instrument for the achievement of identification and increase of conversion. Reviews from influencers acquire importance for the target audience of brands, as they come forward as the expert estimation and can change positions of the enterprise both in the best and in worst side. The king of any advertisement is content, in 2021 it is important to create quality and trend content that has chances to become viral, in fact only such content sells itself and memorized by the audience - the prime example of Ukrainian creation of such content is Bart&Fink. Off-line consumers in the majority are «late majority» and «conservatives» that is inclined to the considerable level of mistrust to modern technologies. Off-line environment of the enterprises contact with consumers through television (advertisement and sponsorship), carriers of external advertisement, work of promoters on streets and places of sale, personal contact with consumer and word-of-mouth advertising. From quality work each of these elements depends activity success of subject management and in environment on the whole.

The type of consumers' generation is not simply important factor of influence on enterprise's but one of basic fundamental ones. Each of these types provided with different necessities (except physiological base), reasons and values that form the type of consumer (his/ her necessities) and requirements to the producers of products. Description is given in the Table 4. The level of enterprises' digitalisation is the last from the given qualifying signs of influence factors on enterprises' behavior. This type is quite new and created evolutional by society, as the result of scientific and technical complex development. Digitalisation is called to optimize business processes, promoting the enterprise's productivity and to improve co-operating experience with consumers (Ustenko et al., 2019). It is possible to make three groups: influence factors of low, middle and high level of enterprise's digitalisation.

The low level of digital transformation of the enterprises is accompanied by translation of business information in digital form that not always passes successfully from the first time and influences on the further process of integration.

Table 4. Description of types of consumers' generations

| Characteristic feature | Generation X | Generation Y | Generation Z | Generation A |
|------------------------|---|---|---|---|
| Needs | Requirement in comfort and feeling of own unicity | To achieve success with the maximally short period of time | To expose the potential and find himself/ herself | Want individualization and personalisation of everything. |
| Reasons | It is important for people to understand what they buy (attentively to read composition), to make sure personally in commodity properties. They pursue in quality and status. | Each of representatives of this generation is convinced, that he/she is special. Extreme combination of high self-appraisal and unreal expectations from life, that do them vulnerable. | For "Z" generation it is important to defend possibility to be different to the last. The representatives of this generation suffer of self-affirmation | They are born in the world, where all is tuned under them. For this reason they expect an instantaneous achievement desirable. It is the most materially provided generation. |
| Values | Family values, freedom of choice, safety and quality, mprosperity and health. | Time, comfort, career advancement, self-realization, personal freedom. | Money, freedom of actions and communication, technologies, popularity, friends and family, ecofriendliness. | Personalisation, individual approach, innovations, family relations, high moral standards, empathy, time. |

Source: prepared by the authors

Accordingly on this stage the enterprises begin to save on certain resources that go out from turnover and invest savings in the processes of transformation.

The middle level is characterized by the factors of documentary work computerization and production that influences on time of working personnel adaptation and optimization of goods production. On this stage possibilities are opened for new type of mediation that influences on prestige of business reputation of the enterprise.

The high level of enterprise's digitalisation is testified to the complete transforming to digital business, mastering of trade digital platforms. At this level the enterprise gets considerable acuests from digital sources (on-line-trade). Accordingly, the image of progressive enterprise is formed.

CONCLUSIONS

On the basis of the genesis of opening the theories of behaviour economy the progress of trends of enterprises's behavioral conception functioning is determined. Pre-conditions of behavioural theories origin are found out, accenting attention on the study of enterprises' behavior features and human behavior in the process of economic relations are established. It is proved that further development of enterprises' behavior theory in modern terms takes place within the framework of the development of behavioural process taking into account the determinants of enterprise's behavior, distinguishing behavioural consumers actions on the market as key reference-points of enterprise activity.

Referring to the basic behaviour theory, it is determined that enterprise's behavior includes the different types of enterprise's behavior depending on setting goals. The necessity of application the different types of enterprise's behavior is reasonable for achieving the enterprise's aims. The special attention is devoted to the consumer-oriented enterprise's behavior that must take into account the consumers' wishes of products.

The algorithm of forming process of the consumer-oriented enterprise's behavior that consists of two blocks: preparatorily-analytical and correcting, sequence and logic of actions implementation that will allow to the enterprise to react in time on the market changes and economic challenges for achieving the certain progress trends is offered.

The modern terms of market competition it is extraordinarily difficult «blindly» to conduct business-activity for the enterprises, and in this relation expediently monitoring and reacting on plenty of factors with the aim of forming enterprise's behavior at the market. We consider that it is expedient to use the consumer-oriented approach during the enterprise reacting on the challengers of external and internal environment.

With the aim of studying the determinants of enterprise's behavior the classification signs of factors that influence on economic enterprise's behavior are systematized, and authorial criterion signs that extend this classification is offered, namely: level of consumers informatization; environment of enterprise activities; co-operating with end-user; type of consumers generation; level of enterprise digitalisation. Taking into account the factors which were offered by the author will allow to the enterprise to direct their own behavioural potential at adaptation under new economic requirements with the aim of maintenance (achievement) market positions.

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