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Analysis of Consumer Behavior

The purpose of marketing is good to know and understand the customer that the product or service will accurately fit the consumer and sell itself.

To display the product, that is suitable to meet the needs of the average buyer, marketers use marketing survey among the population.

The subject of my research is juice. It is a healthy food product and popular among the people who care about your body and health. However, many people use juice in order to satisfy their taste needs.

To obtain a suitable model for the average buyer of the product "juice" I used a marketing survey population.

The poll showed it is one of the most popular items on the shopping list of the modern consumer. That is why in our market a diverse selection of juice products focused on the modern buyer.

Consumers often study parameters such as quantity, size, quality and price. Further changes in these attributes may affect the choice of brands and goods.

Consumers relate what they know about the brand company that manufactures juice, that they consider most important to them and gradually narrow set of alternatives, until finally decide not to buy these products.

Particular attention is given to the product packaging. Everything is important to every detail: the cover, color packaging, design, format, photo on the package information for the buyer. Consumer, it is important to know what he is buying. It is at this most manufacturers and emphasize.

A significant amount of advertising bypasses the stages of information processing due to attractive photographs that are used to create the image of a company that manufactures juice. It is usually assumed that such photographs fit the preferences of the target audience.

Therefore companies that manufacture juice products have a huge number of advantages, according to consumers, which allows the buyer to acquire the juice of a brand.