

SHOPPING BEHAVIOR ANALYSIS IN CHOOSING FOOD IN RETAIL STORES

Key-words: consumer behavior, retail, marketing research

The main type retailers in the village of Nehvorosha – a retail shops, where the personal service.

Analyze the behavior of customers when choosing food products at different stages.

Stage "Awareness needs"

People have a daily need for food consumption. If a person over a period of time not consume food, it appears hungry. To quench hunger consumer buys food. The result is that consumers are interested in food consumption daily.

Stage "Finding information"

In memory of the consumer goods deposited taste of the product, its quality and the manufacturer. When choosing a product that the buyer did not eat at, he makes conclusions on the advice of friends, relatives, or information from the media, at least on the advice of the seller. The main criteria in choosing the product to potential buyers is the quality of product, price, brand and what it produces.

Stage "Before buying - assessment of options"

When choosing consumer products primarily evaluates its purchasing power, and on this basis selects search product sector. With the option chosen, the buyer selects the best in terms of quality and composition. Selects the buyer that the goods which are most satisfied him.

Stage "Buy"

If the consumer is hesitant in choosing a product, he turns to the retailer for advice. Food is quite common, because of this search product that meets the needs of the consumer is not difficult. Buy food because in most retail stores.

Stage "Consumption"

Use a food buyer can only intended purpose. For their use and storage is almost always necessary appliances. There are foods that should be consumed daily, and there are those who are consumed with greater intervals. Consume foods can be in any place and at any time.

Stage "assessment after consumption"

After the use of the product to the consumer is proper impression of the product. This impression can be both positive and negative. The positive impression is satisfied if the purchaser price and quality of the product, the consumer receives a negative impression if the price does not match the quality. If the pleasure of this product and the consumer will continue to buy just this product, otherwise the buyer will look for other options that better satisfy their needs. Usually their impressions of the consumption of a product the consumer shares with his friends, both positive and

negative.

The stage of "liberation"

Usually the buyer uses the product in full for its intended purpose. In cases where the consumer does not have time to use the product in full, up to the expiration date, or improper storage conditions, the product deteriorates. In this case, the buyer can get rid of the product by throwing it, or give to animals. Packaging with the product can be thrown, hand processing, or keep for later use for other purposes.

Store visitors are people with different income levels who purchase different prices and with different frequency. Primarily oriented to product quality and price.

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BUSINESS-PROCESS SALES OF MAGAZINES "BALANCE CLUB" IN THE INTERNET

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