

Transformations of functions of consumer demand in postindustrial economy

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Abstract

The authors of the paper analyze nonprice determinants of consumer demand in the conditions of consumer economy, the main role among which belongs to institutional factors reflecting the influence of institutions on the norms and rules of consumer choice; the authors suggest a methodical approach to the definition of quality as the factor of consumer behavior based on the assessment of integral quality as a radius-vector of n-dimensional space which characterizes the aggregate of homogeneous characteristics of quality for different categories of consumers of goods, works or services the quantity of which is determined by the structure of consumer society of the given product.

Keywords

Absolute and relative indicators, Benefit, Nonprice determinants of consumer demand, Quality as the factor of consumer choice, Quality of goods (services)