

ECONOMIC THEORY AND HISTORY OF ECONOMIC THOUGHT

METHODOLOGICAL BASES OF ANALYSIS OF THE SOCIO-ECONOMIC ESSENCE OF HOUSEHOLDS

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The market organization of economic life presupposes coexistence of three main institutional agents – state, business and households. Among these objects, households play a considerably important role. They are a mandatory element in the market circulation of goods and resources, and their consumption is an important indicator of welfare. In modern conditions, households are the least studied agents in economics.

The household is a result of the activity of one or more persons who live together and carry out joint household. One of important aspects of life in the household is its consumer behaviour.

The aim of this article is a methodological analysis of socio-economic essence of a category of household, its signs and structural-functional features.

Theoretical and methodological basis for analyzing households was studied by such scientists as O. Baranovskyi, I. Bodnar, O. Vatamaniuk, E. Libanova. The role of households in the development of market relations was studied by N. Rymashevskaya, V. Zherebin, A. Romanov, N. Manokhina, A. Oleinyk and others.

The modern interpretation of the household in the wide understanding is difficult enough, many-sided, multidimensional, and needs a clarification. The analysis of scien-

tific literature specifies that there are different approaches in relation to determination of the essence of households. Typically, the household is considered as an economic entity consisting of one and more individuals who jointly undertake economic activity and have a common budget.

In the economic theory today, there are a few approaches to the interpretation of a term “household”: registration-statistical, functional and institutional.

Among the basic signs of households, it is possible to define: compatible residence and arrangement way of life, common menage, possessing certain resources, presence of general budget, independence in the acceptance of economic decisions, aspiring to the maximal satisfaction of necessities. Modern research of household should be based on complex methodological approach, embracing different theoretical conceptions.

This study determines the possibility of the households’ functioning in different economic systems as a complex of socio-economic phenomenon. In modern society, the household should be considered as a special microlevel economic system that is characterized by not only socio-economic potential, and also certain functional structure, economic-economic and consumer behaviour.