

MARKETING RESEARCH OF CONSUMER BEHAVIOUR IN THE MARKET FOR SPECIALTY GOODS

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Manufacturers and sellers are always interested in behavioural features of consumers of luxury goods. The article provides the analysis of consumers' behaviour in the market for specialty goods on the example of the store "Valencia". The study is conducted using a questionnaire survey. We have received the following results: factors that influence the behaviour of consumers of specialty goods, groups of consumers with certain behaviour, ways to improve communication impact on consumers and methods of sales promotion of specialty goods.

Customers' income influences on their attitude to the prices in a store: when the income is higher, then the buyer is less sensitive to the price. The quality of service does not affect the wish to revisit the store. Usually, consumers give service high marks but the wish to make a new purchase was not connected with the quality of service.

There are two clusters of consumers: the first comprises consumers, who appreciate quality service and are interested in

an advertising campaign and open events, they are loyal customers and are called "Friends", they amounted 65% in the sample. The second cluster includes consumers who bought in the store only once and will not come back, they are not interested in an advertising campaign and estimate the price as too high, these clients were called "Passers" and they amounted 35% in the sample.

The main means of communication with consumers are advertising on billboards, which, based on the survey results, does not attract customers. To attract new customers, it is necessary to make advertising campaigns and to carry out various "open" events that would be of interesting for existing and real customers.

The study showed that the store customers are not only people with high incomes but also average. It is necessary to organize activities that would stimulate the flow of people from the middle class as it is a fairly large segment of consumers.