

SPECIAL FEATURES OF CONSUMERS DECISION MAKING TO PURCHASE CONSUMER GOODS

At the present stage on the market of consumer goods customers by their purchasing behavior have to make a choice of extensive range of goods and services. The duration and special features of the choice differentiate depending on the factors influencing the costumers and special stages of decision making.

Baby food products are basic consumer goods of constant demand. As a rule, they are bought on volitional purchase scheme that implies the recognizing of the need, searching for information, evaluating alternatives, purchasing and consuming the goods, and afterwards rating the level of satisfaction from the goods and disposal of the goods.

Baby food products are special goods that require though-out decisions both to promote them to a market and to purchase them. Normally, the food is bought for newborn babies as a basic food or for older babies as an additional nutrition.

Results of the sociological research in a form of questionnaire conducted in Lviv and the region showed that in selection of 300 persons most often the baby food products are purchased by women. The vast majority of the respondents purchase the baby food products as a basic food for babies from 2 to 4 months old in a form of infant formula milk and cereal (48.8% of the respondents).

The respondents defined baby goods specialty shops and supermarkets with baby goods departments as the most convenient places to buy baby food. When choosing the baby food products the respondents primarily pay attention to the price, the usefulness of the product and the taste – 77% of the respondents. 33.5% of the respondents when going shopping have in mind the particular product and the exact number they need to purchase. The rest of the respondents consult with shop-assistants or try purchasing different baby food brands for a while to eventually choose the right one.

In searching for information on baby food the majority of the respondents rely on opinions of reference groups like relatives and friends. However, a large proportion of the respondents support these opinions with recommendations of neonatologists, pediatricians, and the shop-assistants. 40.5% of the respondents

are going to buy the product if there is a positive feedback from other costumers or depending on reputation of a particular brand. Tracing the correlation between the age of the respondents and the way they get additional information on the baby food products it was found that parents under 25 most often use the information from Internet, parents between 26 and 31 prefer information provided at the place of the purchase, parents between 38 and 43 rely on information from children's clinics (table 1). The most insensitive to the external information on baby food appeared the respondents between 32 and 37. They normally rely on their own experience since they have more than one child.

Table 1

Correlation between the age of the respondents and the way they get additional information on the baby food products

Age group, years	Source of information							
	Printed advertisement in a children's clinic		Information at the place of purchase		Information from Internet		Other sources of information	
	Number of responses, units	Percent, %	Number of responses, units	Percent, %	Number of responses, units	Percent, %	Number of responses, units	Percent, %
Under 19	0	0,0	0	0,0	0	0,0	0	0,0
20-25	4	50,0	2	25,0	5	62,5	2	50,0
26-31	1	12,5	6	75,0	2	25,0	1	25,0
32-37	1	12,5	0	0,0	1	12,5	1	25,0
38-43	2	25,0	0	0,0	0	0,0	0	0,0
Above 43	0	0,0	0	0,0	0	0,0	0	0,0
Total	8	100,0	8	100,0	8	100,0	4	100,0

Accordingly, the conducted sociological research discovered that the prevailing buyers of the baby food products are women with medium and high level of family income who prefer imported goods. They purchase the baby food in supermarkets and specialty shops at least once a week. When choosing they pay attention to correlation between the price, the quality, and the composition of vitamins in the product. The most popular baby food product among the respondents appeared the "HiPP" brand.