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CONSUMER BEHAVIOR ON THE EXAMPLE OF THE ALCOHOL INDUSTRY

The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how the consumers think, feel, reason, and select between different alternatives of different product brands; how the consumers are influenced by their environment, for example: family, media, colleagues; the behavior of consumers while shopping or making other marketing decisions; how marketers can adapt and improve their marketing campaigns and marketing strategies to reach the consumer more effectively.

One "official" definition of consumer behavior is "The study of individuals, groups, or organizations and the processes they use to select, secure and dispose products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society."

Also, Customer behavior blends elements from psychology, sociology, social anthropology and economics, demographics. When we talk about it, we need to answer following questions: Why, what, where, when - consumer buy?

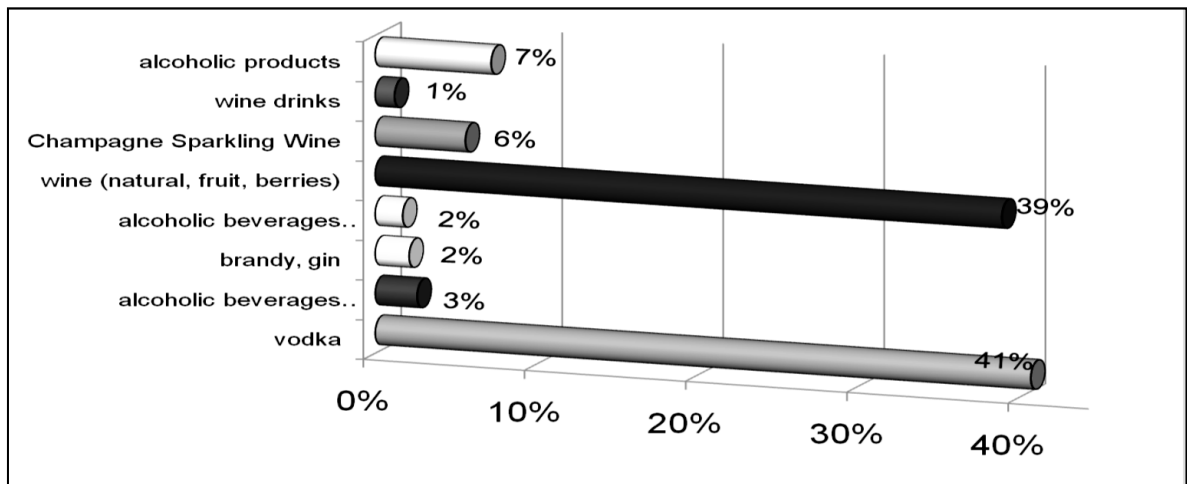
Why: Consumers buy with the hope of getting a large amount of current and future satisfaction relative to their buying power.

What: Consumers spending is divided into among various categories of product. **Where:** Consumers' general impressions of an establishment's products, prices, and sales personnel can mean the difference between repeat sales and lost business.

When: In general, consumers buy when buying is most convenient. Certain business hours have long been standard for establishment that sell consumer product.

Let consider the influences of the marketing mix elements, at a real example and trace, different consumer preferences in the market alcoholic beverage industries (distillery industry), consumption pattern in the market alcoholic beverage industries in 2009. In the research we interviewed a one

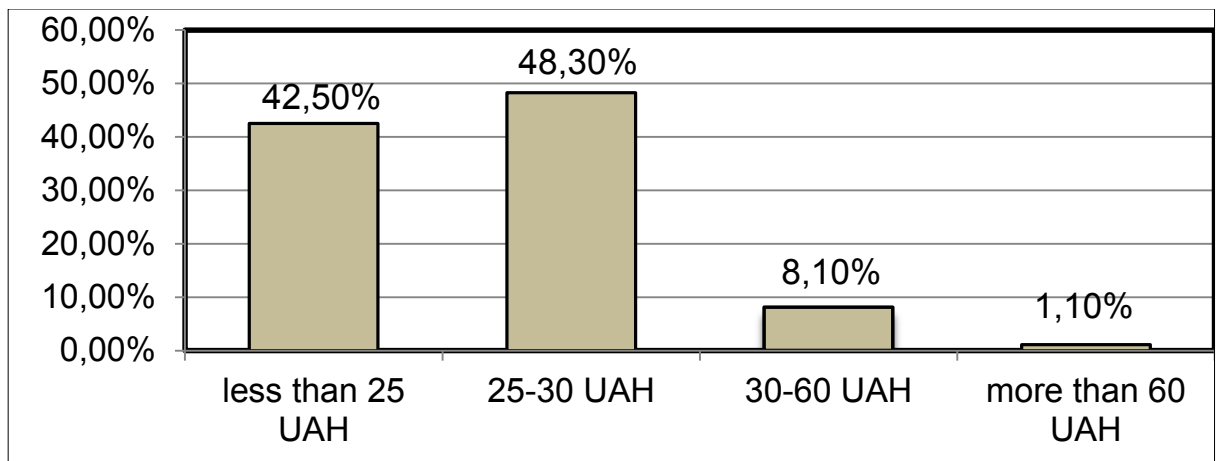
thousand people, at the age of eighteen to sixty-five, living on the territory of Ukraine. Data based on the schedule, show the predominance of vodka over other alcoholic beverages. So we can consider the marketing mix of this exact



product.

Considering the effect of the product, people who participated in the research were asked to answer the following question. Do you choose vodka according to its brand name? Eventually we have got this result: 21% answered “no” and 79% answered “yes”.

To identify the effect of the product on consumer choice, we asked: Whether the consumers know the name of the vodka manufacturer? And only 51% were able to answer it. These data show suggests a significant influence on consumer behavior. The next item of the marketing mix is price and its impact on quantity of vodka consumption. It is revealed that most consumers 48,3% prefer to buy vodka which costs from 25-30 USD. It’s the average price in Ukraine.



The next is the influence of the purchase-place. In the modern world many

people have become adherent to buy everything in one place. Therefore, we can clearly prove that the leader of the vodka purchase is a supermarket.

As for promotional influence it is based on creative nature of the marketer that works in the company. He must understand, that promotion, that he use must be adopted by the companies strategies and must shock you consumer.

If you want to be a leader, if you want to take the most profitable segment of market, you should know that correct use of all these influences on the consumer, will be the key to success and profitability.