

Название публикации:

Indication of the influence of motivational significance of values underlying young consumers' preferences for basic consumer products

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Аннотация:

Young people are an important part of the modern consumer market and make up just under a quarter of the world's population. In marketing, there continues a search for tools aimed at using "higher-level values" as motivational factors. In this study, the authors focused on the possibility of indicating the motivational significance of young consumers' value orientations. The purpose of the study was to develop a methodology for calculating the indicator of value trends for the youth student audience. The conducted research should be referred to search-based marketing research. The sample accepted for processing was made up of 233 questionnaires. The sample was formed with the use of the "snowball" method from undergraduate students of the first year of studies. The research was carried out with the use of the on-line survey method on the basis of a structured questionnaire. The following categories were used as marker products: "Mobile phone or smartphone", "Tablet/laptop", "Everyday clothes", "Footwear for everyday wear", "Cool drinks and juices", "Snacks and chocolate bars", "Mobile services and the Internet in the home region". The study was carried out with the use of frequency analysis, ρ -Spearman's rank correlation indices (ρ), as well as Gatev's methods of analyzing structural shifts. The volume and structure of the sample correspond to the searchbased character of marketing research, which characterizes a small sample size. There was no stratification or quota allocation. Gender and social representativeness were not supposed to be covered in the study. The results of the search-based study make it possible to conduct further research with a statistically significant result on the basis of the approved methodology. The study confirmed the absence in the studied audience of significant gender differences in the influence of higher-level values. The obtained results confirm that there are significant differences between the influence of "higher-level values", as guiding life principles and their impact, as a motivational factor in the choice of marker products. The results obtained in the study made it possible to propose a methodology for indicating the motivational significance of young consumers' value orientations. Analyzing the dynamics of the motivational influence of "higher-level values" will allow companies to use it as a basis for positioning goods and services, and developing marketing communications targeted at the youth audience. © 2018, Taylor and Francis Ltd. All rights reserved

Ключевые слова:

Activity reference point, Consumer values, Gender differences, Plekhanov's indicator, Schwartz's human values, Young consumers