

Название публикации:

Consumer behavior in the context of global economic transformations

Авторы:

Deputatova, Y.Yu., Pshenitsyna, Y.I., Ilyashenko, S.B., Baskakov, V.A., Zvereva, A.O.

Plekhanov Russian University of Economics, Russian Federation

Сведения об издании:

European Research Studies Journal

Volume 21, Issue 2, 2018, Pages 95-109

Аннотация:

Transition to alternative methods of service and omnichannelity allows the buyer to be more demanding and discerning. The current trends in the development of retail trade caused by globalization forcing the redistribution of consumer budget from a high-margin offline cart to a low-margin online cart that instigate not only the necessity of transformations in management, but also the study of consumer behavior. Dynamical development of trading innovative technologies allows the buyers not only to expand the range of their aspiration, but also to become participants in the cognitive and learning processes, where the acquirement of the new experience and emotions influences the traditional ways of making purchases on offline trading. To remain competitive, retailers should not only provide high-quality goods and services at the best prices, but also to contribute to their high-quality and get-to-able supply. Most purchasing decisions are made "by feel", that contradict to the theories of rational choice and theories using marketing concepts. The article gives views on the factors and criteria that determine consumers behavior in online and offline trade.

Ключевые слова:

Online trade, Purchasing behavior, Retail trade