

Название публикации:

Prospects for Russian vending sector development based on consumer preference analysis

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Аннотация:

The purpose of the research reported in this paper is to explore the prospects for the development of the Russian vending sector based on an analysis of consumer preferences. The authors share the findings from a survey of residents of the Moscow metropolitan area who have used a vending machine. The findings indicate that the majority of consumers consider vending machines a convenience and agree that there should be more of them. Around half of the respondents said they used a vending machine at least once a week. Among the key reasons for using vending machines are time savings, proximity, and around-the-clock availability. One may discontinue the use of vending machines due to restrictions related to product range, payment options, and technical malfunctions. The most popular locations for vending machines are office buildings and educational facilities, public transportation terminals, and airports. Among the products purchased through vending machines, the way is led by snacks, beverages, and transit passes. Consumer views regarding the sale of certain product groups are mixed. Current trends in consumer wishes include getting vending machines equipped with devices that provide wider payment options and with touchscreen displays, as well as implementing various loyalty programs.

Ключевые слова:

Consumer Preferences, Product Categories, Trade, Vending, Vending Machine