

RESEARCH OF CONSUMER PREFERENCES AND CONSUMER LOYALTY FOR ACHIEVEMENT OF THE MARKETING PURPOSES OF THE COMPANY

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DOI: 10.32342/2074-5354-2019-2-51-7

Key words: consumer preferences, consumer loyalty, fashion-retail, consumer's profile, brand.

The purpose of this article is to research of consumer preferences and consumer loyalty to achieve company's marketing goals. The analysis showed that in conditions of strong competition, a deep knowledge of the needs of a potential consumer and an increase in his loyalty will help the company adjust all the components of the marketing mix.

The main approaches to the definition of the concept of "consumer loyalty" are identified, two of which are highlighted: as consumer behavior (based on the amount and frequency of purchases) and as consumer preferences (the result of a generalization of feelings, emotions, thoughts). According to the second approach, consumer loyalty goes through four stages: cognitive loyalty (the consumer gets acquainted with the brand); affective loyalty (the consumer has a certain emotional connection with the brand); conation loyalty (the desire of the consumer to manifest loyal behavior); action loyalty (personal affection of the consumer to the brand).

Noted that in the competitive environment of the fashion retail segment, consumer loyalty to a particular brand lies in the emotional sphere, where the main components are satisfaction (arising from a comparison of previous expectations and the real qualities of the purchased product) and / or awareness (degree of brand popularity in the target market). Accented that the consumer is more important for the psychological (for example, prestige) and social (for example, "made in Ukraine") benefits of the brand than its functionality.

Questioning on degree of loyalty of consumers to a brand of LC Waikiki clothes (Dnieper) which results demonstrate that degree of their loyalty makes 54.6% is carried out. Such level for a brand which entered the Ukrainian market of fashion-retail recently is rather high.

Constructed a profile of the consumer of a brand of LC Waikiki clothes: consumers at the age of 15-20 years (36%) are the most loyal, marital status - are not married (69%), students and working (42% and 35% respectively), with low comprehensive monthly revenues from 3000 to 5000 UAH (48%) which generally live in the city (83%).

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Одержано 3.09.2019.