

ABSTRACTS

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MODERN TRENDS FMCG MARKET AND CONSUMER BEHAVIOR ON IT

Growing competition in the retail market encourages its participants to seek various ways to improve their marketing activities. Given the economic crisis, which affected the purchasing power of consumers trading enterprises need to clearly define the priorities and preferences of consumers as they look for ways to maximize their gains from the acquisition of certain goods and services and their choices can affect the results of the company.

The article analyzes the current state of the FMCG market and its main trends highlighted. The results of consumer research sales network of supermarkets “Varus” in Dnepropetrovsk. The main factors in choosing distribution network; frequency of visits and the main reasons for not making a purchase; Factors selection of shops competitors; evaluated the range and quality of service in the network of supermarkets; investigated the relationship of consumers to promotional products and found the most effective distribution channels of marketing information.

Based on the survey results prompted recommendations for improving the marketing network of supermarkets “Varus” in the market Dnipropetrovsk, and it is proposed to use means of sales promotion, event promotions aimed at increasing the average amount of the check and attract new customers to the network. Implementing the proposed recommendations will help retain existing customers, and attract new and strengthen the competitive position of distribution network “Varus” in general.