Eastern Academic Journal *ISSN: 2367–738*
Issue 4, pp. 1-27, December, 2018

A REVIEW OF TWENTY YEARS (1998-2018) RESEARCH OF THE CONSUMER BEHAVIOUR STUDY IN DIFFERENT MARKETS OF GOODS AND SERVICES, BASED ON THE AUTHOR'S INTERPRETATION OF THE SYSTEM OF VALUES THAT INFLUENCE MARKET BEHAVIOUR OF THE CONSUMER

Galina V. Astratova

Abstract. *The purpose of this study was to review the results of a 20-year study in the author's interpretation of the system of values (SV), which determines the market behavior of consumers in different markets of consumer goods and services.*

The scientific novelty of the research is the following results:

1) Interdisciplinary approach to the study of consumer behavior that led to the author's interpretation of the SV of the research methods outlined in the works of Sheth-Newman-Gross (1991), extended and supplemented in the study of Astratova Galina V. (1998). In the future, this working tool has been called "the method of Shet-Newman-Gross-Astratova" and has been successfully tested in various markets of consumer goods and services in Russia over the past 20 years;

2) Development of the Author's Working Tools concerning the method of questionnaire development, analysis and interpretation of the questionnaire results to determine the components of the SV that determine the consumer choice, which allows to establish a correspondence between the answers to the questionnaire questions and a specific component of the marketing mix ("4P"), or – correspondence between the answers to the questionnaire and the" portrait " of the consumer;

3) Identification of the fact that the importance of components in the SV, according to the results of research, is different for different goods and services. This makes it possible to more clearly simulate consumer behavior in the development of a marketing-mix ("4P") in various markets of goods and services.

The work is not only of theoretical and methodological importance, but also of practical value, as it allows economic entities to competently manage the complex of marketing communications and, ultimately, receive the planned volume of sales of goods and services in specific target audiences.

Key words: consumer, consumer behavior, values, system of values, marketing, marketing research, marketing research tools, marketing-mix, consumer markets, consumer goods, consumer portraits.

* Corresponding author at: Department of Economics of Housing, Communal Services and Energy of the Ural State Economic University, Yekaterinburg, e-mail: astratova@yahoo.com

INTRODUCTION

In modern conditions, in accordance with the economic law of exaltation of needs, the needs of consumers and their wants are developing along with the rapid evolution of markets for goods and services, embodied in the values that are the most important stimulus for market behavior of consumers. Accordingly, the economic entities of the markets need tools to influence the behavior of consumers.

However, the analysis of the literature available to us shows that in the socio-economic branches of knowledge there are an asymmetry and a lack of systematic research of consumer desires, preferences (values) regarding consumer goods and services, both in Russia and abroad.

In addition, at the moment there is a change in the forms of work with consumers of economic entities of the market, including the change of trade formats and the emergence of new types of commercial organizations and forms of service. Given that at the moment Russia, like many countries, is in a changing model of consumer behavior, the study of theoretical and practical aspects relating to the characteristics of consumer choice of goods of individual consumption is especially important.

Expediency of development of the question declared in this article consists also that full-scale carrying out of researches of the consumer is very expensive sphere of activity which in the Soviet period in Russia was entirely financed by the state. In particular, the only and unique, in our opinion, in-depth study of consumer characteristics of consumer goods and services is a monograph of the USSR Academy of Sciences in 1988 (Ovsyannikov, Pyattay and Rimashevskaya, 1988). This paper provides a detailed, comprehensive analysis of the general situation of consumption, style, structure and types of consumption according to their style orientations, as well as socio-economic "portraits" of consumers based on the analysis of 1200 members of the consumer panel of the Estonian branch of All-Union Research Institute of Conjuncture and Demand in 1977.

Later, of course, system studies in consumer markets (including using panel analysis methods) were conducted and are conducted by Russian and foreign consulting and analytical companies. However, the study of the types and standards of consumption, the description of socio-economic and psychological portraits of the consumer is very reduced and asymmetric. Moreover, we have not found in the literature available to us a systematic application in mass studies of value approaches in the description of the market choice of consumers.

The purpose of this study was to review the results of a 20-year study in the author's interpretation of the value system that determines the market behavior of consumers in different markets of goods and services.

MATERIALS AND METHODS

Presents the author's interpretation of the value of the research methods outlined in the works of J.N. Sheth, B.I. Newman and B.L. Gross (Sheth, Newman and Gross, 1991, (a) and (b), extended and supplemented in the study of Galina V. Astratova (1998). In the future, this working tool has been called "The method of Sheth-Newman-Gross-Astratova" and has been successfully tested in various markets of consumer goods and services in Russia over the past 20 years. In the course of the research the Author's Working Tools (AWT) were developed that allows analyzing and interpreting the results of the survey of consumers in order to determine the components of the SV that determine consumer choice.

The survey of a representative sample of consumers and experts was carried out on the found of the development of questionnaires based on the use of standard measurement and scaling procedures involving the use of nominal, ordinal, interval and relative scales. The questions were both open and closed. As experts were involved Russian scientists and practices (by different branches of national economy) in the city of Yekaterinburg, Moscow, Saint Petersburg, etc. Interviewing on specially designed questionnaires was carried out by interviewers in person and by phone, sending questionnaires by Fax and regular mail, as well as using Internet tools (googl.doc and e-mail).

The methodological basis of the research is a complex of philosophical, general scientific, applied scientific, disciplinary and interdisciplinary methods and ways of cognition and action. The paper also used the main methodological tools: monographic, economic and statistical, comparative analysis; segmentation, special methods of marketing research. Quantitative data processing was performed using application software packages such as Microsoft Excel, Vortex, SPSS, etc.

RESULTS AND DISCUSSION

Being an interdisciplinary category by its nature, the value in different branches of knowledge is considered in different ways.

Thus, *in philosophy and sociology*, the term "values" is used as "...to indicate the human, social and cultural significance of certain objects and phenomena that refer to the

world of due, purposeful, semantic basis" (World encyclopedia: Philosophy , 2001, p. 1200). Moreover, sociologists emphasize that human values are developed under the influence of social institutions existing in the external environment of a certain society (North, 1997).

Since in the life of an individual values are the basis that determines the direction of behavior and the importance of people's actions, *in psychological studies* "... the category of "value" is often determined through personal meaning and significance, value orientations and value relations, assessments, attitudes, norms, ideals, personality orientation, etc.» (Gorkaya, 2014).

In economics, the concept of "value" is used as a synonym for the concept of "use value" (material benefit), or utility for the consumer . *In the marketing system*, the category "value" is the consumer's perception (assessment) of the ability of a product or service to meet his needs.

The most detailed, systematic and complex, in our opinion, the analysis of the concept of "value" from the standpoint of economic branches of knowledge is carried out in the work of G.S. Timokhina (Timokhina, 2011). In particular, this author systematizes the main theoretical positions in relation to the category of "value" in the context of consumer behavior, shows the economic nature of value and reveals a significant transformation of the presented provisions due to the evolution of market relations in modern conditions (Table. 1).

Table 1– Evolution of the economic category "value» (Timokhina, 2011, p. 12-13)

Value as an economic concept categories	**Chronology of theories and concepts**	**The main provisions of the theories and concepts applied to the category of "value»**
1	**2**	**3**
Value as an estimated-quantitative characteristic of the goods (exchange value). Value as a qualitative characteristic of the goods (use value).	Labor theory of value, 18-19 century, W. Petit, A. Smit. D. Ricardo K. Marx	The value is determined by the ability of the goods to change in certain proportions to other goods. Value is determined by a set of subjectively perceived useful properties of the product, which determine its ability to meet the needs of society and/or individuals. The product is inherent in both use and social value (value).
Value as a total and marginal utility of goods.	Theory of marginal utility, 18-20 century, E. Boehm-Bawerk, L. Valras, G. Gossen, F. Vizer, W. Jevonce, J. Schumpeter	The value of the good is determined by the value of the beneficial effect received by the individual from its consumption, the importance of meeting the needs, the degree of saturation of needs, the subjective marginal utility of the last unit of the available good.

ISSN: 2367–738
Issue 4, pp. 1-27, December, 2018

Continued Table. 1

1	2	3
Value as a result of the interaction of production and subjective factors.	Price theory, 1890-1891 A. Marshall	The value of a good is determined by the balance between the marginal utility of the good and the marginal cost of its production.
The value of the increment added value created in the chain are strategically interrelated primary and support activities of the manufacturer.	Value adding chain model, 1985 M. Porter	The value produced by the process and provided to consumers (partners) is determined by the contribution of each strategic link (kind of activity) to value creation, adding gradually increasing value to the value of the previous link. The set of values created by the company's partners in the supply chain can be considered as a system of providing value to the manufacturer (seller).
Value as a factor of influence on the consumer's market choice in the decision-making process.	Consumption value theory, 1991, J. Sheth, B. Newman, B. Gross	The value of an alternative in market decision-making is determined by a set of consumer perceptions of the perceived utility of the alternative.
бизнес-процессов Value as an element of a system of agreed values, allowing taking into account the interests of all participants in business processes.	The concept of a balanced corecard, 1992, R. Kaplan, D. Norton	The value of market supply is determined from the point of view of maximization of profit and minimization of cost subject to the system of indicators of finance, customers, internal processes, innovation and learning.
Value as a component of the consumer value zone (area).	Model Area the values of the consumer, 2001, B. Mittel, J. Sheth.	Value for the consumer make up their Area of values as a hierarchy of three components: the implementation of the product (quality, innovation, individualization), price (a fair price; a price that creates value), personalization (accessibility, response to the request, the system of relations).
Value as an increment, additional value created by the brand.	The concept of brand management, 2001, T.A. Komissarova, J. Lendreie, V. Brochand	Brand value for the manufacturer is defined as a set of benefits in the form of growth of intangible assets, creation and increase of shareholder value; for the consumer - in the form of quality assurance, time saving, subjective value (brand image).
Value as a component of a balanced system of market supply values.	The concept of a balanced value system, 2003 A.G. Kruchkov	The balanced system of values of the market offer of the company is determined by the basic criteria: the value of the product (reliability, quality, etc.), the value of the company (payment terms, services, service process, etc.), the value of the person (knowledge of the product by employees, courtesy, efficiency, etc.).
Value as a result of the consumer's perception of the ratio of total value and total costs expected in the consumer's decision-making process.	The concept of perceived value, 2007, Ph. Kotler	Value is defined as the difference between total value (value of goods, services, personnel and reputation of the company) and total costs (explicit - monetary, implicit - temporal, energy, emotional). The process of providing value is the choice of value in strategic marketing, the embodiment and promotion of value - in tactical one.

Modern marketers also recognize that the behavior of an individual in the consumer goods market is a multidimensional phenomenon caused by the perceived utility of the good by the consumer. This utility can be represented by a set of differentiated benefits, conventionally called as "value system" (SV). The SV of the potential consumer is of interest to the developers of the company's marketing strategy, because it facilitates the process of market segmentation, for example, on such socio-psychological criteria as lifestyle. Therefore, the study of the SV allows the company to foresee the direction of development of its production and marketing activities.

At the same time, K.J. Lancaster argues that "… market goods are not in themselves objects of preference or utility, but have some characteristics directly related to the interests of the consumer. Moreover, "the consumer may not know that a particular product has specific properties" (Lancaster, 1966), and that the "consumer" has shown "… its disposition to the product by purchasing it ... it can not be considered a manifestation of the propensity of the consumer to certain properties of the goods, because it is possible that the consumer simply made an ineffective choice" (Lancaster, 1966).

Many other researchers (Brunso, et. al., 2004; Engel, et. al., 1995; Hawkins, et. al., 1992; Kotler and Armstrong, 1994; Morin, 2011; Schiffman and Kanuck, 1991; etc.) also emphasize that *the real behavior of consumers is far from rational economic models and in fact correlates with individual values and the degree of satisfaction of desires, needs of a particular market product*. In this regard, we are interested in the concept of multi-attributive goods by Martin Fishbein (Fishbein, 1963; Fishbein and Aizen, 1980) and the theory of consumer values of Sheth-Newman-Gross (Sheth et.al., 1991, a) and b).

According to the model of M. Fishbein (Fishbein, 1963; Fishbein and Aizen, 1980), the attitude of the consumer to the market product is based on a summarized set of opinions (assumptions) about the attributes, properties of the product and their comparison with the evaluation of these attributes. The concept of multi-attributive goods is interesting for us, first of all, by the consequences that follow from it and are considered differently by different authors (Lamben, 1996; Engel, et. al., 1995; Kotler and Armstrong, 1994; Morin, 2011; Schiffman and Kanuck, 1991; et. al.). The most well-known consequences of the M. Fishbein model are the following[1]:

* The consumer's choice is not directed to the product, but to the service he expects from the use of the product;

[1] Quoted by source: Lamben, 1996, pp. 98-101.

* Different products can meet the same need;

* Each product is a set of useful for user properties (attributes);

* The same product can meet different needs.

Thus, *the consumer carries out not so much the search for goods, as a way to meet the needs that can guarantee this product*.

Research team of scientists of the USSR Academy of Sciences found that there are four main qualitative characteristics (needs) that determine the decision to purchase the goods – normative, functional, emotional and aesthetic (table. 2).

Table 2 – Basic quality characteristics (requirements), which determine the decision to purchase the goods, made by us according to the scientists of the USSR Academy of Sciences (A.A. Ovsyannikov, et. al, 1988, pp. 155-156)

Regulatory qualities (aspirations)	**Functional qualities (desires)**	**Emotional qualities**	**Aesthetic qualities (aspirations)**
• to be like everyone else • to preserve their health, generated ideas, and way of life • to have strong, durable goods • to consume economically, sparingly	• to consume conveniently and rationally • to have a variety • to be able to actively adapt to new products	• to have experiences ("for" or " against") • to have rejection and preference • To have different moods	• to have aesthetically beautiful products • to have unique and original products • to have an individual style of consumption • to be harmonious

However, more complete, in our opinion, the characteristic is the theory of consumer values of Sheth-Newman-Gross (Sheth et.al., 1991, a) and b), describing the choice of the buyer as a multidimensional phenomenon, due to the perceived utility of the consumer good. Indeed, studies of Sheth-Newman-Gross (Sheth et.al., 1991, a) and b) is founded that in Western markets, consumer behavior is due to a system of values of five motivational factors (independent values), making a different contribution to a certain market consumer choice: 1) functional; 2) associative; 3) emotional; 4) cognitive; 5) relative.

As for Russian consumers, these 5 factors, as our earlier studies (Astratova, 1998 and 2005; Astratova, et. al., 1999-2017) have shown, are not enough. The SV that determines the individual choice in the market of Russian consumer goods consists of six factors and is as

ISSN: 2367–738
Issue 4, pp. 1-27, December, 2018

follows: functional, emotional, associative, relative, cognitive (informational) and representative (table. 3).

Table 3 – The system of values that determine the individual market choice of the Russian consumer, according to the author's interpretation[1]

The name of the component of SV	The main characteristic of the value system component
Functional value	Is perceived by the consumer the degree of satisfaction of the need for the product as the implementation of the basic needs.
Associative value	Is the degree of satisfaction of the need caused by association of goods with the social and cultural stereotypes existing in this society perceived by the consumer.
Emotional value	Is the degree of satisfaction of the need for emotions received from the goods perceived by the consumer
Cognitive (informational) value	Is the customer perceives the degree of satisfaction of needs, due to the ability of the product to satisfy curiosity, desire for new knowledge and information.
Relative value	Is the degree of satisfaction of the requirement caused by a special situation thanks to which the goods get functional or associative value perceived by the consumer
Representative value	Is perceived by the consumer the degree of satisfaction of the need due to the availability and accessibility of the desired product.

From the point of view of marketing, this system of values is important not only as allowing rationally explains the irrational behavior of the consumer, but also, more importantly, to determine the main motive that encourages a person to make a purchase.

For example, if in the 90-ies for the Western citizen in the system of individual values in the first place were, mainly, personal achievement and success, for the Russians of the same period were such a pure conscience and harmony of the soul, the presence of a good family and love. At the same time, such values as health and material well-being were at the end of the top ten values. This led, for example, to the fact that the goods and services, the consumption of which contributes to the prevention of diseases and health promotion – the main factors contributing to personal success, the Americans were on the list of priority purchases, and the Russians – no[2].

[1] For more details, see sources: Astratova, 1998; Astratova and Skorokhodova, 2005; Astratova et. al., 2007.
[2] The data shows the results of a study conducted under the guidance of the author in 1996-2005. Similar results have been observed in the work of the team of scientists of the Russian Institute of Public Opinion Research (1995-2004).

To date, when it is changed the mode and way of life, particularly the inhabitants of megacities, and the Russians have changed their priorities on personal growth, respectively, have changed and preferences in consumption[1]: increased purchasing dietary supplements and vitamins, fitness and gyms, Spa facilities, SPA, etc.

These examples suggest that it is impossible to transfer the postulates and tools of foreign (primarily Western) marketing[2] to the domestic Russian consumer market without additional research and adjustments.

Specified in table Number 3 the value system, as a methodological tool, has been used by us over the past twenty years in various consumer markets. In particular, a specific feature of the Author's Working Tools (hereinafter – AWT) is a way of interpreting the results of the survey of consumers and experts, applied to the Questionnaire № 1 (questionnaire survey of consumers and experts, including questions about the SV, presented in the table Number 3). This questionnaire was created on the basis of AWT, which takes into account and adapts to a specific product the methodological approaches outlined in the works of the author and his scientific school, concerning the method of developing questionnaires, analysis and interpretation of the survey results to determine the components of the SV that determine consumer choice. Accordingly, our AWT allows to establish a correspondence between the answers to the questionnaire and a specific component of the marketing-mix ("4P" – product, price, place, promotion), or – the correspondence between the answers to the questionnaire and the "portrait" of the consumer. Based on the objectives of the study, the questionnaire was developed in two steps:

– **1 Stage**: preparation of questions for each block of questions of the Questionnaire № 1.

– **2 Stage**: structuring the Questionnaire № 1 questions in a non-random way in accordance with the logic of the study and to improve the representativeness of the marketing research.

[1] For more details, see sources: www.e-xecutive.ru; www.rbc.ru; www.ama.org, et. al.
[2] Especially – measures to stimulate sales, methods of "aggressive sales", etc.

The key to "decoding" the correlation between the value system and the marketing-mix[1] and the consumer's "portrait" is the following scheme:

A) THE SYSTEM OF VALUES AND MARKETING COMPLEX:

1) Product (goods, services) – described by positions:

– Functional value

– Associative value

– Emotional value

– Relative value

2) Place or distribution channel – described by positions:

– Representative value

3) Promotion or marketing communications – describe by positions:

– Cognitive (informational) value

4) Price – describe by positions:

– Representative value

– Cognitive (informational) value

– Relative value.

B) THE SYSTEM OF VALUES AND CONSUMER'S "PORTRAIT":

1) "Psychological portrait" of the consumer includes a description of all six components of the value system (functional, associative, emotional, cognitive/information, relative, representative value).

2) "Socio-economic portrait" of the consumer includes such basic indicators as: gender, age, income, expenditure structure in the family budget, family composition, education, etc.

"Complex portrait" of the consumer consists of "psychological portrait " and "socio-economic portrait" and allows to describe the potential target audience[2] of consumers and to carry out «targeting»[3].

This approach in the development of AWT allows a very objective assessment of the opinion of the interviewees, improve the reliability and representativeness of the study, as it does not allow respondents to clearly imagine the presence, structure and volume of blocks of

[1] For the marketing- mix of a large number of components (not the "4P" and, for example, "5P", "6P", etc. the author's method allows to easily make appropriate adjustments.
[2] In this case, we mean the target audience of the group of consumers (customers, buyers) that provide at least 80% of the sales volume of the economic entity (firm).
[3] Greater detail on the use of value methods in "targeting" described in our article: Astratova, et. al., 2017.

questions relating to the elements of the marketing mix, value system (psychological portrait of the consumer) and socio-economic portrait of the consumer.

In the future, based on the comparison of data on the analysis of trends in a particular market of goods/services, a survey of consumers and experts, and a description of the SV that determines consumer choice in a particular market of goods/services is implemented. Then we interpret the data according to our methodology, establish and describe the relationship between the complex "portrait" of the consumer and the “4P” in a particular market of goods/services. The information obtained allows us to draw general conclusions on the state of the marketing-mix (on the example of a certain market of goods/services produced by a particular economic entity of the market) and the directions of its improvement.

RESULTS AND DISCUSSION

In the course of many years of research, we have found that the importance of the components in the value system, which determines the market behavior of the consumer, is different for different goods and services.

For example, the most significant for consumer *food products* are the following three components: functional, emotional and cognitive (information) values (Fig. 1).

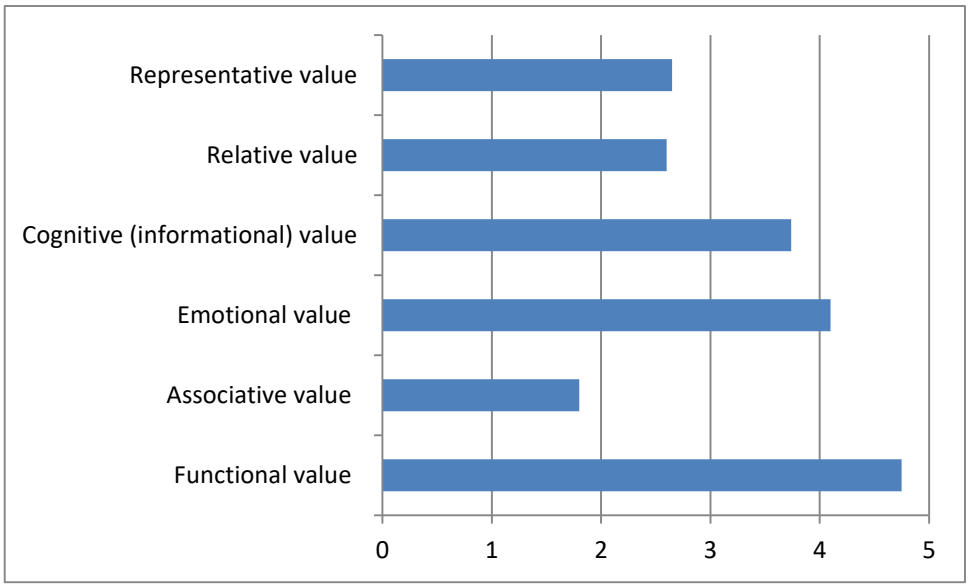

Figure 1. Distribution of determinants importance ranks in a 5-point scale (5 – max, 1 – min assessment), constituting a system of values and determining consumer choice of *food products*, in points, according to the results of consumers and experts surveys conducted by a team of authors under our leadership in 1998-2018 (N=2300; n = 2283; K_k = 0,21; K_c = 0,79)[1]

[1] Here and below the symbol: **N** – total number of respondents; **n** – number of obtained answers; $\mathbf{K_k}$ – Kramer (Cramer’s V) coefficient of correlation ; $\mathbf{K_c}$ – coefficient of concordance.`

ISSN: 2367–738
Issue 4, pp. 1-27, December, 2018

These results should be interpreted this way. The consumer in the market of food products is guided by the choice of purchase, first of all, the following attributes:

1) functional value – organoleptic/sensory characteristics (taste, color, smell, appearance, consistency) and chemical composition, nutritional value of products;

2) emotional value – positive emotions derived from the purchase and consumption of food;

3) cognitive (informational) value – information illustrating the quality indicators, environmental cleanliness and safety of the product (knowledge of brands, including), as well as information about where and when, at what price and how you can buy the desired product.

It should be noted that if, for example, in the United States in the 90-ies the main criteria for consumer choice when buying food products were the following factors[1]: 1) environmental cleanliness and safety of the product; 2) quality, nutritional value; 3) brand of goods (Kohls and Uhl, 1990; Schick et. al., 1995; Uhl, 1995; et. al.); then in Russia in the same period, these three criteria of choice were: 1) their own idea of a delicious product; 2) price; 3) quality, nutritional value (Astratova, 1998; Astratova and Syomin, 1999; Basics of marketing, 2008; etc.).

It should be noted that to date, the Russians – compared with the 90-ies – significantly succeeded in the field of knowledge and identification of brands. However, since the fight against counterfeit and falsified products is still insufficiently developed in the Russian markets and the brand does not always guarantee the quality of the goods, when deciding on the purchase of a product brand, unlike Western consumers, it is not yet a key determining criterion for the choice of goods for Russians. Rather, the name of the manufacturer (and in some cases the name of the seller – for example, the name of the shopping centre and/or supermarket) is a guarantee of quality for food products. This is also evidenced by the results of our recent research (Astratova, Klimuk and Ruzshitskaya, 2016; Astratova and Ruzshitskaya, 2016; Astratova and et. al., 2017) in the market of *organic food products* (hereinafter – OFP).

In particular, the results of a field study of the behavior of consumers OFP show that when choosing and buying OFP consumer focuses primarily on the following components of the value system, in descending order: 1) functional value; 2) representative value; 3) cognitive value; 4) associative value; 5) emotional value; 6) relative value (Fig. 2).

---

[1] The author took a six-month internship in the USA in 1995 and had the opportunity to observe and personally interview consumers of American supermarkets.

ISSN: 2367–738
Issue 4, pp. 1-27, December, 2018

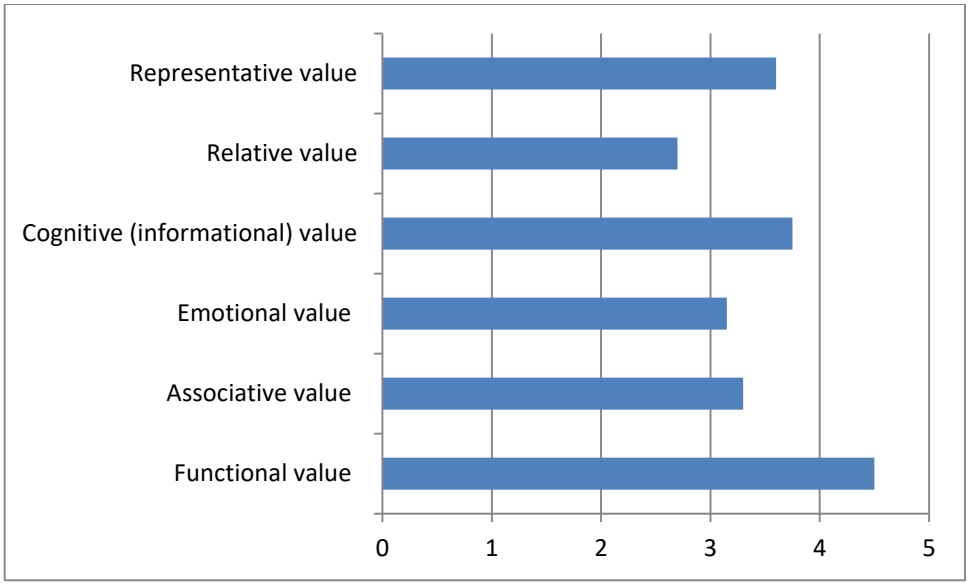

Figure 2. Distribution of determinants importance ranks in a 5-point scale (5 – max, 1 – min assessment), constituting a system of values and determining consumer choice of *organic food products*, in points, according to the results of consumers and experts surveys conducted by a team of authors under our leadership in 2015-2018 (N=1235; n = 1221; K_k = 0,17; K_c = 0,79)

The comparison of the data obtained by us on the OFP with the results of previous studies on the market of food products allows us to draw the following conclusion. When choosing traditional (conventional) foods, there is a significant increase in the values of associative, emotional and representative values, and the value of functional, relative and cognitive values is slightly reduced. At the same time, the results of studies of consumer behavior of OFP confirm our earlier conclusions (Astratova, Klimuk and Ruzshitskaya, 2016; Astratova and Ruzshitskaya, 2016; Astratova and et. al., 2017) that organic food products are products of a special kind, the purchase of which the consumer is concerned primarily with the nutritional value (functional and cognitive determinants) and the presence of the product at the point of sale (representative value). All other values are significantly behind the previous three. The data obtained by us about the peculiarities of consumer behavior in the market of OFP do not contradict the results of studies of Russian and foreign scientists and practitioners in the market of OFP (Hamzaoui and Zahaf, 2012; Larue et. al., 2004; Organic Food and Agriculture – New Trends and Developments in the Social Sciences, 2012; etc.).

The use of the SV as a methodological tool allows to obtain interesting results for *non-food products*. Thus, for *women's office clothes* the most significant factors of consumer

ISSN: 2367–738
Issue 4, pp. 1-27, December, 2018

choice, according to our research, are the following components: 1) functional, 2) cognitive and 3) associative values (Fig. 3).

These results should be interpreted as follows. The consumer in the clothing market is guided by the choice of purchase, first of all, the following attributes:

1) functional value – the existing need in the office clothing; the structure of office clothing; outer clothing; utilitarian properties and quality of the office clothing; the preferred fabric in the office clothing;

2) cognitive value – knowledge of the potential consumer about the category of " office clothes"; information about manufacturers and sellers of office clothes; ways to inform the consumer about office clothes as a product; customer satisfaction with the range presented in a particular market at a certain time; consumer awareness about the enterprises producing office clothes;

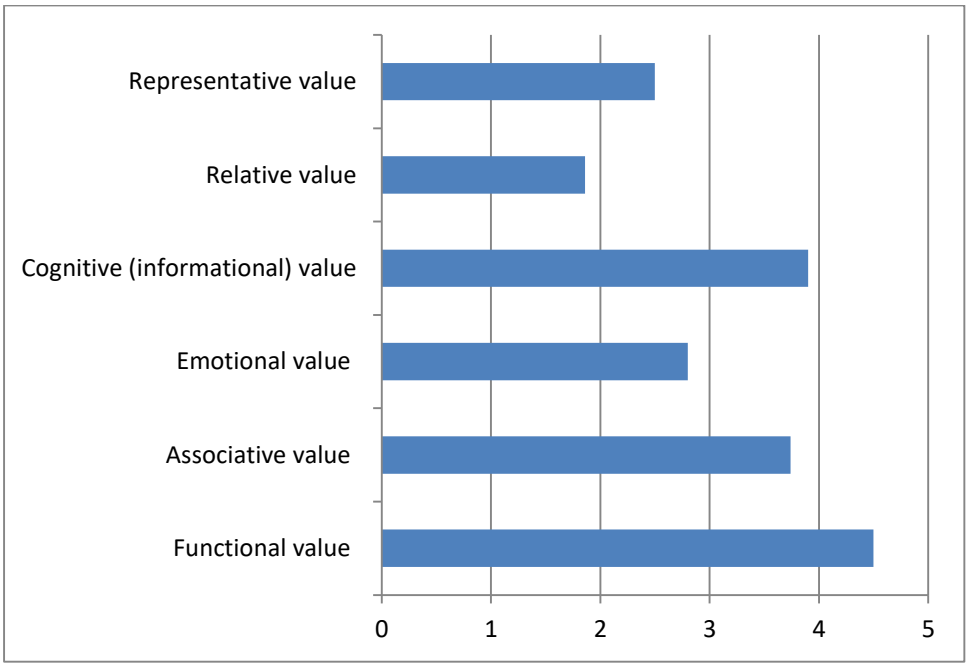

Figure 3. Distribution of determinants importance ranks in a 5-point scale (5 – max, 1 – min assessment), constituting a system of values and determining consumer choice of for non-food products (*women's office clothes*), according to the results of expert and consumers surveys conducted by G.V. Astratova and L.A. Skorokhodova[1]
in 2004-2005 (N=510; n = 507; K_k = 0,19; K_c = 0,84)

[1] For more details, see sources: Astratova and Skorokhodova, 2005; Astratova, Skorokhodova and et. al., 2007; Basics of marketing, 2008.

3) associative value (for female university's teacher) – development (intensity) of a corporate style of dress for a university's teacher; appearance clothes women-high school teacher; ratio of types of clothing in the wardrobe of women-University teachers; the image, information of the suit; regulation suit; public opinion about the suit; self-evaluation of costume a female university's teacher.

It should be noted that although the results obtained by us for a narrow segment of the clothing market – women's office clothes of University teachers, but many methodological and practical aspects of the data are valid for other segments of consumer clothing markets, which is confirmed by the results of research and other authors (Barletta, 2004; Engel, et. al., 1995; Essays, 2013; Guodong, 2011; Schiffman and Kanuck, 1991; etc.).

With regard to services, we have received some data on *health services and the health resort industry*. It is established that the most significant for the buyer are the following three components: functional, emotional and associative values (Fig. 4).

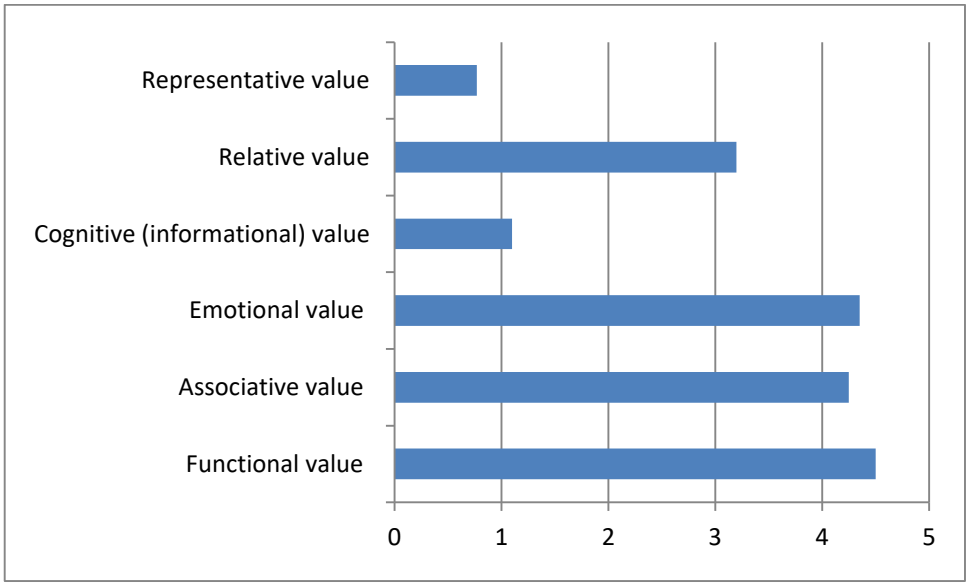

Figure 4. Distribution of determinants importance ranks in a 5-point scale (5 – max, 1 – min assessment), constituting a system of values and determining consumer choice of medical services and services of the Spa industry, according to the results of the expert and consumers surveys conducted by a team of authors under our leadership[1]
in 1999-2001 (N=780; n = 769; K_k = 0,18; K_c = 0,85)

These results should be interpreted as follows. The consumer in the market of medical services and services of the health resort industry is guided by the choice of purchase, first of all, the following attributes:

[1] For more details, see sources: Astratova, et. al., 1999; Astratova, et. al., 2000; Astratova, et. al., 2001.

1) functional value, where in the first place the consumer is indicated by the complexity of treatment, the ability "to get the maximum effect in one procedure»[1]

2) emotional value – the emotions received by the client from communication with medical personnel and from treatment process, and also rest (if sanatorium services and leisure are meant also). By patients ' answers, 50% of them consider this factor to be one of the most important when choosing a medical institution;

3) associative value – characterized by the patient's attitude to his health in connection with stereotypes in society related to health. In the system of values of patients of the "target group" clearly are prevailed values of the micro level, among which health is in the first place.

Similar results were obtained in the course of the study of consumer behavior services institutions of the health resort industry of the Sverdlovsk region, Russia. Indeed, as we have already noted in our earlier studies (Quality of life in the XXI century: actual problems and prospects, 2014; Basics of marketing, 2008), it was very typical for Russia in the 1990s not to attribute health to the basic value. Thus, according to our surveys in 1996-1998, health occupied 7-8 positions in the ratings of the value system. The researches carried out by us in 1999-2000 in the medical centers of Yekaterinburg and health resorts of the Urals, show that the real and verbal attitude to health in people is very different.

Everyone understands that health is very important, but few healthy people really take health seriously. However, after 2005, and especially in the last few years, we have seen a positive trend. Thus, people who earn well and appreciate their time (especially those who work in the "non – stop" mode) begin to treat their health more carefully, because often for them it is identical to material well-being. This group most often includes professionals and managers aged 35-45 years and older. This is illustrated by the answers we received in different years to the question: "What is the most important thing in life for you?", where for the modern Russian the most important are the following five values, in decreasing:

1. Love, good family (64% of respondents[2]);
2. You're health and that of your loved ones (61%);
3. Material well-being (55%);
4. Availability of loyal, loyal friends (42);
5. Job and professional interest (37%).

[1] Quoted from the statements of patients of a number of medical centers in Yekaterinburg and health resorts in the Urals.
[2] It was interviewed at different times more than 3 500 people in the Ural region and Russia as a whole.

Our further research on the market of medical services and quality of life (Quality of life in the XXI century: actual problems and prospects, 2014) showed that by 2014 there is already a slightly different picture in relation to the value system, where the first three places are occupied by functional, cognitive and associative values, and the emotional value goes to the fourth place. The data obtained are consistent with the results of other authors (Engel, et. al., 1995; Fennis, 2003; Lovelock, et. al., 2009; etc.).

Also very interesting results are obtained by using the value system as a methodological tool in the process of consumer research of goods and services sold in *shopping centers* (hereinafter – SC)[1]. It was found that the choice of food, non-food products and entertainment services in the SC significantly increased the value of associative, emotional and representative value, and the quantity of functional, relative and cognitive values decreased slightly. In other words, the buyer is willing to spend time and efforts to find what he needs (representative value), and it is important for him to have stereotypes in society (associative value) related to the goods/services that he intends to purchase.

Thus, those shopping centers that understand, promote and use the above values in the concept of their SC, have a chance for a positive perception of consumers and, accordingly, to increase sales in the future. In addition, the assessment of the determinants importance ranks in the SV, which determines the choice of shopping centers by the consumer, allows us to draw the following conclusions (Fig. 5):

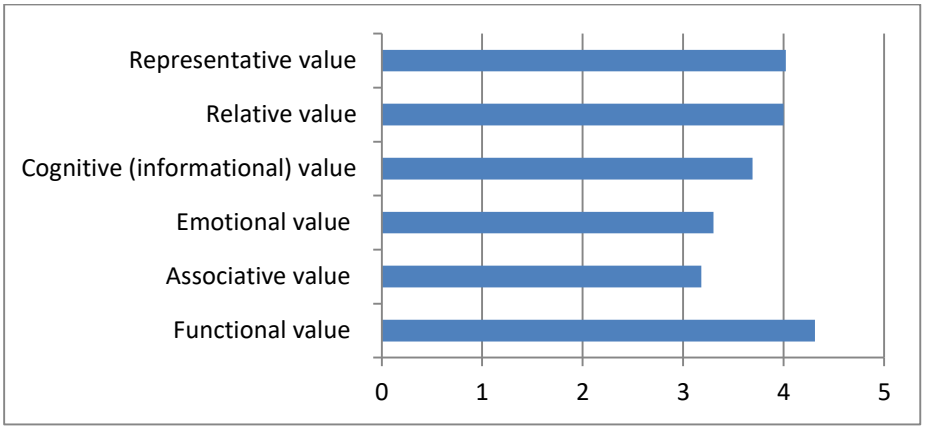

Figure. 5. Distribution of determinants importance ranks in a 5-point scale (5 – max, 1 – min assessment), constituting a system of values and determining consumer choice of the shopping center, according to the results of the consumers and expert surveys conducted by a team of authors under our leadership in 2007-2017 (N=1880; n =1852; K_k = 0,16; K_c = 0,89)

[1] See also sources: report "Marketing research of shopping centers of Yekaterinburg", 2007; The modern consumer of goods and services sold in shopping centers: problems and perspectives, 2007.

1. The highest value (4.31 points) is observed in the functional value, which indicates that the consumer comes to the shopping center, primarily from utilitarian/rational considerations, namely – to buy the necessary goods/services. The same was shown by the earlier results of our comprehensive study of SC consumers (Marketing research of shopping centers of Yekaterinburg, 2007; The modern consumer of goods and services sold in shopping centers: problems and perspectives, 2007).

2. The second value (4.02 points and 4.00 points, respectively) is observed in representative and relative values. This suggests that, firstly, the consumer will look for exactly the shopping center, which contains the necessary goods and services. Secondly, the SC, which in case of emergency (important event for the buyer, holiday, weather changes, etc.) will have the necessary goods, will be most in demand by the consumer.

3. The third value (3.69 points) is cognitive/informational value. This suggests that the SC, which will be better to "tell" potential and real buyer about their capabilities and will be more in demand. This is especially important in the sense that according to the results of our study revealed that shopping centers in Yekaterinburg very poorly convey to the target audience information about the SC and its products/services.

Thus, speaking about the prospects for the development of Russian shopping centers, we can say that those SC, the concept of which will better describe the needs and desires of the consumer and which will be faster and more effective to convey information to the consumer about the purchasing opportunities, and will be most in demand. Similar results in the SC markets were obtained by other researchers (Engel, et. al., 1995; Lovelock, et. al., 2009; Parasuraman, et. al., 1985; Zeithaml, et. al., 1990; etc.).

The use of the value system as a methodological tool allows obtaining interesting results for the market of *intellectual services*[1] in general (1999-2014) and its segment – the market of *educational services* (2005-2018). (Some of the results of our research are set out in the sources: “Features of the market of intellectual services as a special component of the country's information infrastructure”, 2010; “Development of the market of intellectual services in the context global financial crisis”, 2009; Shaposhnikov and Astratova, 2014; etc.).

[1] By *intellectual services*, we mean " ... a type of economic activity due to the process of production and acquisition of new knowledge, which is based on scientific research and is associated with consulting as an activity to provide the customer with relevant information and experimental developments as work aimed at the production and/or improvement of new goods or services, the introduction of new processes and technologies, etc." // Source: Shaposhnikov V.A., 2012, p.13.

In particular, a survey of students of a number of universities in Yekaterinburg in 2005-2018 showed that the greatest influence on the choice of higher education services by the consumer have functional, emotional, representative and relative values (Fig. 6).

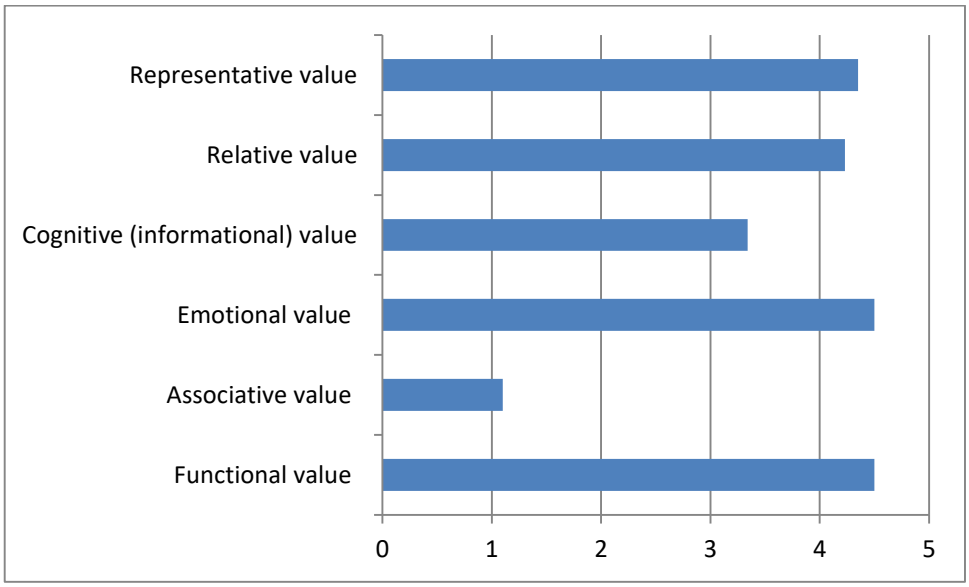

Figure 6. Distribution of determinants importance ranks in a 5-point scale (5 – max, 1 – min assessment), constituting a system of values and determining consumer choice of higher education services (on the example of a number of universities in Yekaterinburg), according to the results of the expert and consumers surveys conducted by a team of authors under our leadership in 2007-2017 (N = 1843; n = 1841; K_k = 0,17; K_c = 0,86)

The decrease in the size of associative value can be explained by the fact that the role of education and universities in Russian society has recently fallen significantly, and extracurricular activities of students associated with sports and entertainment, is becoming an increasingly motivating factor in the advertising campaign of universities in Yekaterinburg. Similar results in the intellectual services markets were obtained by other researchers (Knowledge Economy, 2008; Langlois, 2001; Lovelock, et. al., 2009; Tatarkin and Pilipenko, 2007; etc.).

The use of the value system as a methodological tool allows to obtain interesting results for *housing and communal utilities services*, which allows not only to clarify the economic content of housing and communal utilities services of the metropolis, but also a set of differentiated values that determine the choice of the consumer in this market.

Thus, the surveys conducted by us in 2013-2017 (on the example of residents of Oktyabrsky district of Yekaterinburg) show that for this type of service the most influence on consumer choice is exerted by functional, representative, associative and emotional determinants (fig. 7).

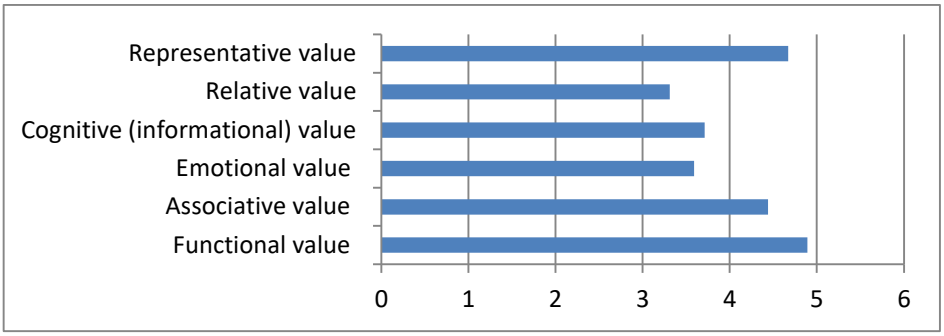

Fig. 7. Distribution of determinants importance ranks in a 5-point scale (5 – max, 1 – min assessment), constituting a system of values and determining consumer choice of housing and communal utilities services, according to the results of the expert and consumers surveys conducted by a team of authors under our leadership in 2013-2017 (N = 1228, n_1 = 1107; K_k = 0,18; K_c = 0,87)

Comparison of our data with consumer behavior in other segments of Yekaterinburg service markets (Fig. 8), shows that, on the one hand, the consumer

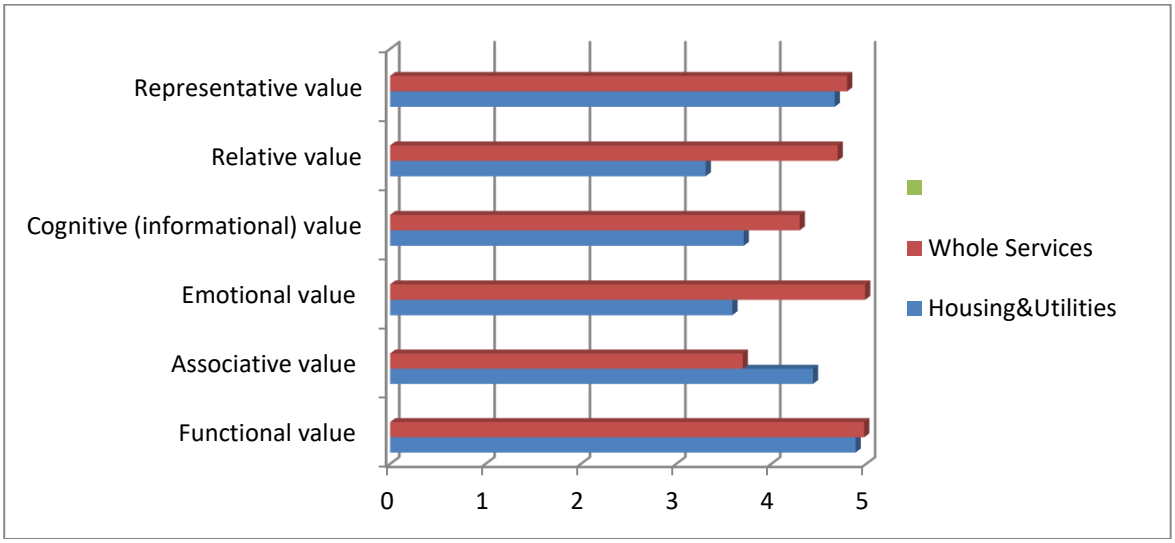

Fig. 8. Distribution of determinants importance ranks in a 5-point scale (5 – max, 1 – min assessment), constituting a system of values and determining consumer choice of housing and communal utilities services, according to the results of the expert and consumers surveys conducted by a team of authors under our leadership in 2013-2017 (N = 1228, n_1 = 1107; K_k = 0,18; K_c = 0,87) in comparison with the data of studies of market services, on average, 2010-2018 (N = 2824, n = 2721; K_k = 0,19; K_c = 0,83)

ISSN: 2367–738
Issue 4, pp. 1-27, December, 2018

of housing and communal utilities services as well as the consumer of other types of services, there are common features.

First, it is the fact that the first place in the system of values of the consumer of services is a functional component. This suggests that the consumer of all types of services in their choice is guided primarily by utilitarian/rational considerations – namely, the desire to buy the necessary services as an opportunity to realize the basic need. Secondly, it is common for the service sector to have a high sign of representative value, which traditionally ranks second or third in the SV of the consumer, since many services are inaccessible to the Russian buyer due to a whole range of objective and subjective reasons (Basics of marketing, 2008; Marketing research of various segments of the market of services of Yekaterinburg, 2010; et. al.), this value usually occupies the penultimate place in the SV in the service market.

Third, speaking about the cognitive value in the market of services, it is necessary to remember that, unlike the markets of goods, this value is represented by only a small part of the information, due to the lack of development of marketing services in Russia at the moment.

On the other hand, the consumer services in the housing and communal utilities services market are characterized by the following specific features:

1) usually in the service sector, the emotional component plays an important role and takes the traditional second or third place in the value system (Marketing research of various segments of the market of services of Yekaterinburg, 2010). However, in the housing and communal utilities services market there is a different picture: emotions go to the penultimate place, giving way to other components of the value system;

2) the relative value, which in the service sector can also play a significant role (fourth place, on average), in the housing and communal utilities services market takes the last place;

3) the associative value in the housing and communal utilities services market has increased to the second value in the overall rating compared to the traditionally last/penultimate place in the SV in the services markets. This is due, in our opinion, to the fact that, firstly, housing and communal utilities services are associated with the basic human need for housing. Secondly, it is the level of housing and communal utilities services associated with income and status of the person in society, which affects the self-esteem of the individual, and the attitude towards him in society.

Thus, speaking about the prospects of development of the housing and communal utilities services market in Yekaterinburg, we can say that those management companies that will know better, anticipate and meet the needs and desires of the consumer, as well as faster and more effectively convey information about their capabilities to customer, and will be most in demand in the housing and communal utilities services market.

Similar results in the housing and communal utilities services markets were obtained by other researchers (Bulychev, 2007; Buzyrev, 2012; Engel, et. al., 1995; Lovelock, et. al., 2009; etc.).

It should be emphasized that the results obtained by us over the past twenty years to study the system of values that determine the behavior of the consumer in different markets of goods and services, were further used by us in the development of a marketing mix ("4P") and successfully tested in the marketing activities of economic entities of different markets. The use of the author's research methodology allows increasing sales by an average of 25-35% due to better identification of the target audience's needs and a clearer argument of their needs in the implementation of marketing communications.

SUMMARY

1. During over the past twenty years the author conducted an interdisciplinary analysis of consumer behavior on the basis of value approaches by means of interdisciplinary analysis. It is shown that in the literature available to us the study of the types and standards of consumption, the description of socio-economic and psychological portraits of the modern consumer is very reduced and asymmetric. The author has not found a systematic application in mass research of value approaches in the description of the market choice of consumers.

2. It is revealed that at the moment there is a change of forms of work with consumers of economic entities of the market, including – change of formats of trade and emergence of new types of the commercial organizations and forms of service. Given that at the moment Russia, like many countries, is in a changing model of consumer behavior, the study of theoretical and practical aspects relating to the characteristics of consumer choice of goods of individual consumption is especially important.

3. It is presented the review of the 20-year study results in the author's interpretation of the system of values that determines the market behavior of consumers in various markets of consumer goods and services: food products (including organic food products), non-food

products (clothing, shopping centers), services (medical, health resort, educational, housing and communal utilities services), etc.

4. The scientific novelty of the study was the following results:

4.1. An interdisciplinary approach to the study of consumer behavior that led to the author's interpretation of the value research methods outlined in the works of Sheth-Newman-Gross (1991, (a) and (b)), extended and supplemented in the study of Galina V. Astratova (1998);

4.2. Later this working tool was named "Sheth-Newman-Gross-Astratova method" and successfully tested in various markets of consumer goods and services in Russia over the past 20 years;

4.3. Development of the Author's Working Tools concerning the method of questionnaire development, analysis and method of questionnaire results interpretation to determine the components of the value system that determine consumer choice, which allows to establish correspondence between the answers to the questionnaire questions and a specific component of the marketing-mix (product, price, distribution channel, promotion), or – correspondence between the answers to the questionnaire questions and the "portrait" of the consumer;

4.4. Identification of the fact that the importance of components in the system of values, according to the results of research, is different for different goods and services. This makes it possible to more clearly simulate consumer behavior in the development of a marketing mix ("4P") in various markets of goods and services.

5. Our work has not only theoretical and methodological importance, but also it has a practical value, as it allows economic entities to competently manage the complex of marketing communications and, ultimately, receive the planned volume of sales of goods and services in specific target audiences. In other words, using the author's research methodology allows:

A) to create a comprehensive portrait of the target audience of consumers, develop a social standard for the consumption of various goods and services;

B) to increase sales by an average of 25-35% due to better identification of the target audience's needs and a clearer argument of their needs in the process of developing a marketing-mix and implementing marketing communications.

REFERENCES

1. Astratova, G.V. (1998). *Food marketing in the agricultural sector*. – Ekaterinburg: USUE. Dis. ... Doc. Econ. Science. (In Russian).
2. Astratova, Galina V. (2004). *The Role of Russia in Changing Models of Individual Consumption in Wider Europe* // New Europe 2020 – Visions and Strategies for Wider Europe. 27-28 August 2004. Turku, Finland. Conference Proceedings. Track B. 4. PP. 44.
3. Astratova, G.V. (2005). *Peculiarities of individual consumption in Russia* // Journal of Economic theory. No. 1. (In Russian).
4. Astratova, G.V., Bazhenova, E.V. (2016). *Marketing in housing and communal services*: textbook. Moscow-Yekaterinburg, Russia: Publishing center "Science". (In Russian).
5. Astratova, G.V., Zyryanov, S. B., Zyryanova, T. V., Koulikov, V.M., Tokareva, M.A., Shaposhnikov, V.A., etc. (2000). // Report on the economic contract of 15.10.1999 "*Marketing analysis and audit in the market of medical services*". – Yekaterinburg USURT. (In Russian).
6. Astratova, G. V., Klimuk, V.V., Ruzshitskaya O.A. (2016). *Marketing research on the market of organic food products: the use of features of graphical analysis*. Scientific monograph. // under the general and the scientific editorship of doctor of Economics, Professor G. V. Astratova. - Yekaterinburg: publishing house "Azhur". (In Russian).
7. Astratova, G.V., Syomin, A.N. (1999). *Marketing of consumer market of food products: theory and practice.* – Yekaterinburg: Publishing house of the Ural State Agrarian University. (In Russian).
8. Astratova, G.V., Skorokhodova, L.A. (2005). *The Method to study the behavior of consument on the consumer goods market*. – Yekaterinburg: "RITZ-copier". (In Russian).
9. Astratova, G. V., Skorokhodova, L. A., Shaposhnikov, V.A., Kalimuchin, G. V., Bortsova, Y. L. (2007). *Methodology of the study of consumer behavior of goods and services of modern shopping centers*. Yekaterinburg. (In Russian).
10. Astratova, G.V., Ruzshitskaya, O.A. (2016). *Marketing research on the market of organic food products*: Training manual. // under the general and the scientific editorship of doctor of Economics, Professor Galina. V. Astratova. - Yekaterinburg: Publishing House "Openwork". In II parts. (In Russian).
11. Astratova, G.V., Ruzshitskaya, O.A., Karabanova, I.S., Azarenkov, L.S. (2017). *To the question of "targeting" of the marketing mix (for example, organic food – normalized cream 40% fat).* // Bulletin of Samara State University of Economics. № 6 (152). Pp. 53-67. (In Russian).
12. Astratova, G. V., Shaposhnikov, V.A., Tokareva, M. A. and others (1999). // Report on the economic contract UT-35. "*Marketing research in the market of medical services*". –Yekaterinburg: USUE. (In Russian).
13. Astratova, G. V., Shaposhnikov, V. A., Tokareva, M. A., etc. (2001) // Report on the economic contract-2. "*Marketing analysis and audit in the market of medical services*". – Yekaterinburg: USURT. (In Russian).
14. Barletta, M. (2004). *How to buy women: marketing for women is different from marketing to men.* - M.: LLC "Top. (In Russian).
15. *Basics of marketing*. (2008). Textbook: a course of lectures and practical work. In three parts. Part one. Team of authors under the general and the scientific editorship

of Doctor of Economics, Professor G. V. Astratova. – Yekaterinburg. Printed from the finished layout in the publishing house "Ural center of academic services". (In Russian).

16. Brunso, K., Scholderer, J., and Grunert, K.G. (2004). "*Closing the gap between values and behavior – a means-end theory of lifestyle*", Journal of Business Research, Vol. 57 (6), 665-670.
17. Bulychev, V.B. (2007). *Formation of entrepreneurship in modern housing and communal services of Russia (conceptual and methodological aspects).* Abstract. Diss. ... kand. Econ. sciences. M. (In Russian).
18. Buzyrev, V.V (2012). *Housing problem and ways to solve it in modern conditions. Economic foundations of the housing sector*. 12.07.2012. [Electronic resource.] // Access mode: http://www.webkursovik.ru/kartgotrab.asp?id=-56958
19. *Development of the market of intellectual services in the context global financial crisis*. (2009). Scientific monograph / Under the general and the scientific editorship of Doctor of Economics, Professor, Honorary worker of higher professional education of the Russian Federation, Galina V. Astratova. – Yekaterinburg. Printed from the finished layout in the publishing house "Quantum-2". (In Russian).
20. Engel, James F., Blackwell, Roger D., Miniard, Paul W. (1995). *Consumer Behavior* / 8-th ed. Forth Worth – Tokyo: The Dryden Press.
21. Essays, UK. (November 2013). *Consumer Behaviour Towards Branded Clothes.* [Electronic resource]. // Access mode: https://www.ukessays.com/essays/marketing/consumer-behaviour-for-branded-clothing-marketing-essay.php?vref=1
22. *Features of the market of intellectual services as a special component of the country's information infrastructure*. (2010). Scientific monograph // under the general and scientific editorship of Dr. Ec. Sci., Professor G. V. Astatova and Dr. Phis.-Math. Sci., Professor E. V. Sinitsyn. Yekaterinburg. Printed from the finished layout in the AMB publishing House. (In Russian).
23. Fennis, Bob M. (2003). *Advertising, consumer behaviour and health: Exploring possibilities for health promotion*. // International Journal of Medical Marketing. Vol. 3, N. 4, pp. 316–326.
24. Fishbein, M. (1963). *An Investigation of the Relationships between Beliefs about an Object and the Attitude toward that Object* // Human Relations. № 16. PP. 233-240.
25. Fishbein, M., Ajzen, I. (1980). *Understanding Attitudes and Predicting Social Behavior* . – New Jersey: Prentice-Hall.
26. Gorkaya, J.V. (2014). *The Psychology of values*: the textbook. - Samara: publishing House "Samara University. (In Russian).
27. Guodong, Yang. (2011). *Consumer Buying Behavior in Chinese Clothing Market*. Bachelor's thesis. June. [Electronic resource]. // Access mode: https://studylib.net/doc/8743553/consumer-buying-behavior-in-chinese-clothing-market
28. Hamzaoui, L. and Zahaf, M. (2012). *The Organic Food Market: Opportunities and Challenges.* // Organic Food and Agriculture – New Trends and Developments in the Social Sciences. / Edited by Dr Matthew Reed. Publisher InTech. January, 2012. – 216 pp.
29. Hawkins, Del I., Coney, Kenneth A., Best, Roger, Jr. (1992). *Consumer Behavior: Implications for Marketing Strategy* / 5-th ed. Homewood, Ill.: Richard D. Irwin.
30. *Knowledge economy*: collective monograph (2008). /Resp. edited by V. P. Kolesov. – M.: INFRA-M. (In Russian).

31. Kohls, Richard L., Uhl, Joseph N. (1990). *Marketing of Agricultural Products* / 7-th ed. – New York –London: MacMillian Publish. Comp.
32. Kotler, Philip, Armstrong, Gary. (1994). *Principles of Marketing* / 6-th ed. – New Jersey: A Paramount Communications Company.
33. Lamben, Jean-Jacques (1996). *Strategic marketing. European perspective*. – SPb.: Science. (In Russian).
34. Langlois, R.N. (2011). *Knowledge, consumption, and endogenous growth* // J. Evol. Econ. № 11. PP. 77–93.
35. Lancaster, K.J. (1966). *A New Approach to Consumer Theory* // The Journal of Political Economy. V. 74. April. PP. 132-157.
36. Larue B., West G., Gendron C., and Lambert R. (2004), "*Consumer response to functional foods produced by conventional, organic, or genetic manipulation*", Agribusiness, Vol. 20 (2), 155-166.
37. Lovelock, Cristopher, Jochen,Wirtz, Patricia Chew. (2009). *Essentials of Services Marketing*. Singapore: Prentice Hall.
38. Levitt, Th. *Marketing Myopia* (1960). // Harvard Business Review. July- August. PP. 46-48.
39. Morin, C. (2011). *Neuromarketing: the new science of consumer behavior* //Society. T. 48. №. 2. Pp. 131-135.
40. North, D. (1997). *Institutions, institutional changes and functioning of the economy*. // Tr. with English. A.N. Nesterenko. Preface. and scientific. the editorship of B. Z. Milner. - M.: Beginning. (In Russian).
41. *Organic Food and Agriculture – New Trends and Developments in the Social Sciences.* (2012). / Edited by Dr Matthew Reed. Publisher InTech. January.
42. Ovsyannikov, A.A., Pyattay, I.I., Rimashevskaya, N.M. (1988). *A typology of consumer behavior*. – Moscow: Science. (In Russian).
43. Parasuraman, A., Zeithaml, Valerie and Berry, Leonard. (1985). *A Conceptual Model of Service Quality and Its Implications for Future Research* // Journal of Marketing.V. 49. PP. 41-50.
44. *Quality of life in the XXI century: actual problems and prospects* (2014): collective. monograph. place of work. 55th anniversary of birth and 15th anniversary of science school of prof. Galina V. Astratova, named "The theory, methodology and practice of marketing and marketing research" / FGBOU VPO "Ural. state forest.- techne. Univ"; under total and scientific. ed. Prof. Galina. V. Astratova. - Yekaterinburg: Publishing house of "Positive Strategy, ltd." ™. (In Russian).
45. Raichlin E. (1995). *Fundamentals of economic theory. Microeconomic theory of product markets*. - Moscow: Science. (In Russian).
46. Report on the joint project of the Commodity Market Committee of the City Administration of Yekaterinburg, "Positive Strategy, ltd."™ and NOU "Engineering Academy" on the topic: "*Marketing research of shopping centers of Yekaterinburg*" (2007). Scientific head of project – prof. Galina V. Astratova. In 2 parts. (In Russian).
47. Report on a joint project with the Administration of Yekaterinburg "*Marketing research of various segments of the market of services of Yekaterinburg*" (2010). // Responsible executor of the project – "Positive Strategy, ltd."™. Scientific head of project – prof. Galina V. Astratova. In 3 parts. (In Russian).
48. Shaposhnikov, V.A. (2012). *Marketing research of intellectual services market: theoretical and methodological basis*. Abstract. ... Diss. Dr. Econ. Sci. – Omsk: OSU. (In Russian).

49. Shaposhnikov, V.A., Astratova, G.V. (2014). *Marketing researches of the market of intellectual services*. LAP LAMBERT Academic Publishing, Germany. (In Russian).
50. Schick, W., Uhl, J., Williams, D. (1995). *State Branding Programs for Indiana Food Products: Consumer and Food Industry Response* // Purdue Agricultiral Report. August/September. PP. 9-11.
51. Schiffman, Leon G., Kanuck, Leslie Lazar. (1991). *Consumer Behavior* / 4-th ed. –New Jersey: Prentice Hall, Inc.
52. Sheth, J.N., Newman, B.I. and Gross, B.L. (a) (1991). *Consumption Values and Market Choices: Theory and Applications.* – Cincinnat, OH: South-Western Publishing Company.
53. Sheth, J.N., Newman, B.I., Gross, B.L. (b) (1991). *Why We Buy What We Buy: A Theory of Consumption Values* // J. of Bus. Res. V. 22. PP. 159-170.
54. Tatarkin, A.I., Pilipenko, E.V. (2007). *Knowledge Economy: problems of theory and methodology*. – Yekaterinburg: Institute of Economics, RAS. (In Russian).
55. *The modern consumer of goods and services sold in shopping centers: problems and perspectives* (2007)// Under general and the scientific editorship of Doctor of Economics, Professor Galina V. Astratova. – Yekaterinburg. Shadrinsk. Publishing house OGUP "Shadrinskiy Printing House". (In Russian).
56. Tian, Z., Wang, R. & Yang, W. (2011) *Consumer Responses to Corporate Social Responsibility (CSR) in China.* // J Bus Ethics. 2011. June, Volume 101, Issue 2, pp 197–212. [Electronic resource]. // Access mode: https://doi.org/10.1007/s10551-010-0716-6
57. Timokhina, G.S. (2011). *Marketing management of decision - making process by consumers of cars*. Abstract. Diss. ... kand. Econ. sciences'. – Yekaterinburg: USUE. (In Russian).
58. Uhl, J. (1995). *New Food Product Development* // Materials for AGEC 427 Notebook. Purdue University Print.
59. Wang, A. and Anderson, R. B. (2011). *A Multi-Staged Model of Consumer Responses to CSR Communications* //Journal of Corporate Citizenship. Vol.41, #2. p. 36-45.
60. *World encyclopedia: Philosophy* (2001). / Main. scientific. ed. and comp. A. A. Gritsanov. – M.: AST, Mn.: Harvest, Modern writer. (In Russian).
61. Zeithaml Valerie, Parasuraman, A. and Berry, Leonard. (1990). *Delivering Qaulity Service: Balancing Customer Perceptions and Expectations*. New York: Free Press. PP. 20-22.

REDUCTIONS

SV – system of values

AWT – Author's Working Tools

“4P” – product, price, place, promotion (“marketing-mix”)

OFP – organic food products