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RESEARCH OF INFLUENCE OF MARKETING POLICY ON BEHAVIOUR OF KITCHENWARE BUYERS

The aim is to study the reaction of kitchenware buyers on marketing policy, analysis of the factors influencing the decision to buy kitchenware and identifying key customer segments on the basis of customer's lifestyle.

To achieve this goal, it was used by end-consumers research sample observations. In the role of communication method used personal interviews with a structured questionnaire for kitchenware customers. Respondents were selected residents of Lutsk aged 18-65 years who have more than one kind of kitchenware. The number of respondents is 50 persons.

During the research were revealed kinds of kitchen utensils that are most popular among respondents, and the brand, which is the most supportive respondents.

The research found that the most important factor, which affect deciding to buy kitchenware is the price, and the second most important factor is the country of manufacture of the goods. During the survey was found main place, where customers buy kitchenware. This way, residents of the Lutsk mainly buy kitchenware in specialized stores. There is a small percentage of respondents, who buy kitchenware via the Internet, because they believe this method unreliable.

Determined attitudes to the so-called "second hand" technology imported from Europe. More than half of respondents had experience of buying "second hand" kitchenware and noted an acceptable ratio of "price-quality" of such technology.

Detected the factors that affect the final decision to buy kitchenware. These factors are such as family, friends, colleagues, sellers, advertising, etc. Explored also socio-demographic factors, such as: occupation, income, personality type.

Analyzed the relationship between factors such as income, type of personality and occupation of variables and the number of species of kitchenware, that are

available to respondents; place of buying of kitchenware; commitment to the brand and relationship to "second hand" technology; affect others to make a decision on buying of kitchenware. To do this, were used Pearson correlation coefficient. Established that the strongest relationship is between personality type and number of kitchenware. In addition, the most important factor is the relationship between income and commitment to the brand, as well as between the type of personality to the number of kitchenware, that are available to respondents. This relationship allowed to consider these variables as consumer segmentation criteria.

Based on the findings, were determined such segments of kitchenware consumers, as rationalist, hedonist, feeding hope. "Rationalists" characterized by a rational approach in all processes, that happen in their lives, trust science and new technologies. The most important characteristics of kitchenware they consider reliable, functional features and price. Trust known brands. Family, friends, colleagues and advertising make great affect on the decision to buy kitchenware. Buy kitchenware in specialty stores. This segment is very promising for producers of kitchenware.

"Hedonist" prefer personal convictions, sensations, emotional experience. In the near future want to buy one and more kind of kitchenware. Making decision buying kitchenware, pay attention to the brand image of kitchenware, its novelty, prefer foreign producers. Make decision about buying kitchenware solely. Often buy products on the Internet.

"Feeding hope" characterized by pragmatism, usually use favorable circumstances. Believe to be totally free, buy goods mostly via the Internet or spontaneous market, have limited financial resources to buy expensive items. The decision to buy kitchenware taken under the affect of advertising and sales. Important factors of the choice of kitchenware is price and multifunctional.

Therefore, the proposed segments can be useful for shops of home appliances in developing marketing strategies to increase the number of kitchenware buyers and meet their needs fully.

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