



( — PAPI, SPSS Statistics), ( (Eye-tracker) VT 3 mini EventID OGAMA.

In the article, the authors compare the cost indicators of the minimum food set in the Republic of Crimea, the Southern Federal District and in Russia with the indicators of real disposable monetary income of the population and the average monthly-accrued nominal wages, analyse their dynamics in the short-term period of the study, and establish the predicted values of indicators.

A hypothesis is put forward about the importance of the price factor, its weight in comparison with other factors of consumer behaviour of household members when choosing food products. The authors present the generalized results of a marketing study of the main factors influencing the choice of food buyers in the consumer market of the Republic of Crimea in the context of age and gender groups of buyers, taking into account their marital status and average per capita monetary income per month. Confirmation of the hypothesis put forward was also obtained as a result of a neuromarketing study of the price perception of food products in the regional commodity market in conditions of information asymmetry.

The methodological basis of the study are: the method of direct individual interviewing using paper questionnaires (Paper Assisted Personal Interviews, PAPI), traditional methods of statistical analysis and data processing (including the computer program SPSS Statistics), the method of classification analysis, grouping method, graphic technique.

When conducting a neuromarketing experiment on the study of visual attention and interest in food products on a virtual product shelf of a store, a stationary eye-tracker VT 3 mini with the EventID software is used to study the oculomotor behavior of the subjects. The OGAMA program is used to convert the data, obtained from the eye tracker as a result of the neuromarketing experiment, into visual significance maps.

*Keywords:* consumer, consumer behaviour, consumer choice, price, neuromarketing, marketing research, food products, consumer basket, regional commodity market, information asymmetry.

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