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**NEUROCOGNITIVE EXAMINATION OF VISUAL ATTENTION OF CONSUMERS
 WHEN MAKING CHOICES ON THE INTERNET**

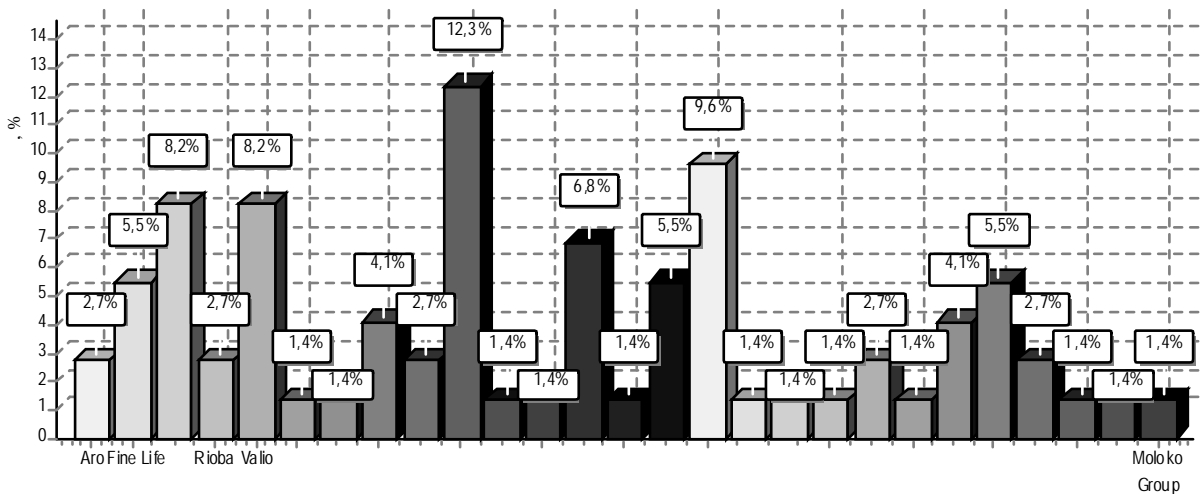
- METRO Cash and Carry (« 6») 1 .
 - METRO Cash and Carry
 - METRO Cash and Carry,
 - METRO Cash and Carry (« 6»)

METRO Cash and Carry (« 6»)

In the article, the authors substantiate the relevance of the research topic, presents an analysis of secondary marketing information on this issue, a theoretical review of literature sources. The authors carried out a comprehensive analysis of the assortment of drinking cow's milk in the METRO Cash and Carry online store («Retail Property 6» LLC) for the establishment of trade marks, their frequency of occurrence, the availability of discounts and their size, the average cost of 1 unit of drinking cow's milk packaging, depending on the presented brand. The representation of the assortment of drinking cow's milk in the METRO Cash and Carry online store, depending on the type of packaging, and also depending on its shelf life, was established. The analysis of the website traffic of the METRO Cash and Carry online store («Retail Property 6» LLC) was carried out for the number of clicks to it, including by months of the calendar period, as well as the site quality index. By conducting a neuromarketing experiment, the authors investigated the visual attention and interest of buyers in goods on the virtual shelf of the METRO Cash and Carry online store («Retail Property 6» LLC) using a stationary eye-tracker, which made it possible to identify the peculiarities of consumer behaviour when choosing a product on the company's online page and to establish the factors influencing it, among which it should be highlighted: the location of consumer goods on virtual shelves, the popularity of brands of consumer goods, limited / unlimited financial capabilities of buyers, gender characteristics of buyers.

Keywords: consumer, consumer behaviour, consumer choice, neuromarketing, neurocognitive examination, marketing research, food products, online store, information asymmetry.

2018 .
2 .
(6 % 2017 .), 2020 .
4 [1]. Radius Group
2019 . 1,7 [2].
2011 . 12 %
60 [3]. 36 %
31 %
25 %
[4].
3G- Apple Pay
30 %



. I. METRO Cash and Carry
 ([20])
 (8,2%) «Parmalat» «Valio». « », « »,
 « », « », « », « », « », « », « »,
 « », « », « », « », « », « Moloko Group » -
 1,4 % . 1

Cash and Carry. METRO
 1 , - METRO Cash and Carry
 73 ,
 , , « » (9),
 « » — 7 , 6 ««Parmalat» «Valio», -
 « » — 5, 4 — «Fine Life», « » « », -
 «Aro», «Rioba», « », « » « », 3 , 2
 1 , 1.
 2 - METRO

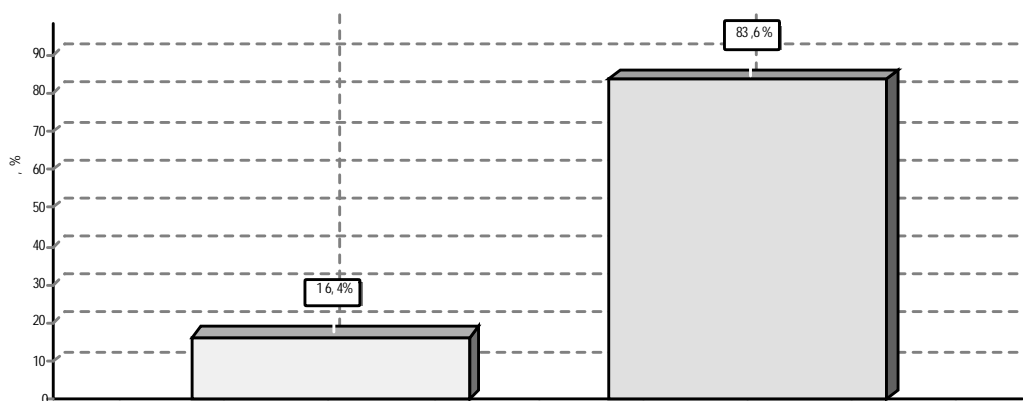
Cash and Carry. METRO
 2 , 16,4 % - METRO
 Cash and Carry - METRO Cash and Carry -
 : «Rioba», «Parmalat», «Valio», « -
 », « », « », « », « », « », « », « »,
 3 - METRO Cash
 and Carry.
 3 , 1,4 % 46 %,
 26 %, 25 %, 20 %, 14 %; 4,1 % 15 % % 2,7 %
 34 % 10 % . 2 4 1 .

METRO Cash and Carry.
 2 4 ,
 (132) - METRO Cash and Carry -
 «Moloko Group», « », « » -
 » 100,29 . 103,18 ,, .
 97,75 . 92,75 . « » « »,
 «Aro» (64,52) «Fine Life» (62,64) -

I.
METRO Cash and Carry *

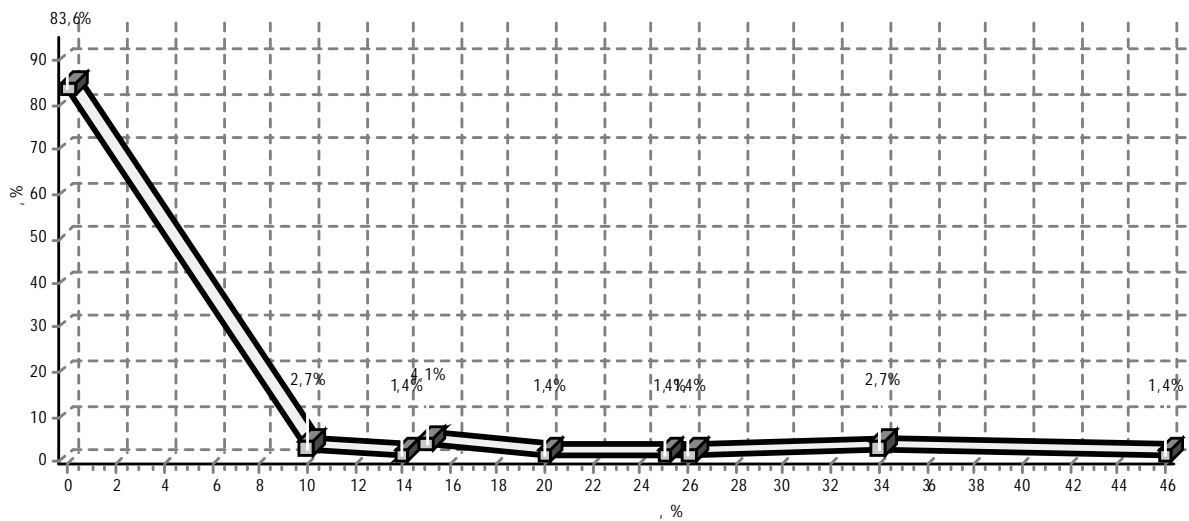
/			%
1	Aro	2	2,7
2	Fine Life	4	5,5
3	Parmalat	6	8,2
4	Rioba	2	2,7
5	Valio	6	8,2
6		1	1,4
7		1	1,4
8		3	4,1
9		2	2,7
10		9	12,3
11		1	1,4
12		1	1,4
13		5	6,8
14		1	1,4
15		4	5,5
16		7	9,6
17		1	1,4
18		1	1,4
19		1	1,4
20		2	2,7
21		1	1,4
22		3	4,1
23		4	5,5
24		2	2,7
25		1	1,4
26		1	1,4
27	Moloko Group	1	1,4
		73	100,0

* [20]



. 2.
Carry ([20])

METRO Cash and

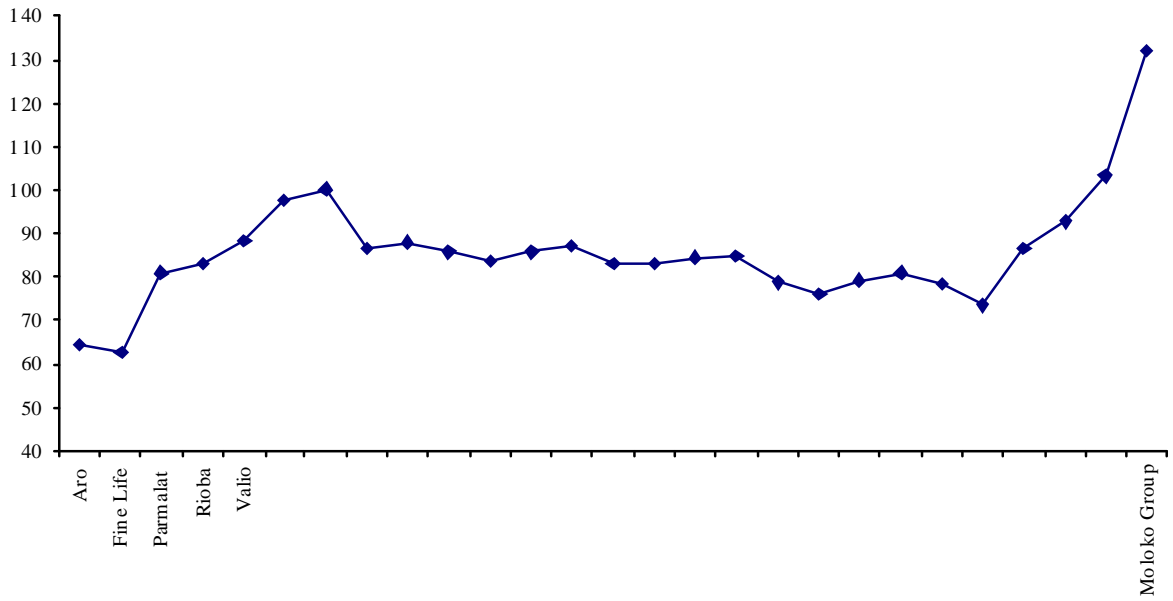


3. METRO Cash and Carry ([20])

2. METRO Cash and Carry

1	Aro	64,52
2	Fine Life	62,64
3	Parmalat	81,10
4	Rioba	83,33
5	Valio	88,57
6		97,75
7		100,29
8		86,89
9		88,14
10		85,69
11		83,46
12		85,79
13		87,21
14		83,08
15		83,14
16		84,65
17		84,80
18		78,87
19		76,42
20		79,25
21		81,18
22		78,64
23		73,64
24		86,83
25		92,75
26		103,18
27	Moloko Group	132,00

* [20]



4.

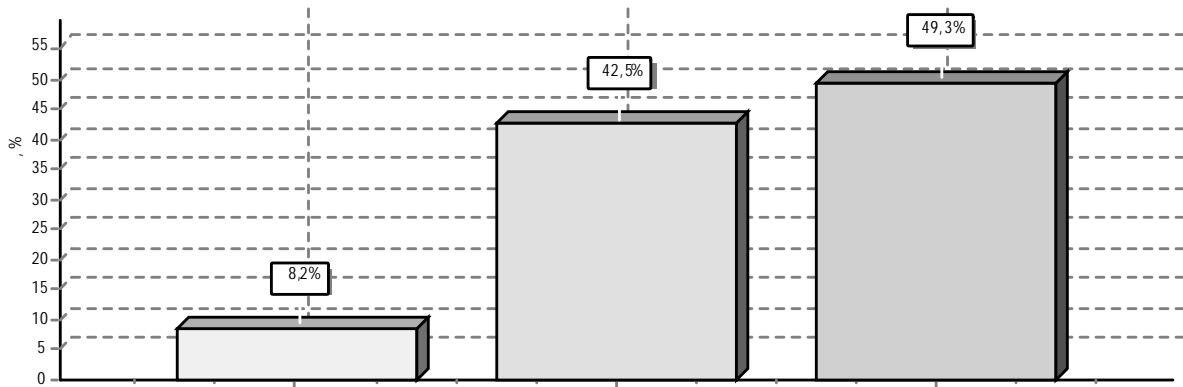
1

METRO Cash and Carry (

[20])

5

METRO Cash and Carry



5.

METRO Cash and Carry

(

[20])

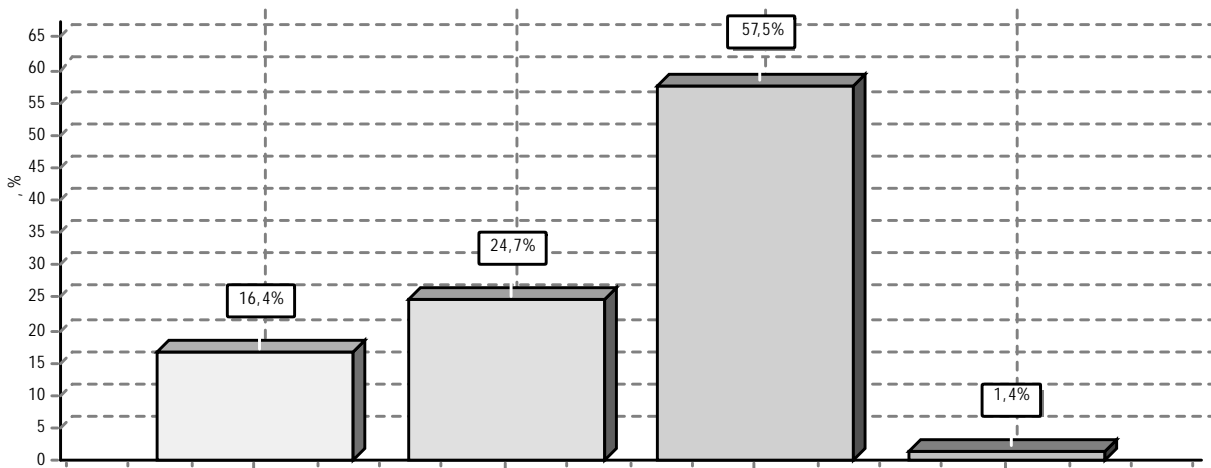
(49,3 %)

METRO Cash and Carry

42,5 % 8,2 %

6

METRO Cash and Carry



6.

METRO Cash and Carry

([20])

METRO Cash and Carry, (57,5 %) ; 24,7 %, 16,4 % 1,4 %

METRO Cash and Carry,

	%	F
	8,22	6
	42,47	31
	49,32	36
	100,00	73

n= 73 | X2=37,873(0,000) | DF=2 | 1DF=18,936

	%	F		%	F
	11,90	5		3,23	1
	11,90	5		83,87	26
	76,19	32		12,90	4
	100,00	42		100,00	31

: 79,45%(+30,14%)

7.

METRO Cash and Carry,

()

(76,19 %)

(83,87 %).

delivery.metro-cc.ru

(.8),

bel.ru.

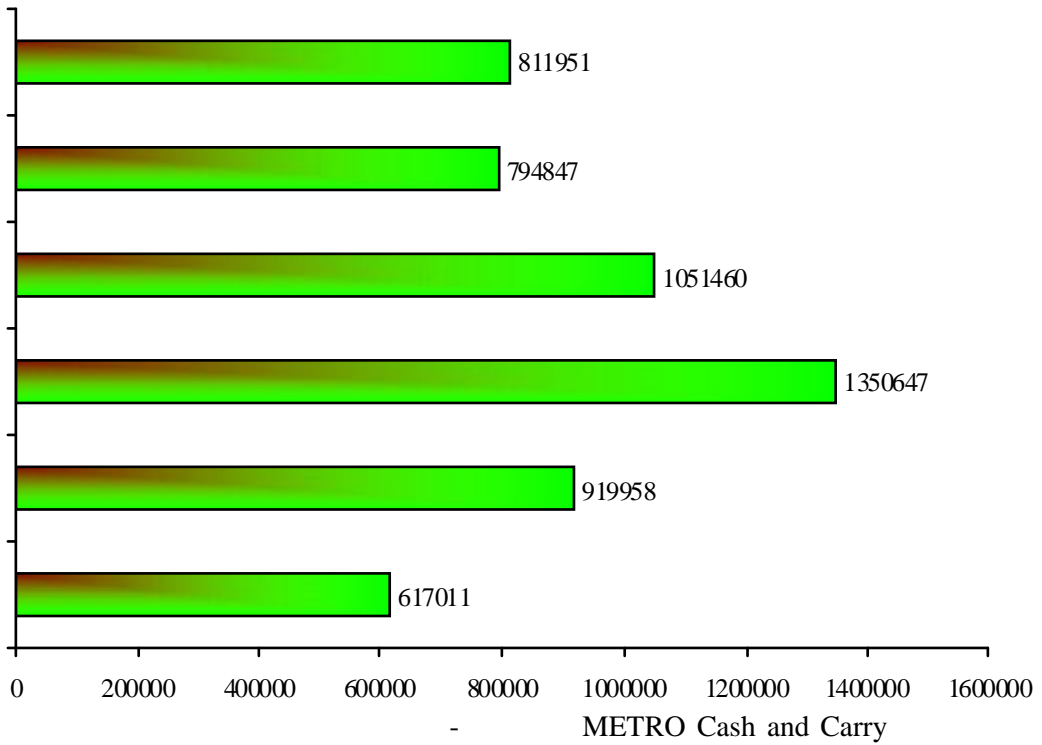
2020 .

49,1 %,

— 2,19 ,

— 1,7 .

2020 . [13].



8. METRO Cash and Carry

2020 (20)

1039, 2124, 1484, 1384 [14].

98,39%, 0,19%, 0,1%, 0,45%

2020 109 149 (+36,7%).

2020 800 8250 [13].

() (),
 METRO Cash and Carry (delivery.metro-cc.ru/metro/molochnyie-produkty/
 moloko/korovie)
 300 , [17].
 20 %) (10- [19].
 26 1549 — 17
 18 45 , : — 9 .
 1920 x 1080 24- 600 5 .
 0.5°, 1903 5374 .
 ±1 . 98 %
 SPSS
 OGAMA.
 ()
 (. 9).

Корзина в кулитель городе Москва с доставкой. Скидки до 50% METRO Cash&Carry

Выбор покупателей

Коровье

Сортировать по: **популярность** (LBA)

Сортировать по: **популярность** (LBA)

Изображение	Название	Цена	Описание
	Молоко Раммак ультрапастеризованное 2,8% жирности	86,79	1 л
	Молоко Раммак ультрапастеризованное 3,8% жирности	87,79	1 л
	Молоко Раммак ультрапастеризованное 0,5% жирности	87,90	1 л
	Молоко Простоквашно-Доброе	62,90	1 л
	Молоко Простоквашно-Доброе	98,69	1 л
	Молоко деревенское в Дожде	69,91	1 л
	Молоко Лесной Город	74,89	1 л
	Молоко Раммак ультрапастеризованное	62,90	1 л

The image displays two side-by-side screenshots of the METRO website's product catalog. Both screenshots are for the 'Молоко' (Milk) category. The left screenshot shows a grid of 100 items, while the right screenshot shows a grid of 100 items for a different set of products. Each item card includes a product image, a price tag, and a small description. The website header features the METRO logo and navigation options. The footer contains contact information for CSEBMARKET and METRO, including phone numbers and website addresses.

.10.

() , . ()

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