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Mitina Ella Aleksandrovna,

Assistant of the Department of Marketing, Trade and Customs Affairs,
Institute of Economics and Management (structural subdivision),
V.I. Vernadsky Crimean Federal University,
Simferopol, Russian Federation.

Velgosh Nataliia Zinovyevna,

PhD in Economics, Associate Professor,
Associate Professor of the Department of Marketing, Trade and Customs Affairs,
Institute of Economics and Management (structural subdivision),
V.I. Vernadsky Crimean Federal University,
Simferopol, Russian Federation.

Kalkova Natalya Nikolaevna,

PhD in Economics, Associate Professor,
Department of Marketing, Trade and Customs Affairs,
Institute of Economics and Management (structural subdivision),
V.I. Vernadsky Crimean Federal University,
Simferopol, Russian Federation.

PRICING AS A TRIGGER OF CONSUMER BEHAVIOUR WHEN IN THE CHOICE OF MILK ON THE REGIONAL COMMODITY MARKET

— PAPI),
SPSS Statistics),

It has been established, that price is one of the main elements of the marketing mix, accounting by the producer of which is necessary, when generating enterprise profits. On the other hand, the price is one of the key factor, when deciding on the purchase of consumer goods, in particular of everyday demand. Considering these two aspects leads to the establishment of a price — optimal, from the point of view of the seller (producer), and — psychologically acceptable, from the point of view of the buyer (consumer). The study of price sensitivity as a trigger for consumer behaviour in the regional commodity market determines the relevance and purpose of the study.

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.

The article presents general trends in the development of the milk market in Russia and the Republic of Crimea, its price characteristics, considers aspects of the influence of the pricing factor (as one of the key ones) on consumer behaviour and decision-making on the choice of milk. The authors present the results of a study of the sensitivity of milk buyers to price in order to determine the psychologically optimal and economically feasible prices for this product on the milk market in the Republic of Crimea.

Keywords: marketing mix, optimal price, pricing, buyer's sensitivity to price, consumer market, milk production, milk consumption, regional commodity market.

() 20 30 % [9; 10].

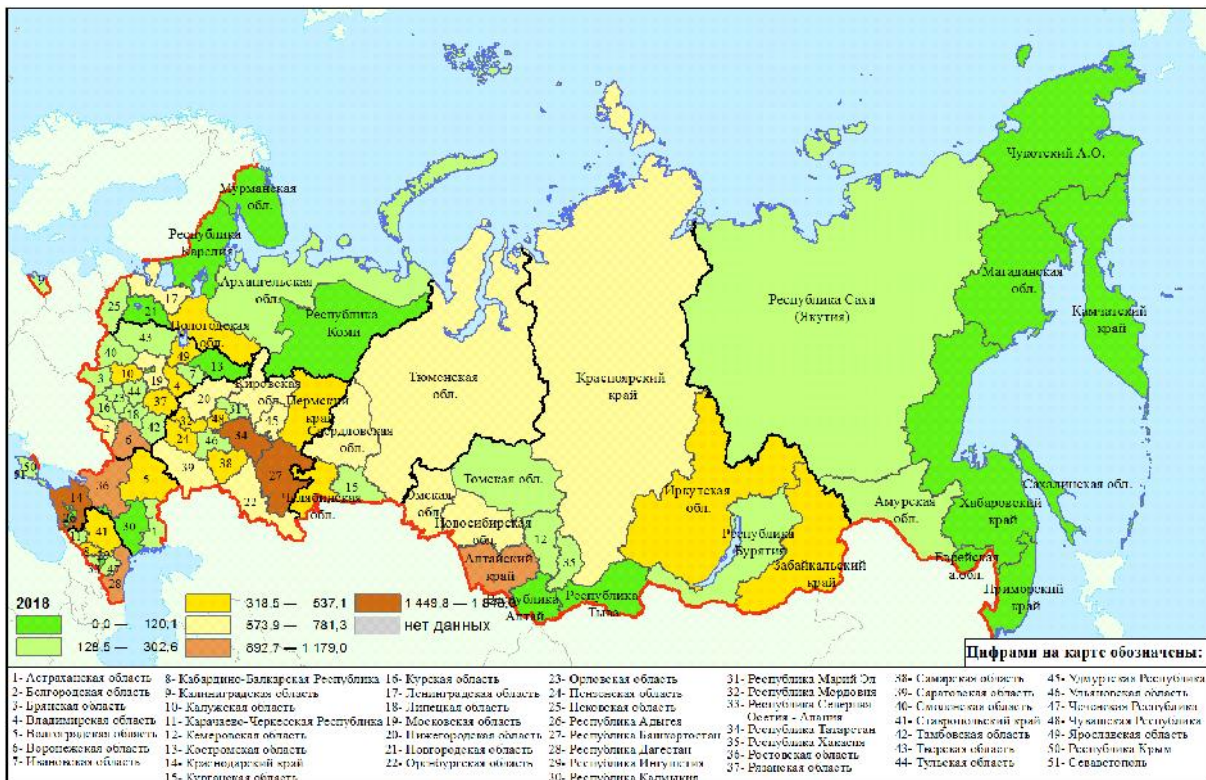
2016 (.1).

I. 2009–2018 . *

	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
	32315	31508	31204	31197	29865	29995	29887	29787	30185	30640
%	-	100,3	97,5	99,0	100,0	95,7	99,6	99,6	99,7	101,3

* [12]

2018 . (-
 — 1,5 . , — 1,1 .) 209,8 . [12] (.1).



I. 2018 . . . [12]

30 %

Agency, — DIA)

2018 .

(Dairy Intelligence

173,0

187,2

[13].

35–40 %.

2009–2016 . [12]:

2017 . 231 ,
 100 320-
 340 (5 2017/2016 ., 8 2017/2015 ., 13 2017/2014 .).
 (—) 2018 .
 227-230 / (4 . 2018 . 2017 .).
 :
 (2018 . — 0,1 % , 2017 . —
 1,1 %, 2016 . — 6,0 %, 2015 . — 3,2 %) [14].
 (. 2).

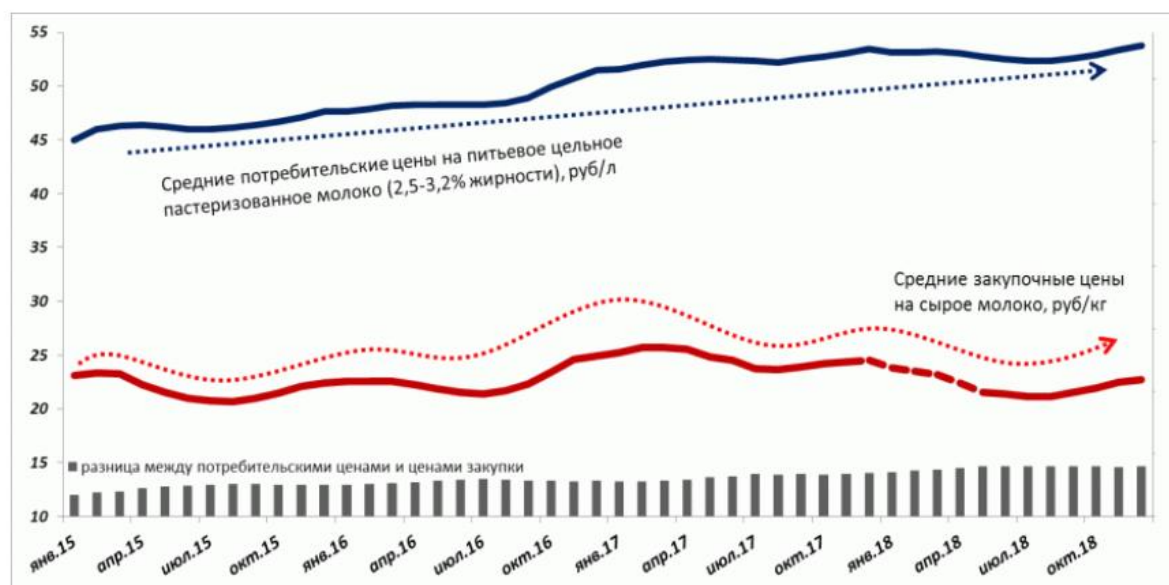
2.
 2014-2017 ., *

/	2014	2015	2016	2017
	244	239	236	231
	227	219	218	216
	215	208	207	205
	258	240	230	226
	190	168	165	165
	223	224	224	224
	213	207	207	198
	201	197	197	195
	274	261	257	254
.	147	141	138	138

* [15].

2017 . 93)
 89 66 . (. 116) [15].
 2018 . 10 %
 2017 . 0,9 % [16] (. 2).
 2,5-3,2 % , 1 ,
 (. 3).

2017 . — 2019 . 2,5-3,2 %
 3.
 [17] 6,22 % 61,5 / , 2019 . 5,90 %
 65,13 / . : 2017 .
 — 62,38 / ., 2018 . — 65,69 / ., 2019 . — 69,84 ., 2018 .
 2017 . 5,31 %, 2019 . — 6,32 %.
 [18];
 19] 7,46 . 2018 ., 4,40 . 2017 ., 7,16 . 2016 ., 2,46 . 2015 ., . .
 2017 . 726 . (. 4).



2. (/) 2015 – 2018 (/) [16]

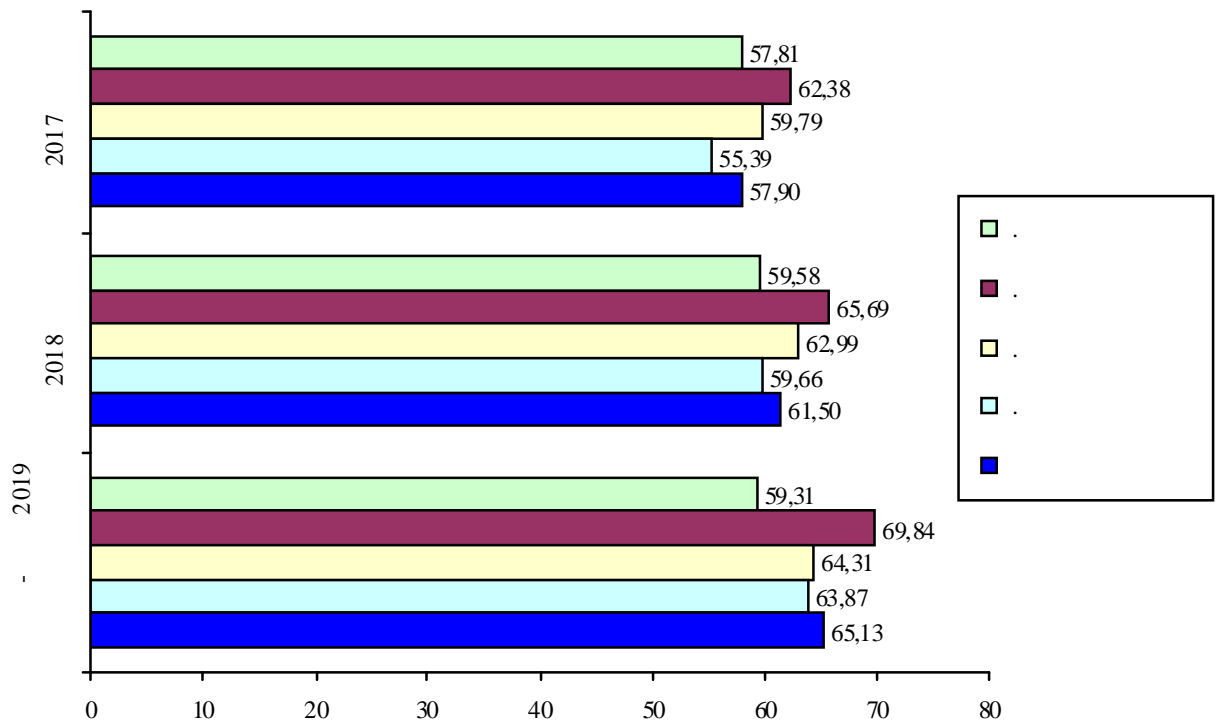
3. 1, 2017 – 2019 , 2,5–3,2% *

2019 .					
	64,16	61,99	64,62	69,97	62,16
	64,40	63,38	62,36	69,97	62,56
	64,65	63,22	63,26	70,46	62,91
	64,96	63,89	63,54	69,94	63,26
	65,03	64,15	64,74	68,12	63,75
	65,8	64,46	65,29	69,79	65,48
	66,90	65,98	66,38	70,64	35,03
2018 .					
	60,13	58,61	61,75	63,21	58,76
	60,15	58,31	62,00	63,90	58,60
	60,87	59,43	62,15	64,75	58,07
	60,25	58,86	60,56	63,85	58,93
	60,73	59,27	62,13	64,13	58,78
	60,85	59,22	63,18	64,04	58,93
	60,97	59,21	63,51	64,04	59,57
	61,60	59,57	63,34	65,72	60,30
	61,82	59,57	64,08	66,16	60,41
	62,98	60,79	63,96	68,77	60,03
	63,31	60,60	64,65	69,71	61,01
	64,39	62,50	64,51	69,98	61,59
2017 .					
	57,57	54,70	58,26	63,77	57,09
	58,00	55,18	58,42	64,31	57,37
	57,34	55,08	59,07	61,25	57,45
	57,01	54,21	59,17	61,36	58,02
	58,20	55,62	59,49	62,84	58,73

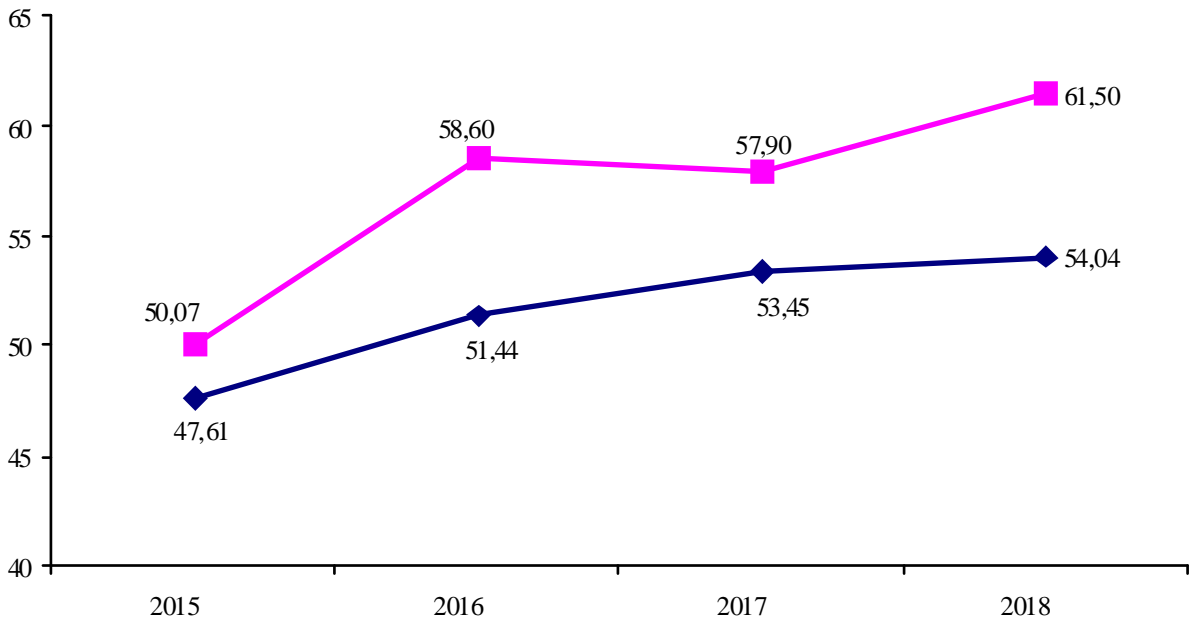
2017 .					
	57,39	54,59	59,62	61,79	58,25
	57,88	55,61	59,90	61,48	58,25
	57,94	55,61	60,19	61,48	58,42
	57,93	55,61	59,62	62,24	57,59
	58,29	55,89	60,30	63,17	56,80
	58,56	56,05	61,54	62,78	57,69
	58,70	56,47	61,90	62,03	58,05

* [17].

(.6).



3,2 % .3. 1 2017 . - - 2019 . 2,5- [17].



. 4.
1

2015–2018 . . (2,5–3,2 % [18; 19])

(43,48 %) - , 32,61 %
, 17,39 %

6,52 %

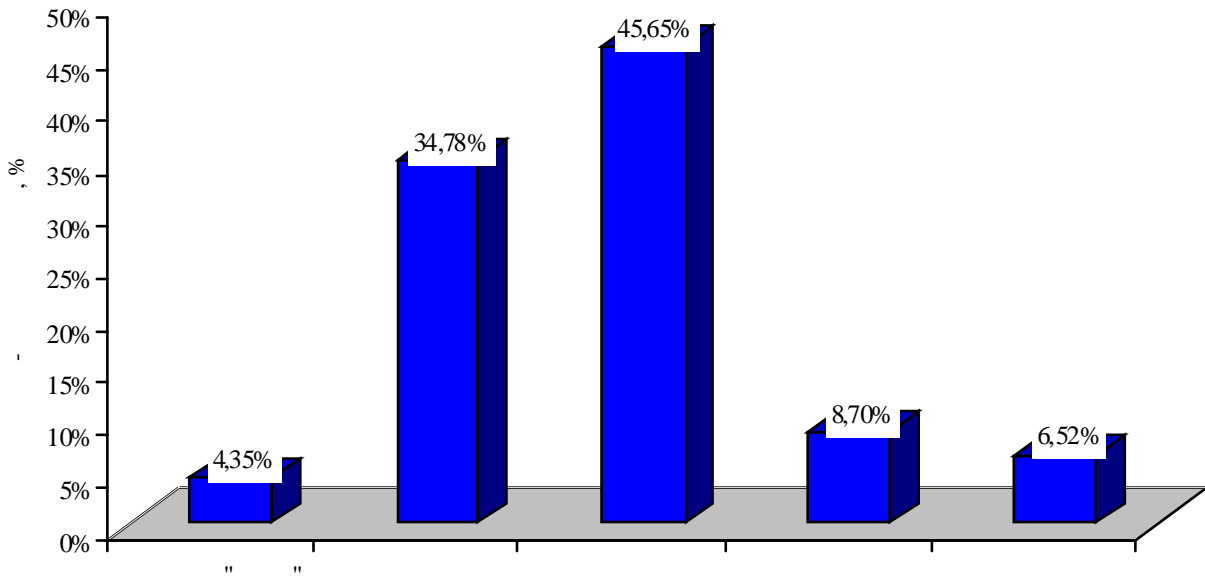
, (. 7).
, 1 , -

4,35 %

84,78 %

, 10,87 %
3 .

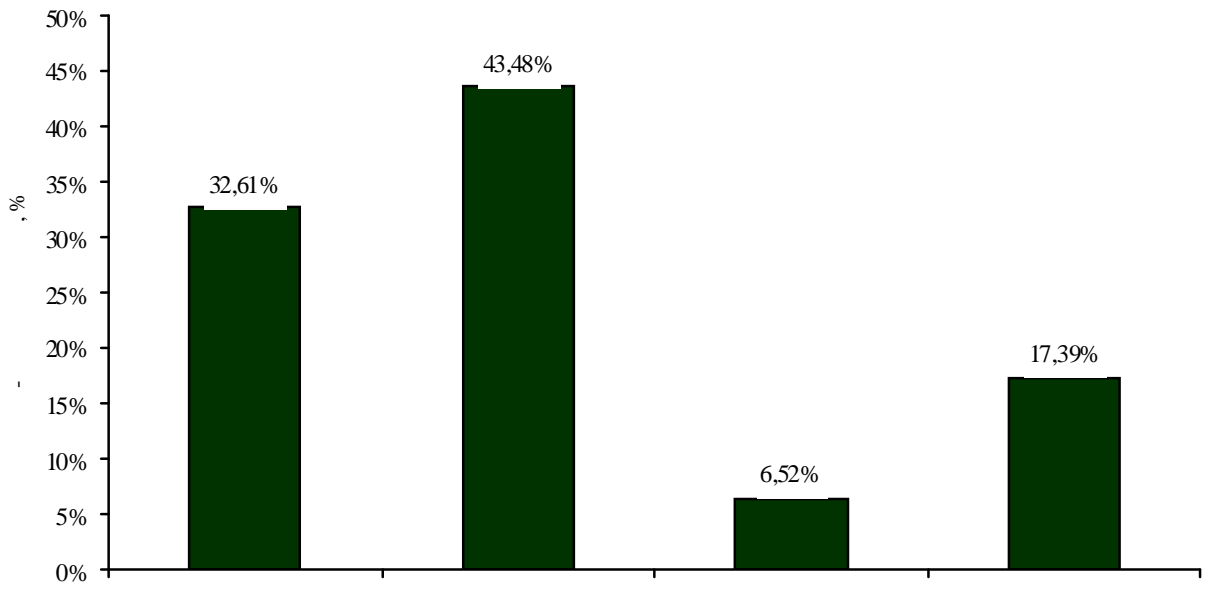
0,5



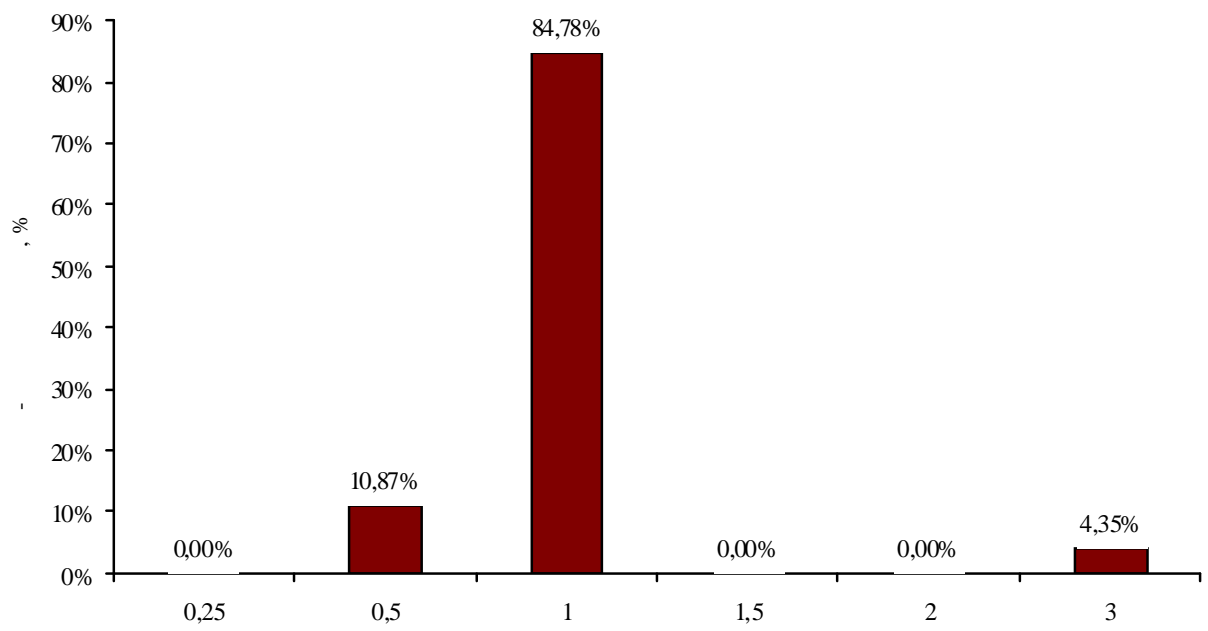
. 5.

)

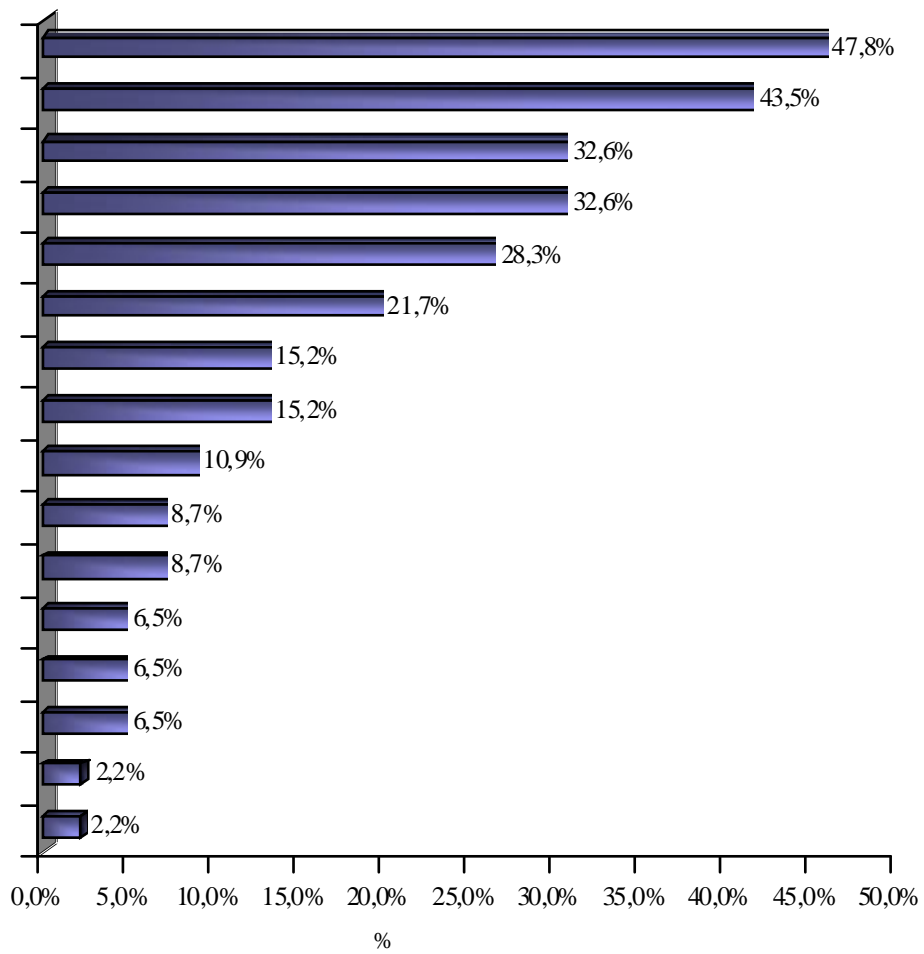
, % (



6.) , % () , , , , (.8). () , 47,8 % « » , 43,5 % « »



7.) , % ()



. 8.

, % ()

« » 32,6 % . « », « » « -

» 28,3 %, 21,7 %, 15,2 % .

, 15,2 % « -

».

« », « 10,9 %, 8,7 %, 8,7 %, 6,5 %, 6,5 %, 2,2 % 2,2 % -

», « », « »

6,5 %

9

25.000 . 26,03 % -

« », « », « », « », « »

« », « - », « », « »

10.001–15.000 .

41,67 % 1

10

1 28 ., 4 % , 11 % — 34 . 40 -

22 % , 46 ., 2 % 64 . (52 -

)

222

Средний размер дохода на 1 члена семьи в месяц

Значение	%	F
до 10000	26,09	12
10001-15000	23,91	11
15001-20000	19,57	9
20001-25000	10,87	5
свыше 25000	19,57	9
ИТОГО	100,00	46

Молоко каких торговых марок Вы предпочитаете покупать?
 $n=133$ | $X^2=16,945(0,002)$ | $DF=4$ | на $1DF=4,236$

Сакское, Черноморское, Университетское, Агрокомплекс, Крымский молочник, Кубанская буренка...

Значение	%	F
до 10000	21,92	16
10001-15000	13,70	10
15001-20000	24,66	18
20001-25000	13,70	10
свыше 25000	26,03	19
ИТОГО	100,00	73

Вкуснотеево, Простоквашино, Брест-литовское, Джанкойское, ФрауМу, домашнее

Значение	%	F
до 10000	25,00	15
10001-15000	41,67	25
15001-20000	16,67	10
20001-25000	5,00	3
свыше 25000	11,67	7
ИТОГО	100,00	60

Общий процент правильной классификации: 26,67%(+0,00%)

. 9.

46%

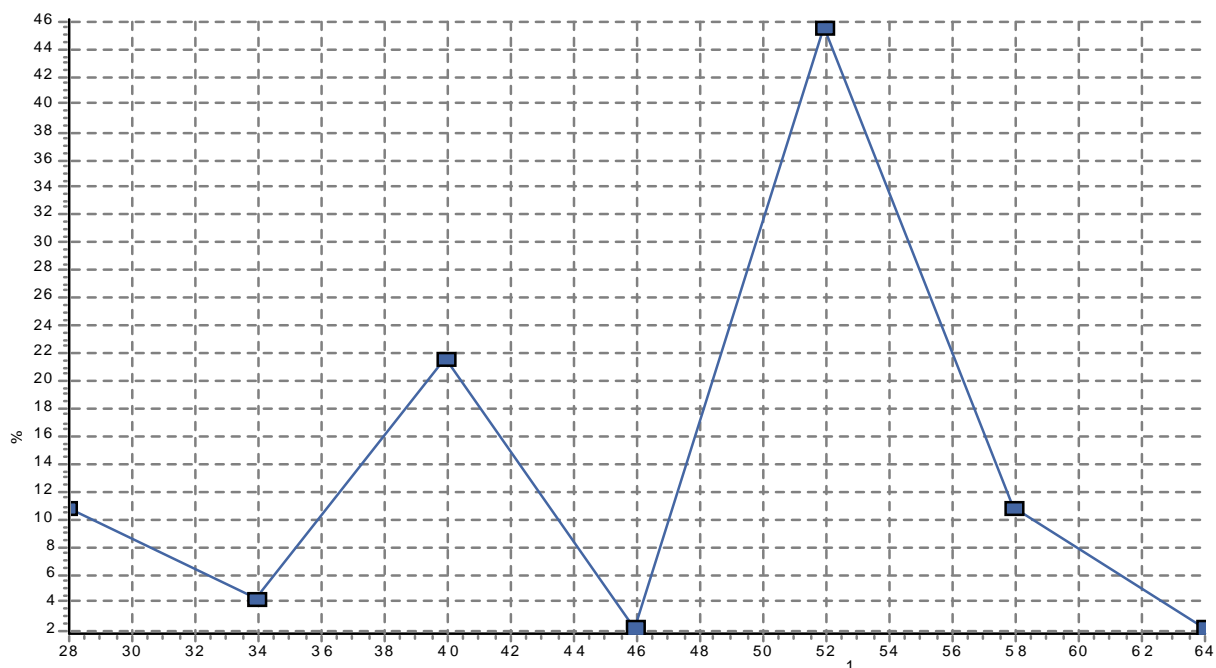
1

1

40 .. 24 %

11 %

— 50 .. 60

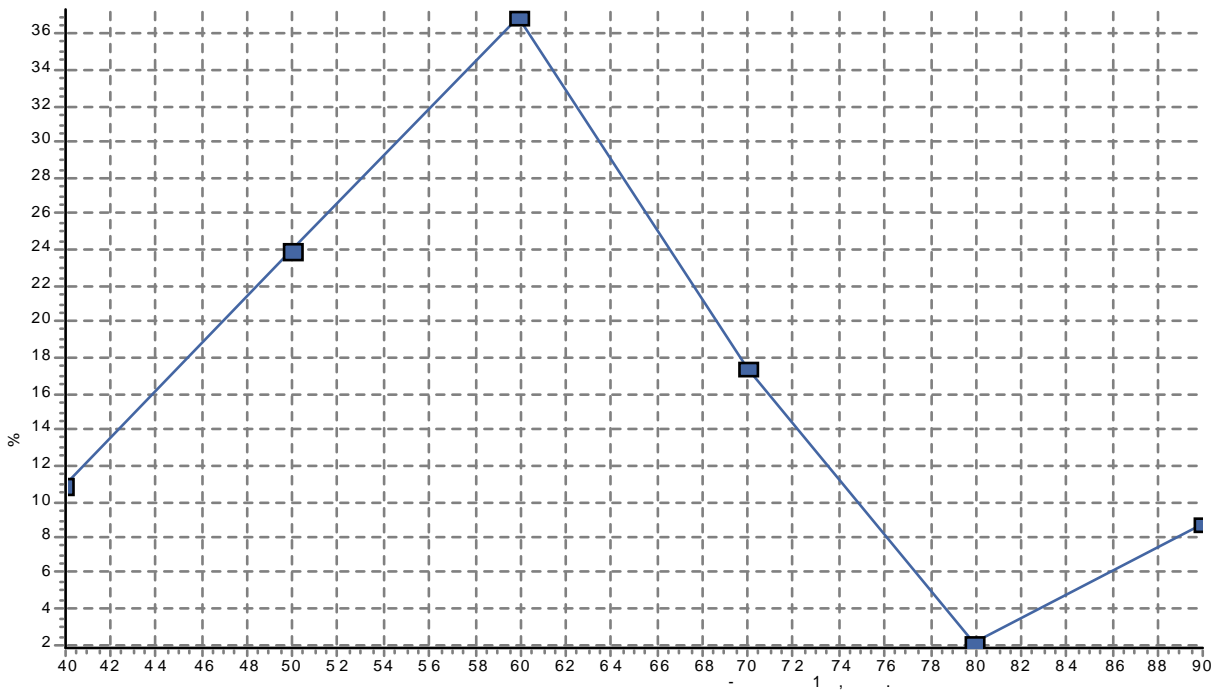


. 10.

1

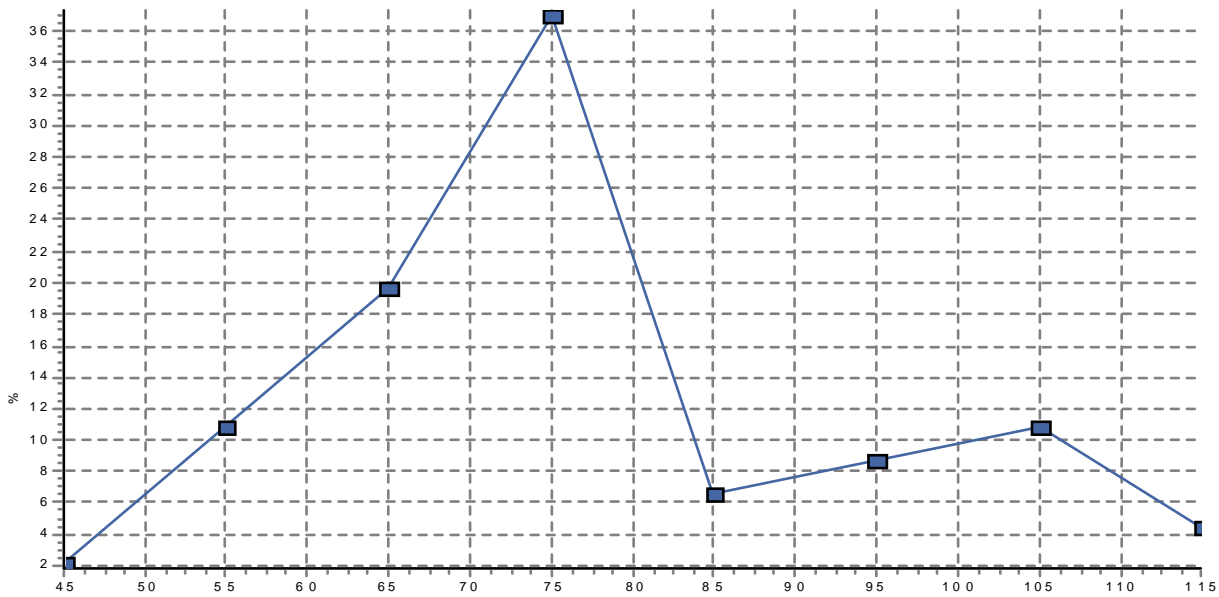
, % (

)



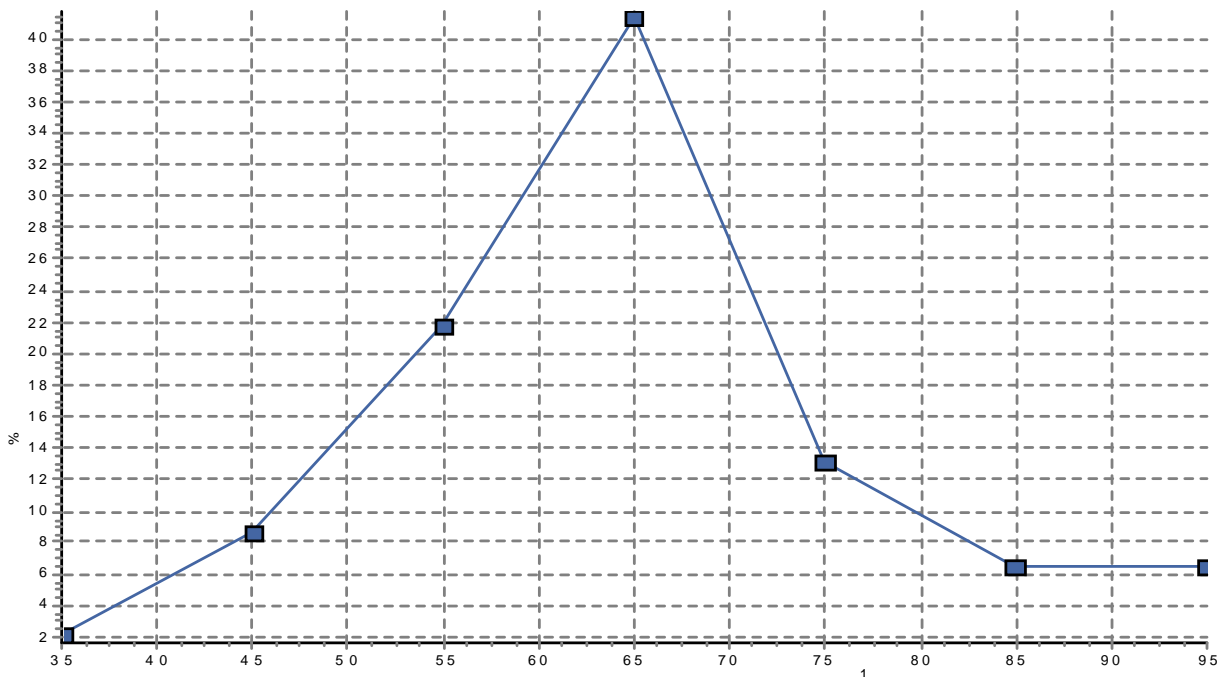
. II.

1 - , % ()
 36% , 70 . 17% , 80 .
 2% . , ,
 — , , 12 -
 — , 1 13
 , 2% — 55 . 65 . 1
 45 . , 11% 20%



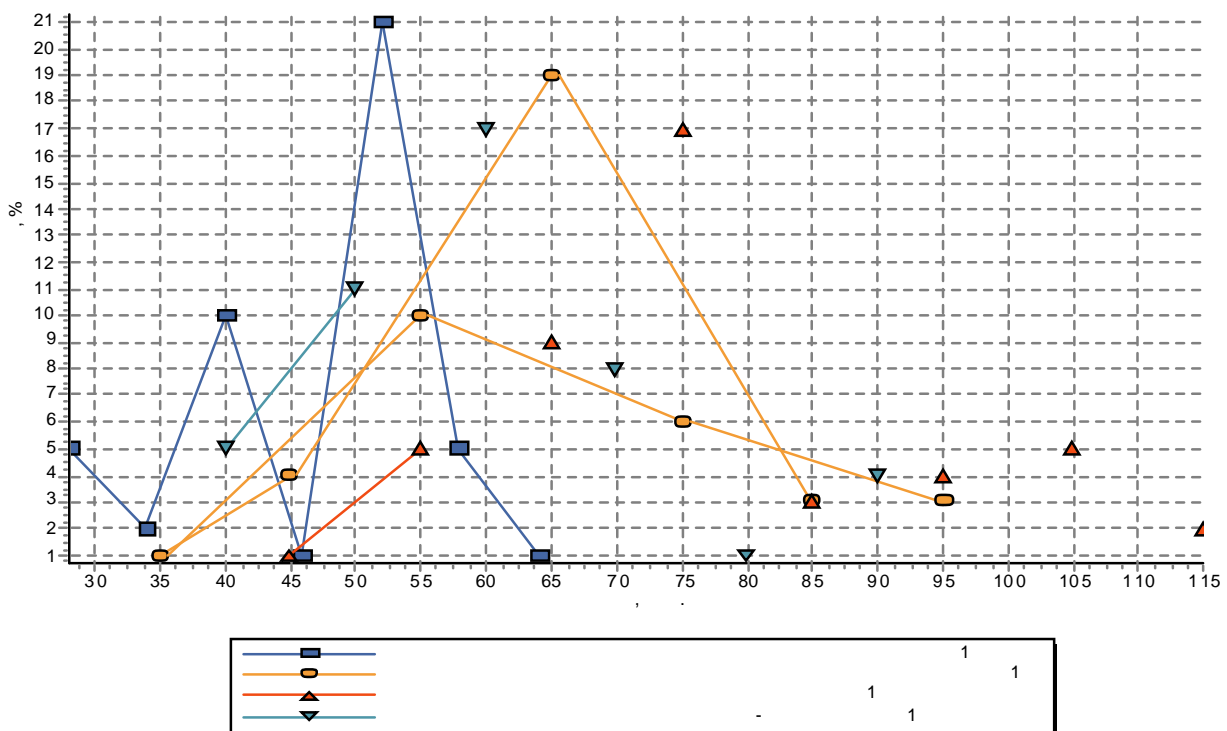
. 12.

1 , % ()



.13.

1 , % ()
 ,75 . 37% ().
 115 . ()
 4% . 2% 1 -
 35 , 9% — 45 .
 65 . 1 — 45% .
 75 . 1 13% ,
 85-95 . 8,5% .
 14. 52 . — 60 . ,
 — 65 . — 75 . 1
 (.15).
 5% 15% 35 , 80% 55 . 1
 105 .
 2016 . ,
 ()
 :
 2018 . 2015-
 , 45,65% , 8,7% , 34,78% , 10,87%
 « ».
 (43,48%) - , 1/3 (32,61%)



. 14.

1 , % ()

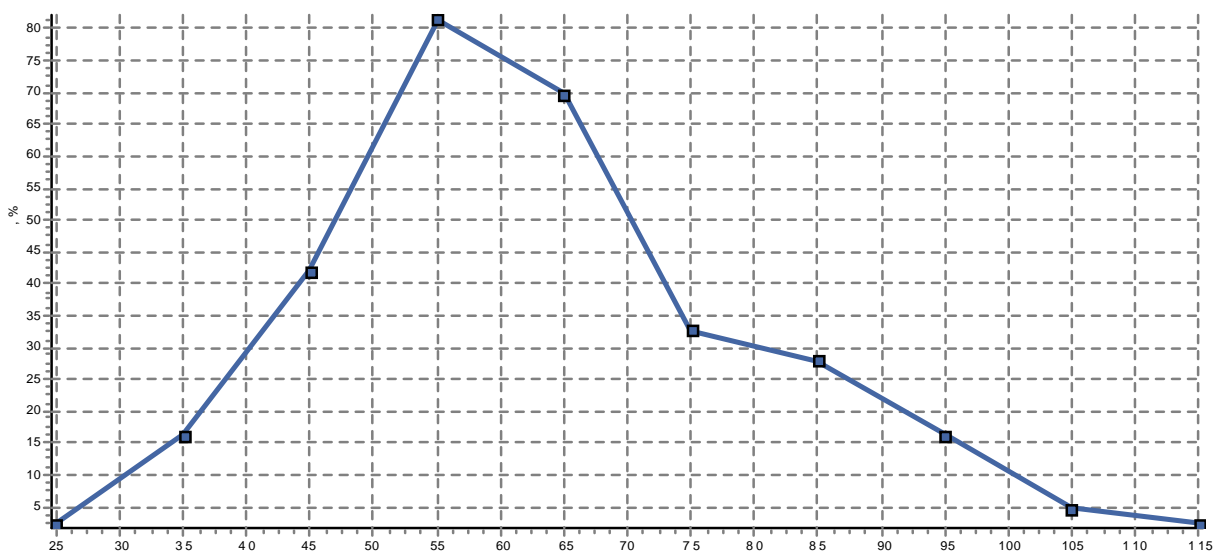
84,78 % , 47,8 %

« » « », 43,5 % « ; » , -

32,6 % ;

1 - 60 , 1 - 65 . 75 . 52 . ;

55 1 80 %



. 15.

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17 2019

11 2019