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**A MODEL FOR ASSESSING THE QUALITY OF GOODS PERCEPTED BY
CONSUMERS BASED ON INFORMATION SUBSTITUTES ON THE INTERNET**

CAWI, 150

SPSS 22.0,

t-

Relevance. The serious difference between virtual and classical markets has led to the need to form a new scientific and methodological toolkit. The main focus of scientific research is on the research of the completeness of information for the seller and almost no attention is paid to the uncertainty in the evaluation of product characteristics for the buyer. Behind the boundaries of the study remain, as a rule, the issues of the impact of product characteristics on consumer expectations. These are the problems associated with textual, visual, multimedia and general product descriptions in Internet commerce and the information asymmetry observed in product evaluation in classical markets. The asymmetry in the transfer of information through the Internet generates a situation of dissatisfaction of the consumer.

Research Methodology. We studied the study of information substitutes by means of a CAWI marketing survey with 150 participants. The importance of information substitutes for the consumer was assessed using a Likert scale, and the consistency of the assessments was checked with Cronbach's Alpha. Data processing was done in SPSS 22.0 program, the following statistical methods were applied: parametric Student's t-test and one-factor analysis of variance.

The results of the study show that the use of emotional marketing in the promotion of goods and services on the Internet is a more effective method of advertising communication.

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Conclusions. Emotional information substitutes have a higher level of credibility and, therefore, increase the perceived quality of the product, which leads in turn to an increased likelihood of purchase.

Keywords: Information asymmetry, information substitutes, perceived quality, model, Internet, emotional marketing

[1]

9 %

(. 1).

Информационная асимметрия в Интернете



. 1.

[2]

1

- 1.
- 2.
- 3.

2.

[3, 4].

[5],



. 2.

(

[2])

1.

2.

3.

[6],

[7]

CAWI, 150
: 73,5 % — 13,2 % —
13,2 % — 21 (79 %) 22 35 (21 %),
86 % 36,8 %, — 63,2 %.
81 % , , 97 %
(. 1).

1.

*

	13,2 %
	80,9 %
	5,9 %
	100 %

*

, 57,4 %

2.

2.

*

%	?	’, / , %	
	11,8		11,8
()	57,4	15-30	20,6
	11,8	30-60	27,9
	19,1	60	27,9
		15	11,8
	100,0		100,0

*

, 76,4 % 15 -
, 2/3 , , : , -
, , , , 1 — -
, 5 — , -
3. [8]

3.

*

	4,47	1
	4,31	2
	3,85	3
	3,51	4
	3,31	5
	2,36	6

*

[9]. , — [10]

4. *

	?, %		QR ?, %
	77,9		39,7
	22,1		60,3
	100,0		100,0

[11]

1. [12].

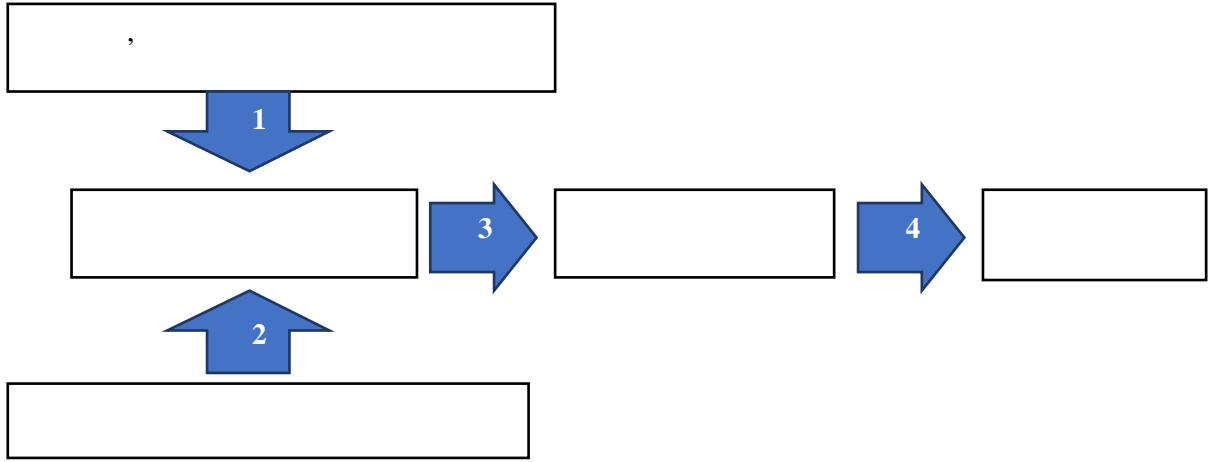
2. [13],

3. [14].

[15].

[16].

(.3).



1
2
3
4

3. (. 5).

5. : ,% *

	15	15	30	60	:
	%	%	%	%	%
1	0,0	0,0	1,8	0,0	1,8
3	1,8	1,8	1,8	5,3	10,5
4	1,8	7,0	8,8	7,0	24,6
5	10,5	15,8	19,3	17,5	63,2
:	14,0	24,6	31,6	29,8	100,0

1 : 16,2 %
2 V [0.1]: 0,162, (): 0,877
*

63 %

2. (. 6).

6. : ,% *

	15	15	30	30	60	:
	%	%	%	%	%	%
1	0,0	0,0	1,7	0,0	1,7	
3	3,4	1,7	3,4	6,9	15,5	
4	3,4	6,9	10,3	8,6	29,3	
5	6,9	15,5	17,2	13,8	53,4	
:	13,8	24,1	32,8	29,3	100,0	

1 : 10 68 (14,7 %)
2 V [0.1]: 0,164, (): 0,860
*

3. (. 7).

7. : , %

*

	, %				
	15	15 30	30 60	60	:
	%	%	%	%	%
1	0,0	0,0	5,2	5,2	10,3
2	1,7	1,7	0,0	0,0	3,4
3	5,2	1,7	3,4	5,2	15,5
4	1,7	13,8	10,3	6,9	32,8
5	5,2	6,9	13,8	12,1	37,9
:	13,8	24,1	32,8	29,3	100,0

1 : 14,7 %

2 V [0.1]: 0,297, (): 0,224

*

4. , 15 (. 8). , 30 .

8. : , %

*

	, %				
	15	15 30	30 60	60	:
	%	%	%	%	%
1	5,2	0,0	1,7	0,0	6,9
2	0,0	6,9	1,7	5,2	13,8
3	5,2	8,6	6,9	6,9	27,6
4	3,4	3,4	12,1	6,9	25,9
5	0,0	5,2	10,3	10,3	25,9
:	13,8	24,1	32,8	29,3	100,0

1 : 14,7 %

2 V [0.1]: 0,366, (): 0,026

*

5. (. 9). , 62 % . -

6. (. 10). 30 60 . 60 .

0,64,

9. : , %
*

	15	15 30	30 60	60	:
	%	%	%	%	%
1	5,2	10,3	10,3	5,2	31,0
2	1,7	3,4	12,1	13,8	31,0
3	1,7	8,6	3,4	5,2	19,0
4	3,4	0,0	5,2	5,2	13,8
5	1,7	1,7	1,7	0,0	5,2
:	13,8	24,1	32,8	29,3	100,0

1 : 14,7 %
2 V [0.1]: 0,275, (): 0,356
*

10. : , %
*

	15	15 30	30 60	60	:
	%	%	%	%	%
1	3,4	1,7	1,7	0,0	6,9
2	1,7	3,4	6,9	6,9	19,0
3	5,2	1,7	13,8	13,8	34,5
4	0,0	10,3	3,4	3,4	17,2
5	3,4	6,9	6,9	5,2	22,4
:	13,8	24,1	32,8	29,3	100,0

1 : 10 68 (14,7 %)
2 V [0.1]: 0,319, (): 0,124
*

(.11).

II. (ANOVA) *

	:		:	
	F	.	F	.
	,272	,845	,272	,763
	,594	,622	,576	,565
/	,215	,886	,300	,742
	3,098	,034	,539	,586
	,913	,441	,745	,479
	,366	,778	3,872	,027

*

p>0,05

[17].

12.

12.

T-

*

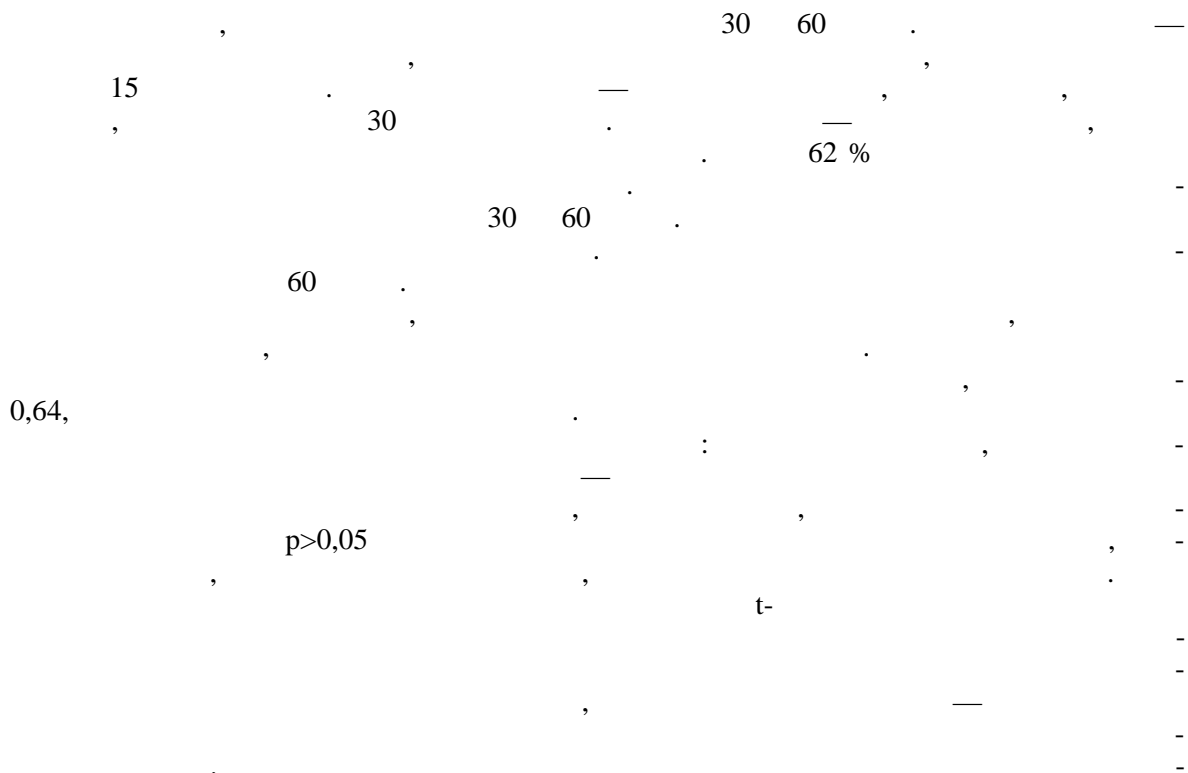
1	:	2,1552	1,4364	,1886	95 %		11,427	57	,000
					1,7775	2,5329			
2	:								(2-)
	/	,3390	1,3211	,1720	-,0053	,6833	1,971	58	,054
3	:	1,0000	1,2865	,1675	,6647	1,3353	5,970	58	,000

*

p < 0,05,

63 %

30 60



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