

**Masyuk M.
K. Pilova research supervisor
National Mining University**

RESEARCH OF FACTORS INFLUENCING CONSUMER CHOICE AT THE PURCHASE OF JEANSWEAR AT THE DISTRICT MARKET

On consumer choice at the purchase of jeanswear influence row of factors basic from that are : place purchase , price, quality, model and service. These researches were conducted for the STATE of emergency of Masyuk I.N, the basic type of activity of that is realization of masculine jeanswear at the market of the Samara district.

Actuality research of factors of influencing at choice consumers conditioned by the necessity of development of new approaches for forming price, commodity, communication and distributive politics oriented to the consumers of bedroom communities of city of Dnipropetrovsk. Specific consists in that at presence of points of realization of masculine jeanswear on district markets, consumers give to them a less preference than the shopping center and large markets. What affects to the place where to buy jeans and how preferences change at the choice of jeans depending on an age category - are the key questions of research. This theme is actual for enterprises that develop the activity in the field of retail business of masculine jeanswear on the district markets of city of Dnipropetrovsk in particular the Samara district.

The research aim is determination of basic factors that influence at consumer choice at the purchase of jeans at the district market.

The study used the method of interviews with a structured questionnaire.

Basic tasks of research:

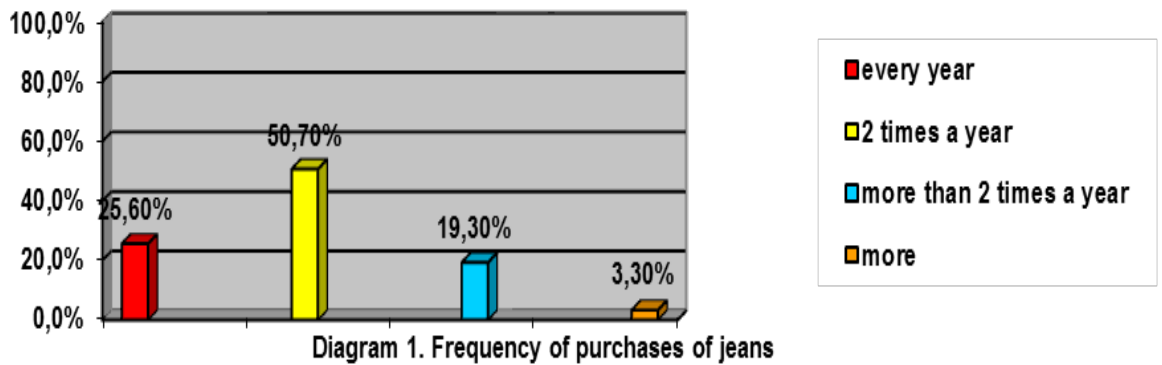
1. To determine consumer motives when they purchase jeans
2. To define what factors and in which measure influence at consumer choice at acquisition of jeans
3. To define how influence of one or another factors changes depending on the age category of consumers
4. Understand the relationship of price and quality for the buyer

For the solve the problem created a questionnaire with 16 questions.

Sample of 150 personsv (men by age of 18 to 60; Samara district of Dnipropetrovsk)

Result of research:

1. Most consumers buy jeans 2 times a year (50.7% of respondents)



2.61,4% of customers buy the jeans on the market, 60% of them are buying because in there low price

3.65, 4% of those customers who purchase goods in the shop thinking that the goods in there of high quality

4. Best price category for buyers from 300 to 500UAH.

2.61,4% customers jeans prefer to buy at the market, from them 60 % a determinative is specify a price

3.65, 4% customers of commodity sold in a shop, consider a quality commodity

4. Most acceptable price category for customers from 300 to 500грн.

5. More confidence to the producer is caused by Turkey and USA (59,7% and 29,3 % accordingly)

6. More popular models of jeanswear - classic(62, 7%) and modern models(30%)

The determining factor for buyers is the quality of the goods but place of the sale does not always affect their choice.

For most consumers the quality, is associated with the term of socks, jeans sold as casual wear.

It is possible to conclude that the development of activities in the of realization of masculine jeanswear at the district market the entrepreneur must determine for yourself if this activity will be retail outlets on the clothing market, the determining factor will be the price to the consumer, in accordingly, the

product policy, distribution policy, as well as methods of sales promotion and advertising campaign should be based on the fact that the price must be as low as possible.

If development business of masculine jeanswear takes place within the store, you should be aware that the consumer is focused on quality, and therefore ready to pay for it, but the price range should not exceed 300-500 UAH. That is, actions that are related to the planning and implementation of the marketing mix should be based on what the consumer gets a tangible benefit in meeting their needs.