

METHODOLOGICAL APPROACHES TO THE STUDY OF CONSUMER BEHAVIOR OF SCHOOL-AGE CHILDREN

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The substantive basis of consumer behavior is the purchase decision-making process and the factors that determine it. The objectives of the study of the model of consumer behavior of school-age children are to determine the factors that influence the decision-making process on the purchase and consumption of food, including external, internal and situational; definition of the motivational field, which determines the behavior of the child as a subject of marketing; study of the peculiarities of the stages of the child's decision-making process on purchase and consumption in the context of their daily activities, determining the causal links of changes in the model of consumer behavior of the child in the process of adulthood, indicating consumer socialization; identifying opportunities and substantiating the hypothesis of the potential for controlled influence by other marketers on consumer behavior in view of ensuring the required level of child safety.

The article considers methodical approaches to the study of consumer behavior of school-age children taking into account the specifics of their consumer socialization and restrictions on the survey of minors. The concept of collecting primary information, structural parts of the questionnaire for interviewing school-age children have been developed. The procedure of the preparatory stage of the survey is indicated, which provides for compliance with the requirements of the basic documents defining the mutual rights and obligations of researchers and respondents; questionnaire testing; determination of a stratified sample, which has the characteristics of the general population of respondents and the characteristics of representativeness; the specifics of checking and selecting questionnaires during the online survey.

The proposed methodological approach allows to achieve a set of advantages of independent remote filling of questionnaires by respondents who voluntarily took part in the survey, namely: to get the benefits of collecting primary information: purposefulness, specificity, compliance with the collection methodology, reliability; minimize the disadvantages of field research: the duration of the collection, high costs, the need for highly qualified interviewers. The application of these methodological approaches will provide the necessary information for businesses, which will be the basis for developing a marketing strategy for children in the market segment.

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