



Ministry of Education of Azerbaijan Republic

Consumer Behavior in Automobile Market

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I also hereby state that this nifty piece of work is indeed my own and that all the works of other individuals has been duly acknowledged and to the best of my knowledge, this dissertation has not been earlier presented at this University (Azerbaijan State University of Economics) or any other for similar aims.

ABSTRACT

The relevance of the topic is due to the fact that each individual, who is a potential consumer, has his own psychological characteristics, type of character and temperament. When analyzing these features, you can identify some models that are characteristic of consumer behavior. Types of consumer behavior are closely related to motivations. Acquisition of a product or the use of a service is an action based on various motivations. These motives can, both rely on common sense, and be formed under the influence of random impulses. Thus, the study of motivations and types of consumer behavior is very important for the creation of advertising, capable of influencing the target audience necessary for the advertiser way.

Key words: consumer, behaviour, Automobile market

CONTENTS

ABSTRACT	4
INTRODUCTION.....	6
LITERATURE REVIEW	7
1. THEORETICAL FOUNDATIONS OF CONSUMER BEHAVIOR IN THE CAR MARKET	10
1.1. The concept of consumer behavior and the factors that influence its formation	10
1.2. The essence of consumer behavior	14
1.3. Features of the formation of consumer behavior by auto manufacturers	21
2. ANALYSIS OF CONSUMERS CONDUCTING AND EVALUATING THE LEVEL OF CUSTOMERS 'INFORMING OF THE MARKET	28
2.1 Research of the main factors influencing the choice of buyers	28
2.2 Sociological survey	32
3. DEVELOPMENT OF METHODOLOGICAL RECOMMENDATIONS ON IMPLEMENTATION OF MULTIMEDIA TECHNOLOGIES AND THE SELECTION OF THE USED VEHICLE	41
3.1. Multimedia solutions.....	41
3.2 Formation of a set of recommendations when buying a used car.....	47
CONCLUSION	56
BIBLIOGRAPHY	61

INTRODUCTION

The main object in the marketing system is the buyer (or consumer) of the goods. It can be an individual or an entire organization. It is important to know the extent to which certain groups of consumers are involved in making decisions about the purchase of certain goods.

In the marketing system, the key point is the understanding of the mechanism for the formation of a purchase decision, which may have its own characteristics depending on the socio-psychological characteristics of the buyer or the nature of the purchased product. So, in accordance with one of the models of the buyer's behavior, this mechanism includes: awareness, interest, desire, action. It is very important to know how and when a buyer begins to show interest in a product, under the influence of what factors his desire to purchase a product is formed, how to direct this desire for the acquisition of this particular product.

An enterprise (firm) can not succeed if it ignores customer requests. Therefore, it is no accident that marketing studies are conducted on consumer behavior, in the broadest sense consumer behavior is defined as actions directly related to the receipt, consumption and disposal of goods and services, including the decision-making processes that precede and follow them.

The relevance of the topic is due to the fact that each individual, who is a potential consumer, has his own psychological characteristics, type of character and temperament. When analyzing these features, you can identify some models that are characteristic of consumer behavior. Types of consumer behavior are closely related to motivations. Acquisition of a product or the use of a service is an action based on various motivations. These motives can, both rely on common sense, and be formed under the influence of random impulses. Thus, the study of motivations and types of consumer behavior is very important for the

creation of advertising, capable of influencing the target audience necessary for the advertiser way.

The purpose of the work is to consider the whole range of factors that guide the consumer when choosing goods.

Course work tasks:

to study theoretical sources on the chosen topic;

to consider the factors influencing the behavior of consumers when buying;

analyze consumer behavior by the example of a specific company;

identify the main types of consumers.

The object of research is the fundamental characteristics of the buyer's behavior. The subject of the study is the determination of the main factors influencing the behavior of the buyer.

The structure of the course work includes: introduction, 3 chapters, conclusion and bibliography.

In the first chapter, the importance of studying consumer behavior is determined, and the main types of consumers are identified.

The second chapter reveals the factors that influence consumer behavior when buying.

In the last part of the course work on the example of a specific company conducted an analysis of consumer behavior.

LITERATURE REVIEW

Manish Kumar Srivastava, A.K. Tiwari, a study of consumer behavior for the A3 segment of cars, such as the Honda City and Maruti SX4 in a particular region of Jaipur. The collected data from 100 respondents from 50 cities for Honda City and Maruti SX4. Respondents were examined in various fields, such as sex, profession, income class. Also the parameters of the customer's purchase for the study are price,

safety, comfort, power and pick-up, mileage, top speed, styling, after-sales service, brand name and cost of spare parts. Based on the above parameters and the analysis made in this, that when buying customer car segments attach great importance to safety, brand name, and driving comfort. Also, advertising by word of mouth and advertising in car magazines, which is a more effective means of communication for the promotion of cars (which, by the way, is typical for Azerbaijan).

Prasanna Mohan Raj (Raj, at all, 2013:48) the factors influencing customer preferences of the brand of economy segment of SUVs and MOVs are studied. Collect data through direct interaction and intercept the survey using a customer questionnaire. A descriptive analysis was used to transform the data in an understandable format and factor analysis was used to identify factors that influenced the client's preferences. In light of the findings of the study, the preferability of this brand can be explained in terms of six factors, namely product reliability, currency factor, fashion appeal, frequency of non-price promotions offered, reliability and support for a sense or association to the brand. It is necessary for marketers to take these factors into account when developing new products in the SUV segment in the automotive market.

Nikhil Monga, Bhuvender Chaudhary, Saurabh Tripathi [3], this study is an attempt to answer some questions about the brand identity of cars selected in India through market research. This personality sketch will help in knowing that the client (or potential customer) is thinking about a particular brand of car and what are the possible factors that determine a possible purchase. So the idea of measuring customer satisfaction will serve the same purpose of determining customer perception. Thus, measuring the willingness of exciting car users to recommend it to others will help car chock manufacturers from all buy customer behaviors. The study shows that the perception of the brand is

that it starts construction before buying a car and rides on with its use, and this is reflected in the recommendations. The customer produces for his friends on one machine. It also shows that the customer could not use the car still has an idea about it. The individuality of the car brand is provided to sellers in the minds of customers and customers react to it, forming their perceptions of the car and this reflects the overall image of the car. Therefore, the image and personality of the brand complement each other and the perception of the brand contributes to building brand images. According to the results of the study, dealers play a very important role in shaping the perception of the car brand.

Samin Rezvani, Goodarz Javadian Dehkordi, Muhammad Sabbir Rahman (Rezvani, a all, 2012: 205) in this paper we give an overview of the country of origin and various variables that affect the intentions of the consumer, and also emphasize the interrelationship of variables and the intention to purchase support. Studies show that people care about which country the products are and where they are made, and take these factors into account when assessing the quality of the product. Stereotypes about the country and customer preferences that affect the intent of the goal. The political system, culture and economy of the country can cause sensitivity to people. There are many factors that influence the intention to purchase a consumer. Studies, methods, showed that even when consumers can evaluate all the essential characteristics of a product expressing a product, the influence of external signals has a greater impact on the consumer's assessment of the product. The country of origin is one of the external signals; In addition, there is no doubt that the country of origin has a significant influence on the process of the intention to make a purchase.

1. THEORETICAL FOUNDATIONS OF CONSUMER BEHAVIOR IN THE CAR MARKET

1.1. The concept of consumer behavior and the factors that influence its formation

Consumer behavior is defined as the actions that people take during the acquisition, consumption of goods and services, as well as exemptions from them. Simply put, consumers' behavior is traditionally understood as an elucidation of "why people buy" - in the sense that it is easier for a seller to develop strategies for influencing consumers when he knows why buyers buy certain goods or brands.

Substantive basis of consumer behavior is the processes of decision-making by consumers and the factors that determine it. The starting point of consumer behavior is the vital (organizational) style. It is noted that the end consumers buy in order to maintain or improve their lifestyle (organizational) style.

The decision-making process by the consumer consists of the stages: (Rezvani, at all, 2012: 215)

- 1) consumer awareness of the problem;
- 2) information search;
- 3) evaluation and selection of alternatives to purchase;
- 4) purchase;
- 5) use of purchase;
- 6) evaluation of the solution;
- 7) liberation.

In the definition of consumer behavior, several types of actions are included: acquisition, consumption and release.

The acquisition refers to the actions leading to the purchase and including the purchase or order of the product. Some of these actions include finding information about product features and choices, evaluating alternative products or brands and actually buying. Analysts of consumer behavior study these types of behavior, including how consumers shop - whether they visit specialized stores, shopping centers or use the Internet. Other questions may concern how consumers pay for products (in cash or by credit card), whether they buy gifts for donation or for themselves, whether they take out purchases themselves or use the delivery service, where they receive information about products and alternative stores and how brands influence the choice of a product.

Consumption is how, where, when and under what circumstances consumers use products. For example, issues related to consumption may include decisions about whether the goods are used at home or at work. Are the products used in accordance with the seller's instructions or for their intended purpose or did consumers find their own unique way of using the product? Does the experience of using the product bring pleasure or is it purely functional? Is the product consumed completely before the release phase or is some of it never used?

Exemption includes how consumers get rid of products and packaging. In this case, consumer analysts can study user behavior from an environmental point of view - how are consumers exempt from packaging and product residues (products are biodegradable or can they be recycled)? Consumers can also refuse to reuse some products by handing them over to younger children. Or they can be resold through commission stores, exchanged via the Internet or private (classified by subject) advertisements, resell them, having arranged a sale at home or on a "flea market".

Consumer behavior can also be defined as an area of research focused on consumer activities. With the development of this sphere of knowledge, its boundaries also expanded. Historically, the study of consumer behavior has focused on the behavior of the buyer or the question: "Why do people buy?". Recently, researchers and practitioners have begun to pay more attention to the analysis of consumption, to why and how people consume. An analysis of the behavior of consumption presents a broader conceptual framework than the buyer's behavior, since it involves seeking answers to questions about people's actions and after the process of buying goods or services.

Successful organizations understand that every aspect of the marketing program of a firm should be designed taking into account the behavior of consumers. This is the essence of the concept of marketing - the process of planning and implementing plans, pricing, promotion and distribution of ideas, goods and services, which is aimed at mutually beneficial for the individual and organization of exchange.

Interest in studying consumer behavior is due to a number of reasons.

What questions are answered by consumer behavior research? Their list is unlimited, but one can form an idea of the breadth of this sphere on the following issues: (Menon, at all 2012:148)

1. Why did you choose the institution where you are currently studying?
2. Why do you buy clothes in a particular store?
3. How do you distribute 24 hours every day between study, work, TV, sleep, sports hall, going to the stadium as a fan or playing sports?

4. Do you usually cook food yourself, warm up semi-finished products in a microwave oven or buy ready-made meals in a restaurant? Why do you prefer certain foods or brands?

5. If you had to make a choice between doing sports, going to a museum, going to a concert or playing computer games and visiting internet chats, what would you choose?

6. If you plan to purchase a car after graduating, would you rather buy a new or used car? Which model and country-manufacturer are you most likely to prefer?

7. What advertisements do you like or repel? How do they affect your purchasing decisions?

8. Were you a donor this year? Have you donated money or worked as a volunteer to help people with medical or economic problems, or do you provide solutions to these problems to other people?

9. Did you vote in the last election? For whom and why?

10. Compared to others who have a similar income level, do you save large or smaller amounts of money in savings in the form of savings? Do you make financial decisions on the outcome of what is right for you, or from what promises the greatest benefit in the future?

It may seem that it is not difficult to answer these questions, but it is rather difficult to understand the reasons that make a particular person answer them differently than other people. This problem is also faced by behavior analysts and marketing experts - in the eternal hunt for the precious consumer. The company's ability to attract consumers, meet their needs, keep them, sell them more and more, largely determines the profitability of the company.

For different organizations, the answers to each of these questions are unequal. Store managers are interested in knowing the answer to question # 7, but similar information about consumers can be

useful and non-profit organizations. Knowing how consumers prefer to spend time (question 5) can help a ballet troupe or another art organization to better promote and position their trade offers. And if the purpose of the medical firm is to increase supplies of blood donors and reduce the risk of contracting AIDS through blood transfusion, it needs to concentrate on studying the behavior of consumers identified in question 8 (Monga, at all, 2012:44)

Thus, the study of consumer behavior is necessary, because information about the preferences of customers helps firms better meet the needs of customers, keep them, sell them more and more, and this largely determines the profitability of the company.

1.2. The essence of consumer behavior

Companies focused on the concept of marketing, should address their proposals to those types of consumers who are chosen by them as target segments, and do it more efficiently and faster than competitors. In such difficult conditions, success will be on the side of those firms in which the priority goal of marketing activities is a deep study of consumers.

To study consumers means to analyze their behavior, to find out the most important values, characteristics, and also the specifics of the decision making process. On the basis of the information received, enterprises determine target markets, develop marketing strategies that formulate both the objectives of the activity and the ways to achieve them, and minimize risks when introducing new products and enterprises.

Consumer behavior is defined as the actions that people take when acquiring, consuming goods and services and getting rid of them. It is also the consumer's response to a set of conditions that shape his

motivation for the object and the goals of the purchase, time, place of purchase, sales organization and service.

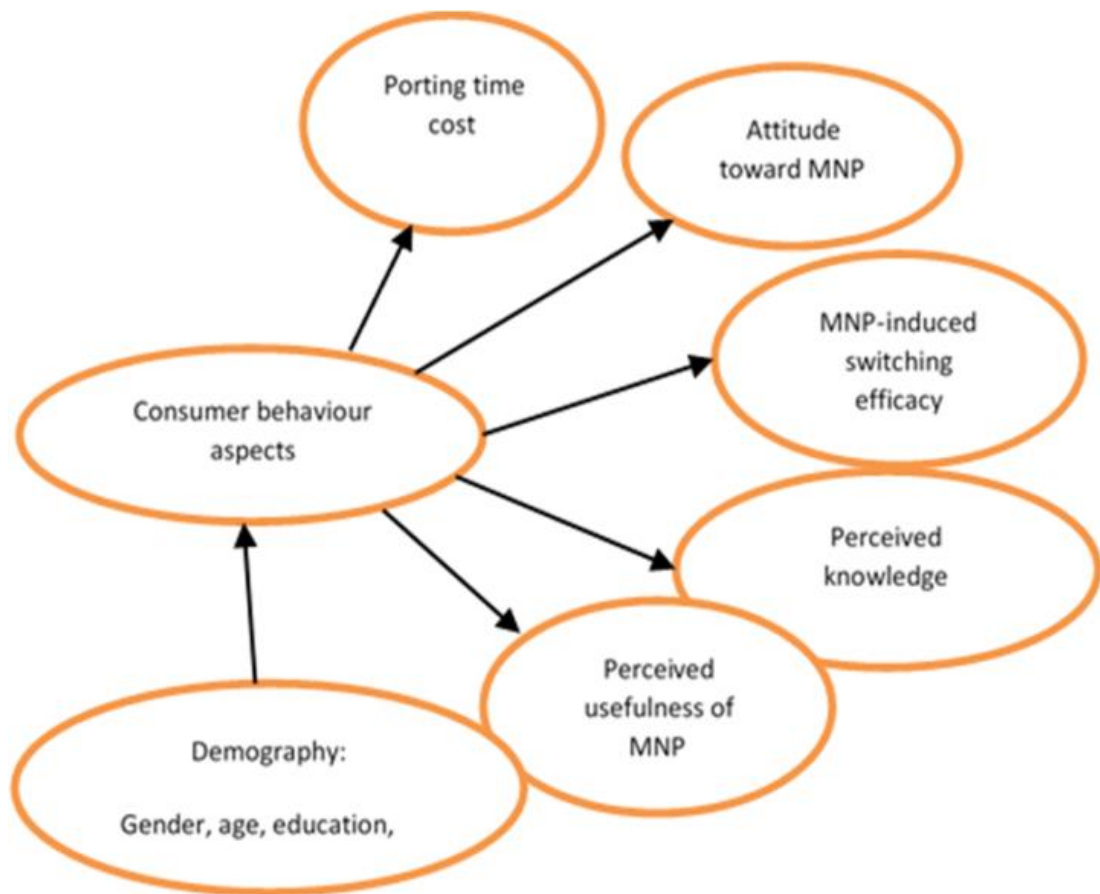
The definition of consumer behavior includes three basic types of actions - acquisition, consumption and disposal :

- Acquisition is the actions leading to purchase and including the purchase or order of the product;
- Consumption is how, where, when and under what circumstances consumers use the goods;
- Release (liberation) is how consumers get rid of the goods and packaging.

These three types of actions are reflected in Fig.

Fig.1.

Consumer behavior



Consumer values are a unique combination of the benefits received by a target group of buyers, including quality, price,

convenience, delivery on time, pre-sale and after-sales services, i.e. generalized view and opinion, significant for the consumer.

Each person has his own set of values that are relatively stable and not prone to frequent changes, which has determined their importance for understanding many consumption situations, such as brand selection, product positioning, etc. (Menon, at all 2012:148)

The values of the groups to which a person belongs (social values) have a significant impact on personal values. The values prevailing in the country are called the national character, which is described as the stable personality characteristics inherent in a population or nation. A person chooses personal values from many social or other value systems that he encounters.

Although people are influenced by the values of the groups to which they belong (countries, religions, families, etc.), each person sorts out these social values, forming their own, on which his behavior is based.

Considering values from the position of their orientation, they distinguish:

- values that are oriented toward the other, that is, reflecting the views of society on the interpersonal relations of people;
- values oriented to the environment - reflecting the society's views on the relationship with the environment;
- values that are self-oriented reflect approaches approved by individual members of society.

Table 1.**Classification of values by the criterion of orientation**

CRITERION	CRITERION VALUE	TECHNIQUES
HOW TESTS CASES ARE GENERATED	BASED ON TESTER'S INSIGHT AND EXPERIENCE	<ul style="list-style-type: none"> – Ad hoc testing – Exploratory testing
	SPECIFICATION-BASED	<ul style="list-style-type: none"> – Equivalence partitioning – Boundary-value analysis – Decision table – Finite-state machine-based – Testing from formal specifications – Random testing
	CODE-BASED	<ul style="list-style-type: none"> – Control-flow-based criteria – Data-flow-based criteria – Reference models for code-based testing
	FAULT-BASED	<ul style="list-style-type: none"> – Error guessing – Mutation testing
	USAGE-BASED	<ul style="list-style-type: none"> – Operational profile – Software Reliability Engineered Testing
	BASED ON APPLICATION TYPE	<ul style="list-style-type: none"> – Object-oriented testing – Component-based testing – Web-based testing – GUI testing – Testing of concurrent programs – Protocol conformance testing – Testing of distributed systems – Testing of real-time systems

Marketers consider these types of values as a benchmark for predicting the consequences of marketing activities.

When measuring values in consumer behavior studies, the Rokich value scale is often used, based on the assertion that values are related to both the tasks (desired states) and the behaviors (instrumental components) with which you can accomplish tasks .

In his work M. Rokich ranked the basic life values of Americans and divided them into instrumental values and values - goals. For the analysis of values, you can use the enlarged list of key activities with the help of keywords: family - caring for loved ones, prosperity - prosperity, savings, business - career, etc. The results can be considered in terms of gender, age, ethnicity or any other variable by which the market is segmented.

The scale of values of Sh. Schwartz is based on another principle: it determines the structure of the motivation factors. These motivations (values of values) are the basic principles on which human life is built. The meaning of personal value is reflected in the scheme of its interaction with other values. (Rezvani, at all 2012: 215)

Values according to Schwartz serve personal interests (achievement of any goal), collective (benevolence, submission) and mixed (life in the world). Based on these theories, values represent sustainable motives, goals that people seek to achieve in their lives. The task of marketing is to provide the means to achieve them.

The purchasing decision process begins when the consumer realizes that there is an unmet need, then he begins to look for information on how to satisfy this need: what goods / services will make it possible and where they can be purchased. The buyer evaluates a number of stores offering the desired goods / services, and then chooses which one he will visit. A visit to the store allows him to obtain additional information and, possibly, can signal the presence of some other additional needs. Evaluating the goods offered in the store, the buyer will either make a purchase, or go to another store to collect more information. In the end, he buys the goods, tests it in action, and then decides to what extent the goods satisfy the perceived needs.

The knowledge gained from the study of consumers gives the marketer an opportunity to work more closely with the consumer to improve his satisfaction and predict his future needs.

The behavior of consumers is analyzed using marketing research based on the study of the types and patterns of client behavior, the study of motives, characteristics, needs and ways to meet them.

Consumers of goods, services, ideas are people, groups of people, organizations of different scale and profile of activities, using goods, services, ideas. (Menon,2012:83)

For the purposes of marketing, for product development, its positioning in a profitable market segment, and the implementation of a competent strategy for the promotion of goods, it is very important to identify the most significant, large target groups of consumers that differ from each other but have an intragroup similarity in essential features of consumption and consumer behavior.

There are five types of consumers that differ significantly in their behavioral strategies in the markets:

1. Individual consumers, that is, those who purchase goods exclusively for their own personal use. So do lonely and separate from the family of living citizens. Their share in Azerbaijan is $\approx 1 / 5$ of the total adult population.

As a rule, clothes, shoes, personal belongings are purchased individually. First of all, individual consumers are interested in the consumer qualities of the product: utility, relative price, external data, packaging. In Azerbaijan, this market is narrow. In the US - this is the most wealthy consumers.

2. Family or household - the main type of consumer of food and non-food products, with the exception of clothing and personal belongings. The family has instrumental and expressive roles. Instrumental (functional, economic) roles are the selection of financial, technical and other "functional" indicators of the product. These include, for example, the conditions for making a purchase. Expressive roles are to support other family members in the decision-making process.

In making family consumer decisions, five roles can be distinguished. They can be performed by a husband, wife, children or

other members of the household. One person can combine several roles. (Monga, 2012:52)

1. The initiator / supervisor is the one who submits the idea of buying and collects information, facilitating decision-making.

2. Influencing influence - a person whose opinion is recognized as an evaluation criterion for the purchase of this type of goods.

3. The decision-maker is one who has financial power or the right to decide how the family's money will be spent (on what products and brands).

4. The buyer - the person making the purchase: goes to the store, calls the suppliers, writes checks, brings the products home, etc.

5. The user is the one (those) who use the product.

. In Azerbaijan, as a rule, men are formally considered the head of the family, women are often actually them.

3. The intermediaries make purchases not for consumption but for subsequent resale. They are engaged in both consumer goods and industrial goods. They are mainly interested not in consumer qualities of goods, but profitability, speed of circulation, transport packaging, shelf life, etc. They are more professional buyers than families and individual consumers. The range of goods to which they demand, can be either broad or narrow.

4. Suppliers or representatives of firms make decisions on the purchase of industrial goods. This is, as a rule, high-profile professionals who know the goods no worse, and perhaps even better than the producers themselves. The process of buying, from the awareness of the problem to the evaluation of the supplier's work, is clearly formalized. At the same time, everything that can be taken into account is taken into account: the price, the quality characteristics of each product, the promptness of supplies, transportation costs, the completeness of the

assortment, the reputation of the manufacturer, the qualifications of the staff, consultations and reference books, the quick response to the client's wishes, the possibility of obtaining a loan or payment by installments . (Raj, at all, 2013:48)

5. Officials or officials of state and public institutions. As a rule, they are professionals of a wide profile. The peculiarity of the market is that officials do not spend their own money, but public funds and the procedure for buying goods are formalized .(Raj,at all, 2013:48)

It can be concluded that for marketing purposes, for product development, its positioning in a profitable market segment, and for a competent strategy of product promotion, it is very important to determine the most significant, large target groups of consumers that differ significantly in their behavioral strategies in the markets.

1.3. Features of the formation of consumer behavior by auto manufacturers

The final choice of the buyer of the goods is formed under the influence of a multitude of cultural, social, personal and psychological factors, and the decisive role in this process belongs to culture.

Cultural factors include culture, subculture and belonging to the social class.

Culture - a set of basic values, concepts, desires and behavior, perceived by a member of society from the family and other public institutions.

A subculture is a group of people with a common value system based on common life experiences and situations - for example, national, religious, regional groups. When carrying out market research in this area, the answers to the questions are first of all: "Is the use of a certain

product with a particular ethnic group connected to or belonging to this group not important?", "Owning what consumer goods and property gives grounds to attribute the consumer to representatives of a particular culture, subculture? "

The social class is a relatively orderly and stable social group whose members share common values, interests and behavior. Here, the most frequently examined questions are: "Is this group of goods or a specific brand a symbol of belonging to a social class, social group?" Representatives of different social classes differ in their preferred clothing styles, speech, recreation and many other characteristics.

The distinctive features of the social class include, first, the propensity of its representatives to more or less the same behavior; secondly, the presence of a certain social status; thirdly, education, occupation, income level and value. And, finally, representatives of social classes have certain common preferences in the choice of various goods and brands, including clothing, home furniture, leisure and cars.

Using this circumstance, some manufacturers focus their attention on meeting the needs of one particular class. For the social classes, there are various media preferences: members of the upper class choose books and magazines, and members of the lower class take turns in the evening before television screens.

Social factors include small groups, divided into membership groups, reference groups, family, social roles and status.

A membership group is a group to which certain individuals belong and which directly affects their behavior, for example, a family, co-workers, friends.

A reference group is a group by which a person performs a direct or indirect comparison when forming his relations and lines of conduct. People often fall under the influence of reference groups, of which they

are not members. This influence is carried out in at least three ways: by demonstrating new behaviors and lifestyles; by changing people's attitudes and their life assessments; by changing the estimates of certain products.

A social role is defined as certain activities that are expected to be carried out by an individual in relation to people around him. For example, the same person can play the roles of son, father and director. Performing roles assumes the activity of their performers in accordance with their surroundings. Depending on what role a person plays at a given moment, his buying behavior depends.

Status - this is the position of the individual in society. For example, the status of the director, the status of the father. The status expresses the general assessment given to the individual by society. In his buying behavior, the individual is guided by his status. This applies to clothes, food, and much more.

The family is the most important social association of consumers-buyers. Family members constitute the most influential primary reference group. There are two types of families. The instructing family consists of the parents of the individual and his relatives. In it, religious beliefs are formed, here the individual's life goals, feelings of self-worth and love are determined, positions on political and economic problems are determined. Even if a person communicates with their parents relatively rarely, their influence on his buying behavior can remain significant. At the same time, the influence of the instructive family is more indirect. A direct influence on the behavior of the buyer is provided by the child's family - the spouse (a) and the children.

Psychological factors include motivation, perception, assimilation, persuasion and relationships. These factors have a strong impact on consumer behavior.

When studying the motivation or motivations that cause people's activity and determine its direction, in this case the purchase of a product, answers are sought for such questions as: "Why is this purchase being made?", "What is the consumer looking for when buying this product?" , "What needs are trying to satisfy?" A person at any given time experiences different needs. However, most of these needs are not strong enough to motivate him to act at a given time. Need becomes motivation only when it reaches a sufficient level of intensity. The motive is understood as a need, the urgency of which is sufficient to direct a person to its satisfaction. To study the motives of consumer behavior, a motivational analysis is used. In marketing, when analyzing consumer behavior, Freud's and Maslow's theories of motivation are most often used.

According to the theory of Freud's motivation, a person from birth is under the pressure of many desires, which he does not fully understand and control. Thus, the individual never fully understands the motives of his behavior. Researchers of consumer behavior are trying to reveal the underlying motives of their behavior and purchases. Direct interview for this is not suitable - special indirect methods are used, which make it possible to overcome the resistance of the person's desire to penetrate into his soul. The conclusions of the researchers are often quite unexpected. For example, the conclusion that smoking cigars for men is a continuation of the child's habit of sucking a finger. The appearance of the product can affect the excitement of the consumer's emotions, which are able to either contribute or interfere with the purchase.

The theory of motivation A. Maslow aims to explain why people as their motives for their behavior at a certain point in time have certain

needs. A. Maslow developed a hierarchical system of needs, which in order of importance includes the following needs: (Ramaswamy, 1990)

Physiological (in nutrition, clothing, housing),
in self-preservation (security, security),
social (belonging to a particular social group, in love),
in respect (self-respect, recognition of merit, gaining a certain status in the organization),

A person strives to satisfy in the first place the most important need. Once he manages to do this, it ceases to act as a motivator, and the person will try to satisfy the next most important need. For example, a hungry person is much more interested in food (the need for the first level) than events occurring in the world of the arts (the needs of the fifth level) than the degree of his respect and love surrounding (the needs of the fourth and third levels) than the purity of the air that he breathes (needs the second level). But as the next most important need is met, the next most important need comes to the fore. This knowledge is used in assessing the possible behavior of various categories of consumers.

Personal factors. The decision of the buyer is influenced by his personal characteristics: age and stages of the life cycle of the family, work, economic status, lifestyle, personality and self-esteem.

1. Age and stages of the life cycle of the family. Throughout life, people acquire a variety of goods and services. Baby needs baby food. The adult person aspires to try various products, and in advanced age he passes on a dietary food. Over time, people's tastes change with regard to clothing, furniture, recreation. Studies have established the existence of psychological stages of the life cycle of the family. Throughout the mature period of life a person experiences certain psychological "transitions", or "transformations". Marketers pay much attention to

circumstances that change a person's life - divorce, widowhood, repeated marriage - and their influence on consumer behavior.

2. Occupation. A great influence on the purchase of goods by the buyer is provided by the type of his occupation. The worker is forced to purchase overalls and shoes. And the position of the president of the company obliges to buy expensive suits. Marketers seek to identify professional groups interested in acquiring specific goods and services, and companies are eager to produce goods for them.

3. The economic situation greatly affects the choice of goods (Ramaswamy, 1990)

the consumer. The economic position of an individual is determined by the level and

stability of the expenditure part of its budget, the amount of its savings and

assets, debts, creditworthiness and the attitude to the accumulation of money.

4. Lifestyle. People belonging to the same subculture, one social class and having one occupation, can lead a completely different way of life. The way of life is a form of human being in the world, expressed in its activity, interests and opinions. The way of life reflects the "whole man" in his interaction with others.

When classifying different lifestyles, different

methods. For example, in 1992. advertising agencies "D`Arcy, Masius, Benton &

Bowles "published a study" Azerbaijan consumer: a new perspective and marketing approach, "which describes 5 categories of Azerbaijanians

of consumers: Merchants, Cossacks, Students, Managers of companies and Azerbaijan

soul. Cossacks, for example, are characterized by ambitiousness, independence and the desire to improve their social status

passivity, fear of choice and hopes for improving economic of the situation. While Cossacks drive "BMW", smoke cigarettes "Dunhill" and

drink cognac "Remi Martin", Azerbaijan souls ride on the "Ladakh", smoke "Malboro" and prefer "Smirnov" vodka.

5. Type of personality and self-image. Type of personality - a set of distinctive psychological characteristics of a person, which determine its relatively constant and consistent reactions to environmental influences. The type of personality is usually determined on the basis of the following inherent characteristics: self-confidence, influence on others, independence of respect, sociability, self-defense and adaptability. The person's self-image (or self-image) has a direct relation to the type of personality. (Balakrishnan, 2012:148)

Thus, the behavior of buyers is influenced by four main groups of factors: cultural, social, personal and psychological order. And in modern conditions, these factors should be taken into account, for a full picture of the buyer's behavior when buying.

2. ANALYSIS OF CONSUMERS CONDUCTING AND EVALUATING THE LEVEL OF CUSTOMERS 'INFORMING OF THE MARKET

2.1 Research of the main factors influencing the choice of buyers

The study of consumer behavior will provide answers to a number of important questions.

What are the needs and expectations of the target audience?

What financial opportunities do consumers have?

How many potential and existing customers are willing to spend on the offered goods or services?

What should be taken into account when developing a development strategy aimed at increasing consumer activity?

Professional research helps companies to solve the following tasks.

Determination of socio-demographic portrait of buyers. This is necessary for conducting effective targeted marketing campaigns. The study allows you to optimize costs and launch advertising targeted at a specific target audience or segment.

Exploring the capabilities and needs of existing and potential customers. This information is needed to optimize trade offers and create an attractive service.

Launch of effective advertising with geographical targeting. The study will identify the places of concentration of the target audience.

Determination of criteria and factors affecting the activity of buyers. These data are needed to prepare the most relevant proposals and increase loyalty through effective BTL and ATL events.

Buyer behavior of consumers is extremely difficult to analyze, because in the process of work it is necessary to determine the motivation for choosing the place of purchase, to study the factors (external and internal) that affect the purchase of goods or services and the process of making a decision to conclude a transaction. This can be done with the help of well-planned quality marketing research. Quantitative methods for this task are practically applied only in combination with qualitative ones.

A professional study of the purchasing behavior of potential and existing consumers suggests:

Drawing up a detailed portrait of Central Asia or its individual segments;

studying the behavior of buyers;

the division of the target audience into groups according to different characteristics and methodology 5W;

assessment of the financial capacity of segments;

analysis of the sensitivity of consumers to the dynamics of prices;

the identification of the needs of Central Asia (including the methodology of Kano);

definition of media preferences of the target audience;

evaluation of TRP and GRP.

In the process of research, specialists apply three main methods.

Observation. It allows you to understand what the choice is based on, how it happens, and what prompts consumers to make a purchase. Based on the collected data, forecasts and hypotheses are constructed.

Measurements and surveys. At this stage, the assumptions made are checked.

In-depth interviews. They are conducted in conditions of a complex consumer choice.

As practice shows, the application of the results of professional studies of consumer behavior helps companies in a short time to increase sales of goods and services by 15-20%.

Purchasing behavior is a whole series of patterns. The same factors cause similar reactions among consumers.

The model of customer behavior consists of:

incentive marketing motives, they include the product, its cost, methods of product promotion and sales promotion.

economic, social, political, scientific, technical and cultural stimuli;

personal characteristics of consumers;

peculiarities of the decision making process;

responses of buyers (the choice of a particular product, time and place of purchase).

The behavior of consumers is influenced by various factors. To external carry:

cultural (social class, culture, subcultural affiliation);

social (reference group, status and role, family).

Internal factors are divided into personal and psychological. The first group includes:

age;

type of personality;

self-esteem;

Job;

economic conditions;

character traits;

style and way of life.

To psychological relate needs, attitudes, perceptions and motives.

People choose specific goods or services as a result of all the above factors. The degree of their influence is different. The most powerful influence on the behavior of consumers has status and family, culture is less significant.

Building a model involves determining the type of customer behavior. It can be:

uncertain, most often manifested in the case of high costs of products / services and if there are similar offers on the market;

search engine is formed if there are products of one category that are significantly different from each other; people are trying to try out a novelty;

usual, is observed at acquisition of the goods of a daily demand;

complex, manifested when deciding to purchase an expensive product; customers are fully involved in the selection process and are looking for additional information about products / services and the brand.

The process of formation of consumer behavior of potential consumers consists of the following stages.

Influence on important factors of choice. Under the influence of internal and external factors potential buyers have a need to buy a product or order a service.

Search phase. Interested consumers are looking for the most suitable offers. Various commercial, personal and public sources of information are used.

Formation of attitude towards the brand and brand. At this stage, consumers study the products of the selected company in detail. Effective marketing campaigns improve brand recognition and loyalty to it.

Conclusion of a transaction or purchase. A potential customer makes the final decision to make a purchase. At this stage, the buyer's behavior is also influenced by external factors.

After the purchase / transaction it is important to determine the consumer's reaction. Satisfaction is a sign of repeated appeals. Negative attitude - the rate of failure.

Managing the reactions of consumers is difficult, but possible. When choosing a new product, buyers pay special attention to the following factors: (Schiffman, 2007)

- advantages;
- degree of compliance with existing experience and preferences;
- communicative visibility;
- complexity of operation.
- Perception is also affected by:
 - public approval;
 - degree of uncertainty;
 - possible risks;
 - cost of production.

Correctly conducted marketing research will help the company in daily work with consumer behavior, as well as in the correct forecasting of changes in the preferences of customers.

2.2 Sociological survey

The marketing model of the XXI century, according to the famous marketer Harry Alder, is a model of relationships with the client, which makes him a truly attractive figure. The model is based on the concept of Lifetime value - "lifelong customer value", which justifies the

strategy of personally oriented relationships with customers. (Balakrishnan, 2012:83)

It should be noted that modern buyers of pharmaceutical products have a high interest in increasing their own valeological knowledge and taking care of their health. They want to know more about their illness, about the methods of prevention and recovery.

In order to create a sense of responsibility for one's health in the patient (consumer), to raise his awareness about the importance of timely treatment of ailments and preventive measures preventing the emergence or aggravation of diseases, it is necessary to know the so-called "portrait" or "profile" characteristics of the patient (Monga at all, 2012:44)

The WHO recommendations on the study of the consumption of medicines substantiated the need for various information, including about patients (sex, ethnicity, concomitant diseases, education, beliefs and beliefs).

Among the main directions of marketing research, consumers identify the following:

profile / portrait of the consumer;

motivation of purchases, the value system, the intentions of consumers;

level of satisfaction of requests, awareness of pharmaceutical products, services;

making decisions about purchasing, behavior before and after purchase;

attitude to certain pharmacy goods, evaluation of the quality of services;

attitude to the organization of services and others.

In order to study the demand for sedative non-prescription drugs, a sociological study was conducted in the form of a questionnaire survey of visitors to pharmacies in the cities of the Caucasian Mineral Waters (CMV), Rostov-on-Don, and Volgograd. The developed questionnaire contained 3 blocks of questions:

1 block - characteristics of the respondent (sex, age and social status);

2 block - the attitude to their health and preferences when choosing sedative drugs;

3 block - evaluation of demand for sedative drugs.

The questionnaire for filling out was offered to visitors of the drugstore organizations acquiring sedative medicines of OTC. Incorrectly designed or spoiled questionnaires for further analysis were not used. In fact, 220 questionnaires were selected for analysis.

Since the opportunities for purchasing goods, including medicines, depend on the incomes of the population, we chose the per capita approach as the main criterion of consumer behavior.

Consumers of pharmaceutical goods have different levels of income per family member: a little more than 10% of the population have a low income - up to 5000 rubles; from 28% of the population in the cities of the Caucasian Mineral Waters to 48% of consumers in Volgograd have an income of 5000 to 7000 rubles. Income exceeding 20,000 rubles have less than 10% of the population.

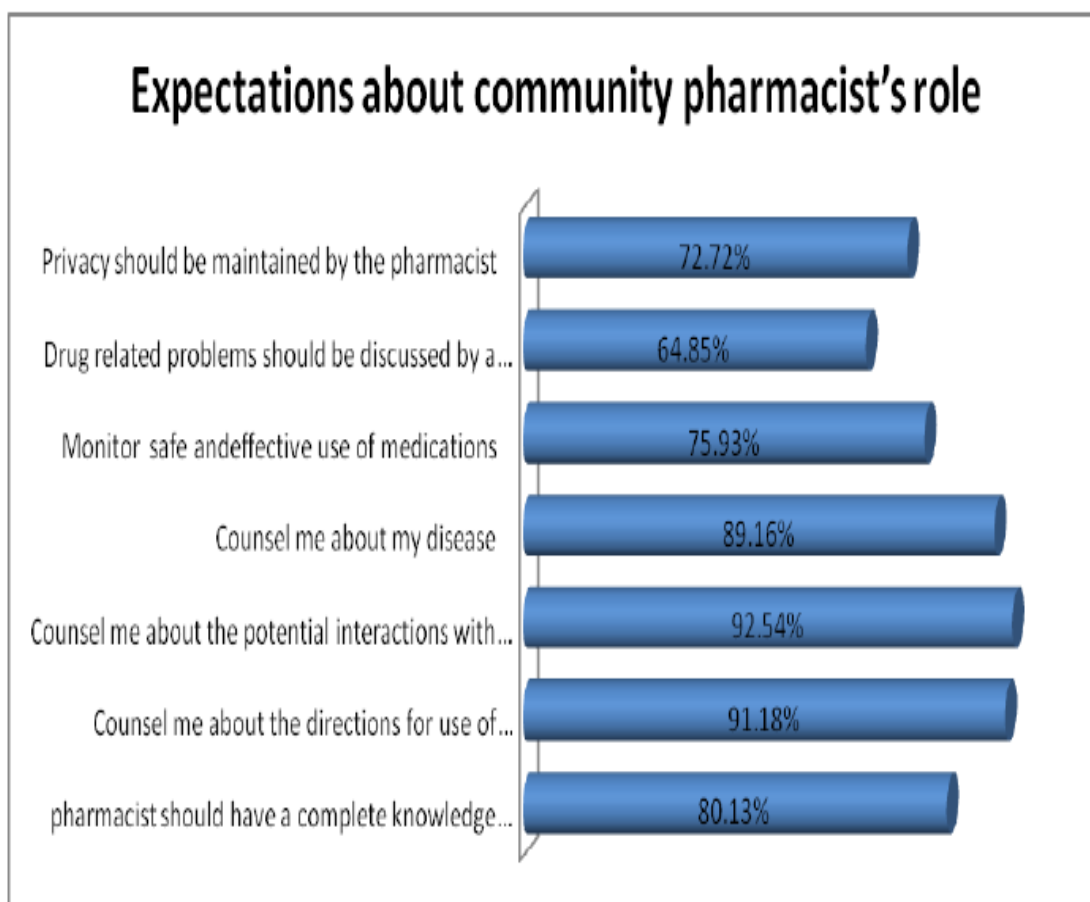
About half of all interviewed apply to the pharmacy as needed, just over 27% of respondents need medicines permanently and are forced to visit pharmacies 2 or more times a month. It was revealed that the majority of the population is forced to purchase medicines at a low price and can not prevent the disease in advance, taking advantage of vitamin

preparations, biologically active food additives, the use of which is aimed at preventing the disease and stimulating the body.

The composition of the respondents was attended by all sections of the population: workers, employees, pensioners, temporarily not working, others (Figure 1).

Fig. 1.

Social status of visitors to pharmacy organizations, %

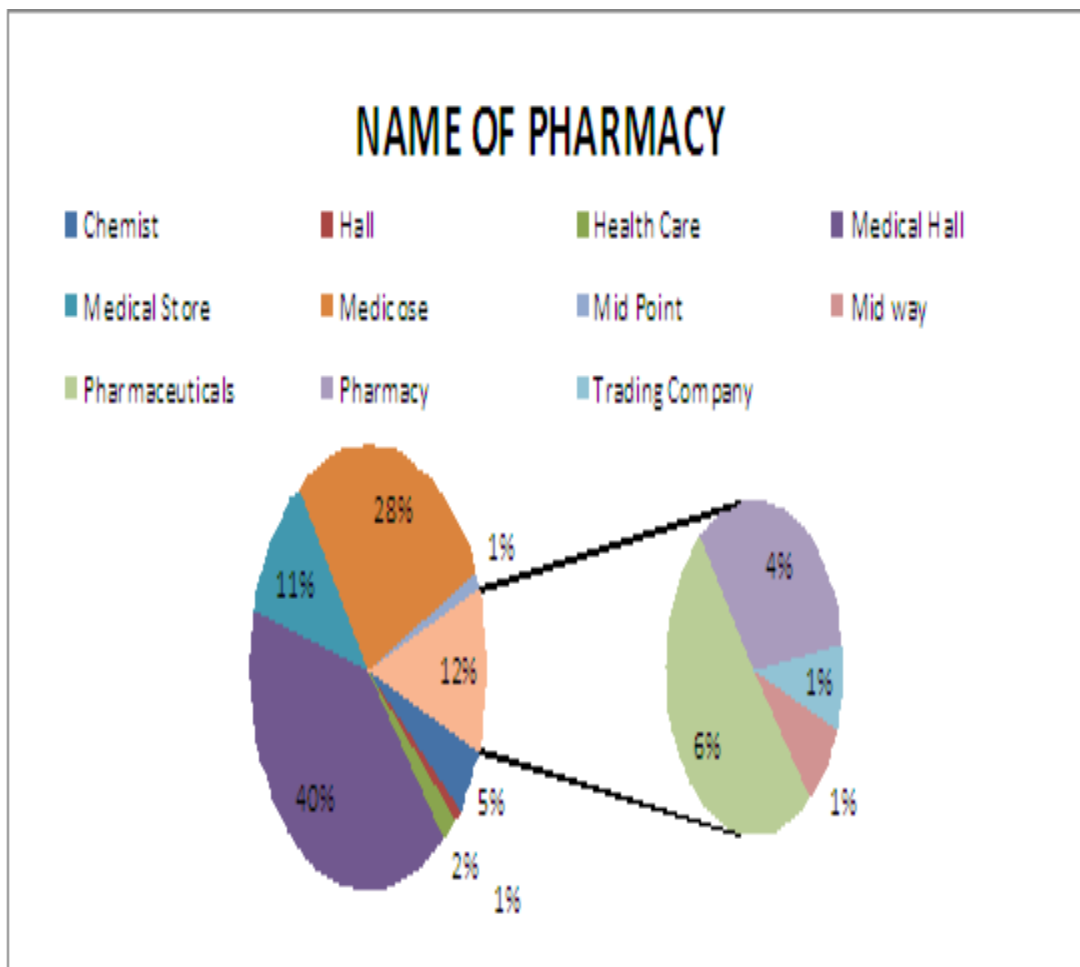


Among the respondents, the largest number of employees - 34.8% and pensioners - 24.3%. The category of employees is mainly represented by women over 40 who belong to the most able-bodied part of the population and who prefer domestic products to galenic preparations. This, undoubtedly, raises sales in pharmacies of sedative drugs over-the-counter leave of domestic manufacturers. It should be noted that the attitude to their health in different age groups of the population is different. The most responsible for their health among

visitors to pharmacies are older people, that is, visitors over 40 years of age. This is due to the fact that at this age, stressful situations are more difficult to tolerate than at a young age. People who are less likely to turn to a pharmacy are people under 30 who are least likely to experience stressful situations or are easier to tolerate (Figure 2).

Fig. 2.

Attitude of pharmacy visitors to their health,%



the acquisition of sedative drugs in pharmacy retail organizations is affected by a variety of motivational factors: (Zeithaml, 1998:2)

- advice of a doctor;
- advertising;
- advice of a pharmacist;

own experience;
advice from friends and others.

Most often, respondents purchase medicines on the advice of a doctor: from 46.4 to 56.3%, depending on the age category. In general, to the advice of a doctor when buying sedatives come from citizens aged 41 years, which is 73.4% of the total number of respondents. The advertising activity of pharmaceutical companies, especially on television, plays an important role in the selection of medicines and ranges from 22.7 to 26.5% in different age groups. In the main advertising people are over 50 years old (26.4%) and citizens under 30 (24.7%). The council of the pharmaceutical worker is on the third place among motivational factors.

In general, citizens aged 31 to 40 (21.3%) refer to the pharmacist, that is, the part of the population who does not have enough time to visit the doctor due to work. The same part of the respondents, most often the other age groups of citizens, when choosing a medicine relies on their own experience of treating the disease. Most of all when acquiring pharmaceutical products use the advice of acquaintances of the older age category (12.6%).

It should be noted that both medicinal and homeopathic remedies have a sedative effect. Respondents aged 41 to 50 (26.4%) give the greatest preference to homeopathic medicines, and people who are less than 51% trust in this group of people are over 51 years old (16.8%). The leading place in all age categories belongs to medicines (from 73.6 to 83.2%). (Berry,1995: 841)

A survey of respondents showed that the main consumer properties that affect the consumption of sedative prescription drugs are the safety of drug consumption: from 48.7%, respondents under the age of 30; up to 87.4% of individuals between 41 and 50 years old, 76.8% of

those over the age of 50 are also concerned about the safety of medicines. This is due to the fact that these groups of consumers are most serious about their health issue. Prestige goods are most important for respondents under 30 (57.3%).

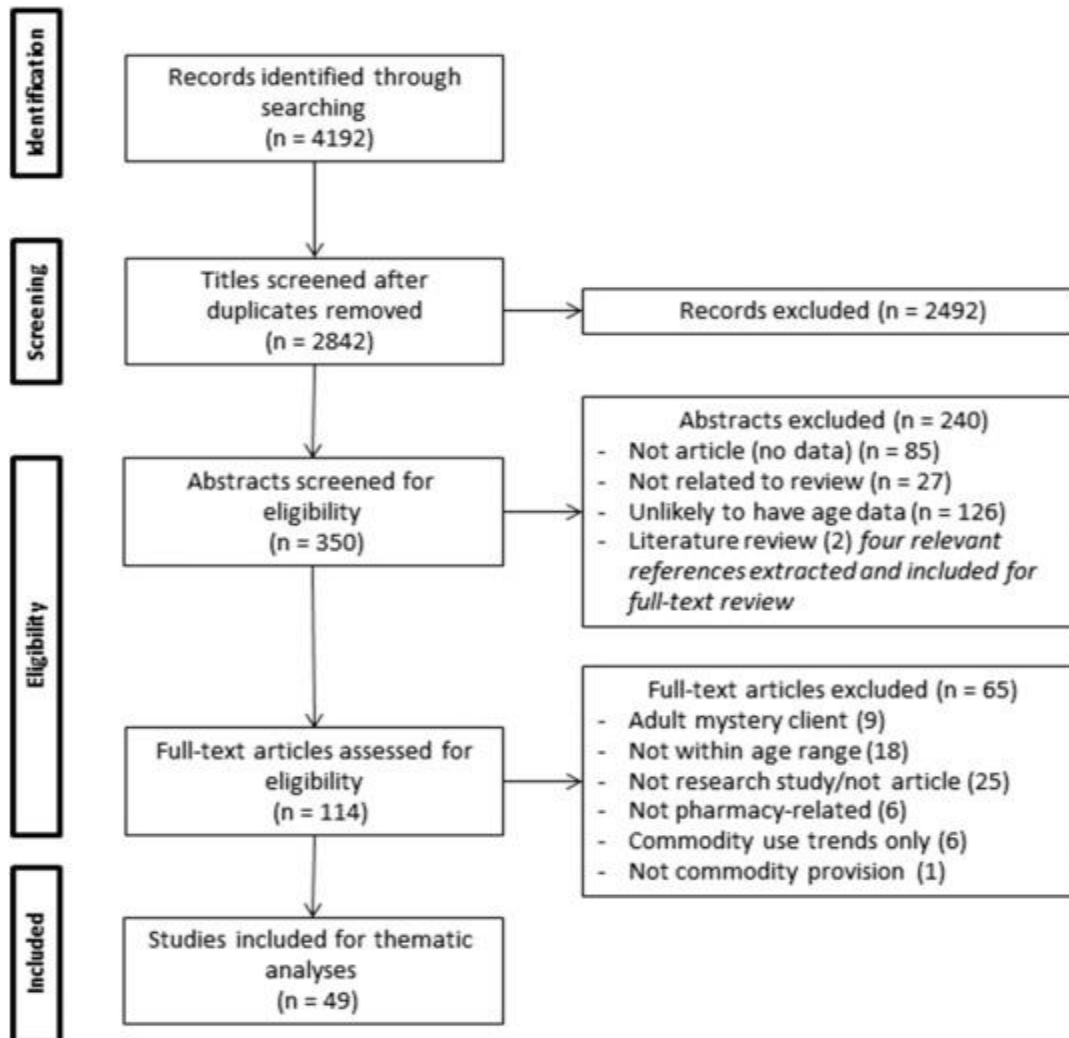
The elderly, along with the safety of the medicinal product, pay great attention to the convenience of its consumption (27.7-31.3%).

The choice of a medicinal product is also influenced by aesthetic properties, since most consumers have a desire for beauty, harmony. Aesthetic properties in the choice of medicinal products give preference to a person under 30 years of age.

Based on the results of the analysis, we have compiled a sociological portrait of the consumer of sedative prescription drugs (Figure 3).

Fig. 3.

Sociological portrait of the consumer of sedative drugs over-the-counter



To study the demand for sedative drugs in over-the-counter dispensing of pharmacy organizations, respondents were asked to indicate the type of demand for each trade group name: high (5 points), medium (3 points) and low (1 point). As a generalized estimate in the study of demand, the weighting coefficient of each drug was determined.

Analysis of the intra-pharmacy assortment made it possible to determine that the majority of medicinal preparations are based on medicinal plant raw materials.

In the first group, herbal medicines are 91.6% (11 titles), 15% (9 titles) of domestic production.

The second group of sedative drugs that are in demand is 18 items, 18.8%. The calculated weight coefficients are in the range 0.053-0.684. Of these, 16 are plant-based (88.9%); while 77.8% (14 items) are produced by Azerbaijan industry.

The third group of low-demand medicines includes 26 items - 27.1%; their weight coefficients are in the range of 0.053-0.684. In this group, 61.5% (16 items) are herbal medicines, and 53.8% are produced by domestic industry.

As a result of the analysis of the questionnaires, a group of medicinal products (40 items - 41.6%), not in demand due to limited consumption in pharmacy organizations, and also because of their high cost was allocated.

From the analysis it follows that consumers prefer sedative medicinal products of plant origin, produced by domestic industry.

Based on the results of the study, methodical recommendations for pharmacy organizations on the formation of an assortment of sedative drugs have been prepared.

3. DEVELOPMENT OF METHODOLOGICAL RECOMMENDATIONS ON IMPLEMENTATION OF MULTIMEDIA TECHNOLOGIES AND THE SELECTION OF THE USED VEHICLE

3.1. Multimedia solutions

the expansion of functionality and technical progress of car entertainment systems went hand in hand with the development of consumer electronics: gradually all the advanced achievements that home and portable gadgets boasted appeared in the automotive segment. Of course, something became obsolete, lost relevance and came out of everyday life - and from the automobile too. However, in some aspects, automotive digital electronics has proven to be much more conservative than domestic.

To remember what the media centers of the past could do, memory will help us, and to illustrate the current possibilities, we'll take one of the test cars that was at hand - the Lexus LX 570. We, by the way, will be convinced that this is the most optimal option: yes, there are more advanced ones multimedia systems like those in Tesla. But, firstly, they have not yet become mass, and secondly, they are still things of a different kind: the management of all the systems of the car, given to one touch screen, gives another user experience and leaves behind a part of the features characteristic of the lion's share of current cars. So while we leave the copies with huge lonely touchscreens aside and see what the digital life of a modern motorist looks like.

Any driver on the question "What is the car multimedia system for?" Will answer 95% of the time "To play music" - and will be right.

The essence of the first "tape recorder", in general, boiled down to allowing the driver to further brighten up road life with favorite tunes. The technologies corresponded to the time, and early car audio systems, allowing them to listen to their own music, not just the radio, had cassette drives. Audio cassette as the most compact and convenient medium for a while became an unconstrained way to build a personal music library - and at the same time a pretty valuable thing: the cassette players were present in the list of equipment of the executive class cars - speaking about the same Lexus, you can recall the Nakamichi branded audio system with a cassette drive, crowned the center console of their first luxury sedan LS 400.

Over time, tapes have ceased to be the most convenient and progressive medium - they were universally replaced by compact discs. In the automotive sphere, this meant at least an increase in ease of use: slightly less than the occupied space in the glove compartment, better sound quality and no problems with the mechanical parts of the carrier. The discs gave more freedom in terms of "changing the repertoire": a device like a CD changer, in which you can simultaneously charge six discs and choose any to play without removing it, made life easier for music lovers.

Today's users are already perceiving CDs as archaism - however, the slot for the usual round-shaped wheel still remains in the vast majority of standard head units. There is one in the LX 570: the slot with the unload button is located immediately below the deflectors of the climate system. However, in modern systems, the emphasis has shifted to more "advanced" methods of listening to music.

Technologies of recent years - USB and Bluetooth: they have thoroughly occupied the leading positions in popularity among car owners. The first one came to the car from the world of personal

computers: when it became easier to copy music to a USB drive than to "cut" on a CD, the disks lost popularity among PC users - well, how then to play it, if not through the same USB- connector? Logic worked: a familiar port has become an indispensable attribute of the automotive media center. In our SUV it is hidden behind a decorative lacquered curtain: when there is no carrier in the connector, it can be covered in the name of cleanliness of style and contacts, and if necessary, tilt the decorative cover upwards.

Bluetooth - technology is even more convenient in terms of minimizing the number of physical elements, of which there simply is not. Any modern smartphone connected to standard multimedia becomes a player - convenience in all its glory. For completeness of the list it is worth mentioning a 3.5 mm AUX-input in the number of connectors, which is a worthy alternative to USB for playing music from the smartphone (in the LX 570 it hid in the same place as USB).

After examining the physical media, let's also recall the audio formats that came in the car stereo along with digital media. CD-format audio records quickly gave way to a more convenient and familiar in everyday life MP3, which literally occupied the sphere of digital music. In recent years, there has been a trend towards satisfying the narrow audiophile circles of car owners: head devices that can reproduce music in lossless formats have appeared on sale. We even conducted comparative testing of them with a regular multimedia system, but while the main issue of popularizing lossless in the automotive environment is that the automakers themselves do not consider this "chip" so important and do not pay enough attention to it.

Part of the issue is solved by the introduction of head units operating on the Android operating system, whose functionality can allow the playback of almost all currently known audio formats, but in

general this is not something that car manufacturers are seriously concerned about. By the way, mentioning about Android, it's worth mentioning about the synchronization of standard multimedia systems with smartphones through the new technologies of Apple CarPlay and Android Auto, which may well become a new trend. True, in the test LX 570, as in most other cars, this is still a question of future updates.

Navigation is the second most important function provided by a modern multimedia system. If you think that you thought differently before, you are mistaken: the first car navigation devices date back to the thirties of the last century! There, however, it did not go not that about satellites and screens, but even about some electronics: the paper map of the road in the form of a roll was rewound from one coil to another. In the eighties and nineties there were already electronic devices - they, however, were also quite primitive, but the monochrome screen already allowed to understand where the car is moving, and what needs to be done to reach the desired point on the map.

Today's technology has brought great opportunities, but at the same time heterogeneity. Navigation systems began to create many - as a result in names like Navitel, TomTom, Garmin, Here Maps and a lot of other things are simple and confused. Nevertheless, do not grumble at progress - any of the modern navigation systems will not let you get lost if there are maps for the desired terrain. In this Lexus LX 570 navigation is regular - it flaunts the name of Lexus Premium and allows you to admire the route in 3D. In addition, it offers a split screen function when one part is occupied by a route map, and the other displays some additional information.

It would seem that this item could be excluded for obvious elements: Well, what input devices, except the buttons, we have, if we agreed to exclude the touch screen from the field of view? But no: the

methods of the user's work with the car media center are also the object of close attention on the part of engineers. And even though the buttons are indeed one of the key controls, their tricks are there.

To illustrate what we are talking about, the LX 570 is an excellent example: the buttons on the center console participate minimally in the management of the multimedia system, and the first fiddle here is played by the "catwalk" with the joystick of the Remote Touch system. On this leather pedestal are located and buttons, and the joystick - with it, navigating through the menu of the multimedia system. This Lexus development stands in a series of similar systems developed by automakers for their cars: BMW has iDrive with a swashplate, Mercedes-Benz has Comand Online, Audi has MMI. Moreover, over time, technologies previously available only for premium-segment cars are adapted for less expensive cars: for example, the SYNC system from Ford already has a voice control function.

The approach and functional "chips" of each brand are their own: someone uses the touch panel on the control washer to enter data such as letters and numbers, someone adds a puck to the joystick duties, allowing not only to rotate and press it, but also to tilt in hand, and someone, like in Lexus, gives the user experience similar to that of a home stationary PC, when a certain kind of "premium mouse" lies in his hand, and buttons are placed under his fingers. Nevertheless, it is worth acknowledging that the tendency to combine functionality on a single touch screen is the strongest at the moment: this allows us to minimize the number of mechanical elements and control electronics by concentrating on the program side of the issue. And in spite of the fact that the control, for example, loudness, heating of seats or search of radio stations from the sub-item of the touch menu now seems like an

unequivocal evil, it can eventually become inevitable - and a person, as you know, gets used to everything.

Once again, mentioning the screen as one of the key elements of the automotive "multimedia combine", one can not fail to mention their development - although there really is not much to tell.

The first screens on the front panel were, of course, monochrome. Nevertheless, this did not prevent the automakers from twisting and expanding their functionality extremely - the displays also displayed the data of audio tracks, and the internal menu of the media center, and even navigational maps and clues - the implementation of this could be different, from a pixel "globe" to pointer hints with signatures, when and where to turn. However, to everyone's happiness, the screens quickly progressed and became suitable for visualizing all the necessary information without having to reinvent the wheel.

Touch recognition technology produced a second revolution, not only in the field of wearable gadgets, but also in the field of automotive electronics. The ability to reduce the number of buttons, while expanding the usual functionality - that's the undisputed advantage of the touchscreen in the car, which quickly found its application. At the same time, one can not help noting the lag behind the screens used in the automotive industry, from those in other areas - the same mobile gadgets. In part this can be explained by a fairly long cycle of developing new models of cars: what was at the time of development was, if not advanced, then quite acceptable, often turned out to be outdated at the debut stage of the car. But, nevertheless, sometimes it seems that this issue is simply not so much concern for auto companies - although we, fortunately, have already almost switched from resistive screens to capacitive ones, and from VGA-resolution to something resembling HD.

However, touch screens have not yet become a single standard: premium brands, as we see, continue to bend their line in regard to how the user-system interaction should look. Against the background of growing diagonals in our today's Lexus is a very good "monitor": 12.3 inches with good resolution. It looks good both navigation and a picture from the rear view camera, and the speed corresponds to the idea of how the 2016 system should work - sometimes the navigation point, driven by the joystick, jumps over the menu even faster than you expect. It will be interesting to look at the next generation of the machine: what size is the "TV" located in the new giant?

3.2 Formation of a set of recommendations when buying a used car

In an instruction created with the cooperation of the Department of Highways, the Consumer Protection Board and the Tax and Customs Board, you will find tips and advice on how to act and what to look for if you are planning to purchase a used car.

Take a rational, not an emotional decision to buy

- Think about your needs and opportunities, and avoid decisions made under the influence of an emotional impulse. Even in the event that the seller claims that it is to this car that shows great interest and therefore the transaction must be concluded immediately. Check the seller's business reputation:

- Check whether the car dealer is a private or legal person. Buy from a private person is cheaper, but disputes between private individuals are only allowed in court.

What to pay attention to: A dangerous signal is that the enterprise existed for an extremely short period of time, the amount of its fixed

capital is minimal, there are a lot of changes in the records of the Commercial Register and / or the company does not have a home page.

- The presence of tax debts from the seller can be checked: o in the register of the Tax and Customs Board of the company's registration code or personal code of a private person:

What to look for: If the seller has tax debts, there is reason to doubt his reliability and stability.

- Verification of the reputation of the private seller is facilitated by inquiries on the Internet and social networks, as well as on the home page of info.

What to look for: If an individual offers several cars, it may be a hidden entrepreneur, and one should be careful.

- Always in duplicate, enter into a written contract of sale, which fixes the seller of the car, the cost, the data on the car, its additional equipment and condition, and the kilometers traveled. Sample form of the contract of sale (Kenworthy, 1999:691)

- In addition, the contract should prescribe everything that the buyer and the seller have agreed upon. With the alienation of a car, good sellers also always constitute an act of accepting the transfer of the car.

- If possible, pay for the purchase by bank transfer - this will leave the transaction trail, and possible disputes will be much easier to resolve later.

- Track who is the recipient of money: whether the person specified in the contract and the seller is the same person. A cash transaction does not necessarily mean a fraudulent scheme, but certainly increases the risk. When buying a car, the seller must provide the buyer with a document certifying payment.

Check the origin and history of the car

- Look how long the car was on sale. If very long, it can mean that everything is not right with him.

- When buying a car, the seller must give you a registration certificate - a technical passport (if it is bilateral - both parts) and a document certifying the ownership of the car in the event the seller is not the owner of the registration certificate. Check and the identity of the seller. NB! All submitted documents must be originals.

- The car purchase and sale agreement should not be concluded with a private resident of a foreign country. To buy from a private person does not apply the rules of consumer protection, since it is not a contract concluded between a trader and a consumer, but a deal between two private persons.

- Track where and how much the seller wants to give you a car. If he offers to meet at 23 o'clock on some parking near the highway, then it is likely that the transaction is incorrect.

- When buying from abroad through an intermediary before the transaction, make sure that the latter has the authority to resell the car, and also how the responsibility is divided between the intermediary and the seller in case of possible problems.

- It is important to know whether the intermediary acquired the car in his name, and whether he resells it as a legal or private person.

- In the case of a contract drawn up in a foreign language, make sure that you have understood everything correctly.

- It is worth noting that additional costs are added to the car's cost, for example, for transportation and insurance, as well as the registration fee for the car.

- If the car is purchased at an automobile store of a European Union member state (EU), that is a sales contract is concluded with a legal entity, then the seller is responsible for the goods at least according

to the EU directive concerning the sale of consumer goods and related guarantees.

- However, in determining the responsibility of a particular seller, one must proceed from the legislation of the specific country of the seller's location.

- In the case of a car of Estonian origin, check the home page of the Road Insurance Fund www.lkf.ee for possible accidents (accidents can be checked for those cars that were the injured party during the accident). (Monga at all, 2012:205)

- Check the vehicle data on the basis of the serial number, or VIN-code, in the representative office of the relevant brand. If necessary, do this with the owner. If data is not provided or hidden, this car should not be bought. Check the VIN code on the car and documents. The VIN-code specified in the announcement of the sale should be treated with suspicion, since VIN codes are used periodically. phantom machines.

- VIN code (serial number) is a combination of 17 letters and numbers that the manufacturer has set to designate a specific vehicle (vehicle identification number). The VIN code must be applied to the car by the automaker, the code should be readable and not show signs of manipulation. The VIN code must be stamped or hammered on the car, in addition, it can additionally be found under the front glass and, necessarily, on the car data plate. Always check the VIN code of the car and carefully check it with the specified in the documents.

- Browse the home pages of major car markets and compare the cars offered in Estonia with similar offers for the EU. Used cars mostly appear from large EU markets, and when delivered to Estonia, they are more expensive than cheaper. Estonian car sales website: Auto24.ee
Internet pages of EU car markets: www.mobile.de, www.autoscout.de

- On the sale site, avoid the so-called. special offers, they are always associated with higher risks. As a rule, thus sell cars, a thorough preliminary inspection of which can detect a number of unpleasant details. Cars from outside the EU

- Nowadays it is quite common that cars of European origin are produced both in Europe and, for example, in North America, taking into account market requirements. Unfortunately, the requirements vary regionally, and therefore a car of European origin manufactured for the markets of third countries can create additional costs when registering in Estonia for the approval of the type of a separate car, the necessary modification, etc.

- The original origin or target market of the car can help to check, for example, the local representation of the brand in the place of sale.

Of course, less problems will be brought by the purchase of a car already having a vehicle type approval (OTC) for a European car. The TTC number can be found on the vehicle data plate, which should always look like this:

Cars from the United Kingdom (Great Britain)

- There are also cars of European origin and a corresponding car type approval certificate (OTC of the European Community), but complete and designed for countries with left-hand traffic (for example, the UK), so the car steering wheel is on the right. In the normal situation, such cars can not be registered in Estonia.

- Even if the steering wheel of the car is already on the left, it is extremely important to check the VIN code, because the VIN code of most cars contains information about their origin. There are cases when the control devices of the car are already (arbitrarily) rebuilt, and the seller represents the car as a vehicle having the origin of mainland Europe. Such a car can be registered in Estonia only if the official

representative of the brand has confirmed the conformity of all the reconstructed elements to the requirements of the manufacturer. However, issuing such a confirmation is a fairly thorough and costly process, and not all local representatives of brands are ready to do this. Approval of confirmation of an unknown representation of another country by the local office again requires additional documents. Payment of taxes when buying a car from abroad

- When purchasing a vehicle purchased in another Member State of the EU and a vehicle registered therein, an individual should not pay taxes in Estonia. NB!

The vehicle is not second-hand in the interpretation of the Sales Tax Act, if less than six months have elapsed since the first registration of the vehicle or if less than 6,000 kilometers have passed. In this case, it is a new vehicle, and an individual must pay a turnover tax in Estonia, regardless of whether the sales tax was paid at the time of purchase, or not.

If, for example, a used car in Germany is not pre-registered in the EU (in Germany), and has a third-country registration certificate (for example, Switzerland), you must ask the seller for a copy of the customs declaration to confirm payment of import duties to the EU. If it is not available, you must submit a written tax return to the Tax and Customs Board and pay the tax and import tax. Read more on the home page of the Tax and Customs Board: Acquisition of a vehicle from another participating country

- When buying a vehicle from a third country (both second-hand and new), you must file a customs declaration with the Tax Office and pay customs duties and a turnover tax on imports. Read more on the website of the Tax and Customs Board: Import of a vehicle to Estonia from outside the European Union.

The registration certificate of a car entails a larger amount of money than a handful of bills - the car is attached to the vehicle registration certificate. Therefore, often people will soon be convinced of the authenticity of the banknote, rather than hinder themselves by checking the registration certificate. Check if the car you purchased is the same, the documents from which you were handed over to you by the seller (date of first registration, make, model, color, etc.).

Dishonest auto dealers bought many forms of car service logs and ordered the printing of various service firms, from which counterfeit logs of service were manufactured. Therefore, do not trust the maintenance magazine for the car, and the mileage can be proved by various expense accounts for maintenance, replacement of parts and repairs. Still, it would be worthwhile to conduct thorough control in the representation of the brand. (Balakrishnan, 2012:83)

In determining the authenticity of documents of a foreign state, the local Road Register can serve as a help, where it could be applied together with the owner before the conclusion of the transaction.

A good looking sparkling car can have imperceptible defects. Poorly restored, having been in an accident, a car can have seemingly unnoticeable, unmemorable parts. Do a test drive to find out the technical condition of the car or ask the seller to do it (sit next to the passenger seat).

Perform a visual inspection of the car in the best possible lighting conditions to notice possible external damage to the body, rust and assess the condition of the window panes, lighting equipment and tires. The serviceability of the electronics used in the car can be checked by observing the operation of the indicator lights on the dashboard.

Agree on the longest possible test drive so that you can also go on the highway. So you will find out if the machine is yanking, sailing, buzzing, etc.

To check the serviceability of the car, it is most reliable to take it to the nearest representative office of the same brand, but a good specialist will also be able to help. Suspicion should cause the seller's offer to perform a technical inspection in a particular location. This may indicate possible collusion.

When inspecting the car, pay attention to three main aspects: the general condition of the car (also check the rear speed, handbrake and all electrical appliances), documents and possible accidents. Check the degree of wear and tear of the car, check the serviceability of its measuring and other devices. For example, it is unlikely that the mileage of a car ten years ago will be only 100 000-200 000 km;

However, the most dangerous is the latent accident rate. To detect it, you need to check the edges of the gaskets and seals to find signs of repainting, and also look for cracks in the plastic parts that indicate the thick layer of putty. It would also be worth checking whether the gaps between the doors and other body parts are the same. The thickness of the paint layer and putty can be measured with simple devices.

To eliminate serious accidents and their consequences, a leather-covered instrument panel is indicated, which the seller can issue for additional equipment. The instrument panel, finished with leather, can be present in the models "Maserati" and "Porsche", but not in cars of wide consumption. The dashboard is covered with a thin skin during a malfunctioning repair done after an accident to hide the openings of air cushions.(Vidyavathi, 2012: 37)

Today, the automotive industry is the most profitable industry. The main factors in the high volume of sales of different segments of cars are the increase in disposable income in rural and urban sectors and the presence of an increase in household incomes. Further competition is heating up with a lot of new players in national and global brands, such as Porsche, Bentley, and Ferrari, who are all set to start sales in the Indian market. This study will be useful for existing and new participants of automotive companies in India to find out the expectations of consumers and their offers on the market. The Indian automotive business is influenced by the presence of many national and international manufacturers.

The article presents an analysis of research in the field of consumer behavior of cars. A proper understanding of customer buying behavior will help the marketer to succeed in the market. All segments in the Indian automotive industry have been studied and in the course of the study they concluded that the buyer has a different priority of behavior in each segment where the disposable income is the main solution for buying a car. Value for money, driving safety and comfort of the highest rank in terms of customer requirements, where the perception of the quality of cars by customers largely depends on the brand image.

For this study, the methodology is used to study scientific papers in the field of passenger car segments, to study the decision on the purchase process and its interaction with various parameters in all segments of cars such as small and hatchback segments, class sedan, SUV and MUV segments and segment cars of class suite. The purpose of this study is to identify factors that affect the preferences of customers for a specific segment of cars. This work also attempts to consolidate the conclusions and proposals on overcoming the current scenarios of stagnation in sales and creating future demand in the car market.

CONCLUSION

Consumer behavior is the process of shaping the market demand of buyers who choose goods with allowance for existing prices.

Our choice of goods and services for consumption, that is, the choice of the consumer, depends, first of all, on our needs and tastes, habits, traditions, that is, on our preferences.

Consumer preferences are the recognition of the benefits of some benefits over other goods, that is, the recognition of certain benefits as best compared to others.

Buyer preferences are subjective. Subjective also are the evaluation of the utility of each chosen good. But the choice of the consumer is determined not only by his preferences, he is also limited by the price of the products chosen and his income. Just as in the scale of the economy, the resources of the individual consumer are limited. Practical unlimited needs of the consumer and the limited nature of his resources lead to the need to choose from various combinations of benefits, that is, to the need for consumer choice.

One of the theoretical explanations of the law of demand, as well as consumer choice is associated with the law of diminishing marginal utility. This law was already formulated by us in the most general form, a little later we will return to this formulation. Beforehand, let us recall what is the usefulness of the good in economic theory.

The usefulness of the good is the satisfaction that a person experiences in the process of consuming the good; in the basis of utility lie various physical, chemical, biological and other properties of the good.

In economic theory it is assumed that the consumer of the good somehow determines the degree of utility from the consumption of the good, and knowing the usefulness of the various benefits, he can make a

choice from various benefits. This choice of benefits should be the best from his point of view, that is, to bring him the greatest utility, the greatest degree of satisfaction.

Consuming different amounts of the same good, we notice that the more we consume consumption, the less satisfaction we receive from the consumption of an additional unit of this good. The first Belyash we eat in the university canteen brings us the greatest satisfaction, the second Belyash brings less satisfaction, the third is even smaller. This is also guided by the consumer, buying various quantities of goods. In theory, this regularity was called the law of diminishing marginal utility.

The marginal utility of any good is the magnitude of the added utility of one additional unit of the consumed good.

The law of diminishing marginal utility implies a relationship between the increase in the quantity of the consumed good and the additional utility of an additional unit of this good. With the increase in the amount of consumed goods, the total value of the benefits of goods (aggregate utility) increases, but to a lesser extent, since each additional unit of the good adds a diminishing utility value.

The law of diminishing marginal utility consists in the fact that with the increase in the amount of the consumed good, the marginal utility of the good decreases.

The principle of diminishing marginal utility is guided by the consumer, choosing such a consumer set that brings him the greatest utility at a given price of good and at a given consumer's income.

Thus, we can briefly formulate some principles of consumer behavior in the market, that is, a model of its behavior.

Choosing the goods for consumption, the buyer is guided by their preferences.

The behavior of the consumer is rational, in particular, he sets forth specific goals and is guided by personal interest, that is, acts within the framework of reasonable egoism.

The consumer seeks to maximize the aggregate utility, in other words, tends to choose a set of benefits that brings him the greatest overall utility value.

The choice of the consumer and his subjective assessments of the usefulness of the goods purchased are influenced by the law of diminishing marginal utility.

When choosing goods, the consumer's possibilities are limited by the prices of goods and his income; this restriction is called a budget constraint.

The model of consumer behavior is related to each other general principles of consumer behavior in the market, which include, first of all, the maximization of the aggregate utility, the law of diminishing marginal utility and the budget constraint.

The above model of consumer behavior is the simplest model. Some provisions of this model are too abstract. For example, it is difficult to imagine that, having eaten two Belyasha, we mentally determined the amount of satisfaction received; Moreover, we hardly thought of maximizing utility in this case. Nevertheless, this simplified model of consumer behavior is very useful, explains a lot in the behavior of buyers in the market, including what determines the demand for goods.

Surveys and surveys provide valuable information about the causes of certain consumer behavior. One of the best and least expensive sources of information is the consumers themselves. Communicating with them, the firm can identify the problems of the market, bring its products in line with the demands of consumers, learn about competitors,

analyze alternative marketing strategies and use this information to increase the demand for their goods.

As a social norm, fashion prescribes to members of a given society a certain model of consumer behavior. Fashion as a social norm is external to the individual character.

On the law of demand, the marketing strategy of all Western trading firms is being built, regularly conducting sales on the occasion of Christmas, Easter, etc., which arrange the days when prices for many goods enter discount cards for their consumers, give them gifts on the occasion of buying an additional unit goods and much more

The development of a modern marketing program is not an easy task. To simplify this process, more and more companies conduct marketing research. Organizations spend a lot of money trying to find out:

- What goods are needed by buyers;
- What forms, colors, packages, prices and retail trade enterprises consumers prefer;
- What types of advertising, forms of public relations firms, marketing methods are likely to appeal to the consumer.

Analyzing such information, enterprises can determine the most promising categories of consumers and the most effective ways, how they can be interested and thereby increase the demand for their goods.

Consumer behavior consists of all the behavior of a person who goes to do before and after making a purchase decision. You can succeed in the competitive struggle in the market only after understanding the complex behavior of the consumer. Understanding consumers allows the marketer to make marketing decisions that are compatible with the needs of the consumer. From the study, there are several main categories of

consumer behavior factors and expectations, namely socio-economic, psychological, political, geographic, demographic and product and technology. Further classification of human behavior by main categories will allow the car manufacturer to coordinate their strategies in accordance with the client's behavior. When buying a mini-car segment, although the customer is very economical, but this segment also modernizes its requirements and due to the growth in disposable income, and the migration segment it is observed that the buyer is more inclined to buy Suzuki Swift, 120. For the average segment size, security orientation driving and comfort, brand. Also in this segment requires a price-quality ratio, the best features and clean vehicles of the customer. In a more expensive segment of cars, both the representative and premium brand image is the main decisive factor that gives confidence in meeting your security, performance and function requirements. World brands are very popular in the executive and above segments. So the car companies must take "think globally, act-globally." An approach to developing a strategy that covers standardization around the world. Brand global presence is judged by consumers, depending on the availability of standardized products all over the world, brand name, marketing channels and communications. Having entered the global company, increasing the market share, which indicates an increase in demand for its products. At the same time, the company can produce economies of scale, reduce unit costs and increase production efficiency and, therefore, serve customers efficiently and economically. Most importantly, compared to local brands, companies with global brands will be able to more easily penetrate the markets, regardless of the high or low social status of consumers, world brands, with the right strategy will allow them to enter a new image on the world stage.

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