

Abstract

Graduate qualification work

Subject of GQW: Consumer behavior's management tools under conditions of innovative changes (evidence from the alcohol market)

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Details of the contracting authority: "Lehman" Ltd. wholesale and retail company of alcoholic beverages

Topicality of the research: Consumer behavior in the market of alcoholic beverages, which due to the nature of innovation is quite specific. The analysis of consumer behavior is one of the central themes of marketing activities and its modeling becomes a source of competitiveness of the enterprise.

Today alcohol business is one of the most important sources of the Russian Federation state budget's replenishment, a means of profit making for producers and distributors, a place of employment of thousands of Russians and a sphere of attention of organized crime. In addition, the important factors which create danger on the market and under the influence of which the consumer makes a decision are the social institutions: government regulation and government control of the food market, basic rules of interaction-agent market and the culture of consumption.

Purpose of work: identification of consumer behavior management tools and examination of their characteristics in the conditions of innovative changes in the alcohol market.

Objectives:

- to determine the nature and typology of consumer behavior;
- to study the theory of consumption and marketing strategy;
- to analyze innovative management institutes of consumer behavior in the field of alcohol business;
- to consider domestic and foreign experience of innovative management of consumer behavior in the field of the alcohol business;

- to identify marketing management tools of the consumer behavior in the alcohol market;

- to develop ways of development and optimization of business processes in the conditions of innovative changes in the alcohol market.

The hypothesis of the dissertation research is that in the conditions of galloping technological changes which recently affected alcohol market, the system of motives and incentives of consumer reactions is fundamentally changing, therefore, new management tools of consumer preferences and choice should appear.

Scientific novelty of the research is in the analysis of consumer behavior, as well as in the development of effective innovative consumer behavior management tool in the alcohol market.

The main results which define the scientific novelty of the research:

- the elements of consumer behavior's traditional models were highlighted, in the basis of which are the factors motivating the purchase of alcoholic beverages;

- USAIS system designed to automate the monitoring of the state of alcoholic products was analyzed;

- a polling of 160 consumers was conducted, survey results were processed, on the basis of which the effectiveness of basic consumer behavior management tool in the alcohol market was determined. The results of the survey are summarized in the form of charts and graphs;

- an effective innovation consumers' management tool was developed in the form of a device "Robot consultant."

The main provisions for the defense:

1. In order to ensure the fullest satisfaction of the consumers' needs the main goal of the researchers during the study of consumer behavior is in their comprehensive understanding.

2. For the harmonious development of the alcohol market the concept of state regulation of production and turnover of ethyl alcohol, alcohol and alcohol-

containing products should be developed, on the basis of which a regional and federal regulatory framework, state and federal bodies of state control of industry market policy towards the state (municipal) and commercial enterprises operating in this sphere should be built.

3. Loyalty Program acts as an influencing consumer behavior management tool in the alcohol market.

4. The main elements of the consumer behavior's traditional model, which is based on the factors motivating the purchase of alcoholic beverages are:

- the susceptibility to the outside influence;
- the demonstration of confidence;
- the riddance of negative emotions;
- the independence of the consumer when choosing alcoholic beverages.

5. A key lever of regulation of production and turnover of alcoholic products in Russia is a mandatory marking and registration of products in the Unified State Automated Information System (USAIS).

6. Companies and manufacturers of alcoholic products should apply consumer behavior management tools to improve the effectiveness of marketing in today's economy.

Theoretical and practical significance. The thesis reflects the main theories and scientific views on the management of consumer behavior in the alcohol market, SWOT - analysis and competitor analysis of alcohol were conducted ; the effectiveness of innovative management tools of consumer behavior in the alcohol market was evaluated.

The results of the consumer survey can be used as an empirical basis in the development of marketing programs by the subjects of the alcohol market, which will help qualitatively predict and manage the transformation of consumer preferences.

The results of the study

The implementation of the objectives of the master's thesis allowed us to make theoretical and practical conclusions and generalizations, as well as to develop a device for managing consumer behavior in the alcohol market.

Recommendations

It is proposed to develop a tool for the management of consumer behavior in the alcohol market, which consists of five stages of the study: 1) the analysis of consumers of "Lehman" Ltd. alcoholic beverages; 2) the analysis of preferences of consumers of "Lehman" Ltd. alcoholic beverages; 3) SWOT-analysis of "Lehman" Ltd. 4) the analysis of "Lehman" Ltd. problem field; 5) competitors' analysis of "Lehman" Ltd.

"Robot assistant" device is suggested to be introduced as an innovative tool of consumer behavior management device which will help the company to go to the next level.