

Overview of the Consumer Behavior Study in the Markets of Food Products (1998-2018), Based on the Author's Interpretation of the Consumer's Requirements in the System of Values that Influence on the Consumer Market Behavior

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Abstract: The purpose of this study was to review the results of a 20-year study in the author's interpretation of the needs for food products and the value system that determines the market behavior of consumers in the food markets.

The scientific novelty of the research is the following results:

- a) The author's interpretation of the needs for food products, as consisting of three components: (1) The actual need for food (physiological need); (2) the need for emotions obtained from eating (psychological need); and (3) the need for market products that can meet the physiological needs of emotional expectations and social needs (socio-psychological and economic need);
- b) Interdisciplinary approach to the study of consumer behavior that led to the author's interpretation of the value of the research methods outlined in the works of J.N. Sheth *et al.*, extended and supplemented in the study of Galina V. Astratova (1998);
- c) Identification of the fact that the importance of components in the system of values, according to the results of research, is different for different food products. This allows simulating more clearly the behavior of the consumer in the development of a marketing-mix and developing a marketing strategy based on targeting.

Keywords: *needs; wants; demand; consumer; consumer behavior; values; system of values; marketing; food*

marketing; marketing research; marketing research tools; marketing-mix; food products markets; food products; organic food products

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0 Introduction

Consumer behavior in the markets of food products is not something simple and unambiguous, due only to the need to implement the basic needs-hunger. Moreover, the behavior of food products consumers is influenced by many social and psychological factors, which, in our opinion, is still not given due attention in economics in general, and in marketing research in particular.

Analysis of the literature available to us shows that in the socioeconomic branches of knowledge there is an asymmetry and a lack of systematic research of consumer desires, preferences (values) regarding consumer goods in general, and food products in particular, both in Russia and abroad.

In addition, at the moment there is a change in the forms of work with consumers of economic entities of the market, including the change of trade formats and the emergence of new types of commercial organizations and forms of service. Given that at the moment Russia, like many countries, is in the conditions of changing patterns of consumer behavior, the study of theoretical and practical

aspects relating to the characteristics of consumer choice of goods of individual consumption in general, and food products in particular, is very important. Accordingly, economic entities of agricultural and food markets need tools to influence the behavior of consumers.

The expediency of development of the question declared in this article consists also that full-scale carrying out of researches of the consumer is a very expensive sphere of activity which in the Soviet period in Russia was entirely financed by the state. In particular, the only and unique, in our opinion, in-depth study of consumer characteristics of consumer goods and services is a monograph of the union of soviet socialist republics (USSR) Academy of Sciences in 1988^[1]. This paper is provided a detailed, comprehensive analysis of the general situation of consumption, style, structure, and types of consumption according to their style orientations, as well as socioeconomic “portraits” of consumers based on the analysis of 1200 members of the consumer panel of the Estonian branch of All-Union Research Institute of Conjuncture and Demand in 1977.

The purpose of this study was to review the results of a 20-year study in the author’s interpretation of the needs for food products and the value system that determines the market behavior of consumers in the food markets.

1 Research methodology¹

It is presented the author’s interpretation of requirements in food products in food marketing based on the methods of deduction and induction^[2].

It is presented the author’s interpretation of the value of the research methods outlined in the works of Sheth *et al.*,^[3,4] extended and supplemented in the study of Galina^[2]. In the future, this working tool has been called “the method of Sheth *et al.*” and has been successfully tested in various markets of consumer goods and services (including food products) in Russia over the past 20 years. In the course of the research, the author’s working tools (AWT) were developed that allows analyzing and interpreting the results of the survey of consumers to determine the components of the system of

values (SV) that determine consumer choice including food products.

The survey of a representative sample of consumers and experts was carried out on the found of the development of questionnaires based on the use of standard measurement and scaling procedures involving the use of nominal, ordinal, interval, and relative scales. The questions were both open and closed. As experts were involved Russian scientists and practices (by different branches of the national economy) in the city of Yekaterinburg, Moscow, Saint Petersburg, etc. Interviewing on specially designed questionnaires was carried out by interviewers in person and by phone, sending questionnaires by Fax and regular mail, as well as using Internet tools (googl. doc and e-mail).

The methodological basis of the research is a complex of philosophical, general scientific, applied scientific, disciplinary and interdisciplinary methods, and ways of cognition and action. The paper also used the main methodological tools: Monographic, economic and statistical, and comparative analysis; segmentation, special methods of marketing research. Quantitative data processing was performed using application software packages such as Microsoft Excel, Vortex, and SPSS.

2 Results and discussion

2.1 The needs of the consumer as the main determinant of food marketing system

Needs as a scientific category are the subject of study of many branches of knowledge, focusing on one side of human knowledge (economic, social, psychological, physiological, etc.) and “do not offer a comprehensive scheme that integrates the concept introduced by each of the disciplines”^[5, p. 74]. In this regard, the category of “needs” is widely interpreted in the modern scientific literature; There are many attempts to offer a common interdisciplinary description of human behavior and needs. However, it is now generally accepted that, in a broadest sense, needs are “motivation,” “ability to consume,”^[6, v. 12, p. 719] as well as a “source of activity,”^[7] which have essentially a dual nature - the community of 1) social and 2) biological properties, manifested in the human attitude to the external material world in the process of people life.

It should be noted that it is very important to understand the essence of needs in the marketing system. As is known, at the moment in the scientific and practical

1 This is described in more detail in the article: Galina. A Review of Twenty Years (1998-2018) research of the consumer behavior study in different markets of goods and services, Based on the Author’s interpretation of the system of values that influence market behavior of the consumer. //Eastern Academic Journal. Volume 4. December 2018. p. 1-27. (Electronic resource). // Access mode: <https://www.e-acadjournal.org/pdf/article-18-4-1.pdf>.

literature there are >2000 definitions of marketing, considering it from a simple answer to the question: “How to sell a product?” to a comprehensive definition of everything that surrounds us (“marketing is everything and everything is marketing”)^[8].

One of the largest professional associations in the world, The American Marketing Association, offers the following definition: “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”^[9]. Similar positions are presented in the works of other scientists^[10-14].

Since at the moment, even among marketers there is no common understanding in the field of definition of marketing, we consider it necessary to note that our personal long-term experience of professional consulting activity allows us to offer and use in practice the following definition: Marketing is the activity of an economic entity of the market, aimed at solving a two-fold problem: On the one hand, meeting the needs of consumers of target markets², and on the other hand, obtaining benefits for an economic entity. In other words, marketing deals with coordination of interests of consumers and economic entities of the market [Figure 1].

Thus, modern marketing, which focuses on meeting the needs of consumers, develops the position of economic theory and considers the category of “needs” in a comprehensive, interdisciplinary manner.

Hence, the basic position of Philip Kotler in relation to the hierarchy of needs is close to that adopted in the economic theory, since he also identifies the “needs, wants, and demands” as absolute, relative, and solvent needs. According to this American marketer, needs are the initial component of human nature, “a state of perceived basic dissatisfaction associated with the

2 Looking ahead, we draw the reader’s attention to the fact that the target market or target audience is the group of consumers (customers, buyers) that provide at least 80% of the sales volume of an economic entity (firm).

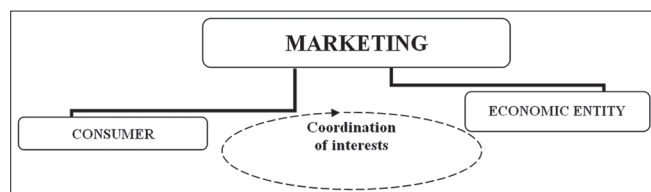


Figure 1. The basic scheme of marketing, in the author’s interpretation^[15, V. I, p. 9]

conditions of existence,”^[11, p. 5] and are divided into physiological (food, clothing, heat, and security), social (spiritual closeness, influence, and affection), and personal, individual (knowledge and self-expression). Desire is a need that has taken a specific form in accordance with the cultural level and personality of the individual and is expressed in objects that can meet these needs inherent in the cultural way of the society. Since the desires of people are almost limitless, and the resources to meet them are limited, there is a concept of “demand” as a desire, supported by purchasing power. Marketing, therefore, does not create needs but tries to identify desires and influence demand by ensuring the attractiveness and easy availability of the product for a particular consumer^[5,11,12,16,17].

It should be noted that in the literature available to us, the needs of the consumer in the system of agro-industrial complex are considered very fragmentary, limited mainly to the analysis of the needs of wholesale agro-industrial markets, including exchange trade. Given the importance of the food chain in the system of agrarian marketing in general (and food marketing in particular), as well as the fact that it is confined to the final consumer of food, from the standpoint of our study it is interesting to analyze the category of “food needs.” In this regard, it should be emphasized that the economic literature available to us is not rich in special studies of the category “food needs.” In our view, this is due to three main factors.

First, in Russia, for well-known reasons, for a long time, the priority in socioeconomic research was given to the analysis of social needs, and individual needs were studied in a very reduced way, as a private manifestation of the needs of society. In this regard, individual nutritional needs were adequately considered by the position of the theorists of Marxism, i.e. first of all, as the moment of reproduction of the labor force^[6, V. 12, pp. 716-718]. Therefore, the personal nutritional needs or been studied as a mostly satisfied through public catering enterprises, or as an object of natural and technical sciences (nutrition science, physiology of nutrition, food technology, etc.). Individual needs for human nutrition as a consumer are considered in the Russian economic literature very fragmentary, and the bulk of the research is devoted not to preferences and expectations related to nutrition, and solvent demand. Second, our personal experience with foreign models of

research³ shows that in the West there is often a common approach to solving particular problems (the so-called “method of general position”). That is, if general theoretical approaches to the study of human needs and consumer behavior in the market are developed, then “apply” them to private issues (for example, to certain types of goods) is the task of economic entities. However, we believe that food products are distinguished by a specific peculiarity among other goods of the consumer market: “Food products are a special kind of goods,”^[18, p. 7] and therefore the needs for food should have their own distinctive features, which require consideration from both practical and theoretical sides.

Third, most economists recognize the “need for food” as one of the absolute, basic needs that are in the hierarchy of values at the very first, the lowest level^[5,12,19-22]. However, more and more researchers are inclined to think that eating not only supports the physical health of the person but also is a “process of social communication”^[23], and the needs for food “is a socioeconomic and even sociopsychological category”^[18].

In addition, the category of “needs for food” is not a concept identical to the category of “needs for food products,” since the latter, according to our hypothesis, consists of at least three needs:

1. The actual need for food (physiological need);
2. The need for emotions obtained from eating (psychological need);
3. The need for market goods that can meet physiological needs, emotional expectations, and social needs (sociopsychological and economic needs).

Hence, let’s consider the category of “need for food products” based on our hypothesis of the three components of this category.

2.1.1 Actual need for food or need for eating (physiological need)

The first component of the category “need for food products” is, as well known, the subject of the study of nutrition, physiology, psychology, and other sciences. Since from the standpoint of marketing, the most appropriate is an interdisciplinary approach to the study of the category of “needs,” it is logical to assume that the need for food (need for eating) is an ambiguous concept, which, in our opinion, should be divided into two

components: (1) The need to satisfy hunger and thirst (the need for a biological minimum of food consumed or a vital minimum); and (2) the need for a rational diet (the need for a biological optimum of food consumed or a vital optimum). Let us consider the provisions of our hypothesis in more detail.

2.1.1.1 The need to satisfy hunger and thirst (vital minimum)

It is well known that hunger is a complex psychophysiological feeling that occurs as a result of the body’s reaction to the alarm from the food center of the brain, due to signals from the empty stomach, small intestine or a condition when the blood ceases to receive the necessary amount of nutrients for normal human activity, as well as other factors. Hunger can manifest itself in explicit form (absolute hunger, i.e., absolute absence of food consumption) and latent form (relative hunger, i.e., malnutrition, and lack of vital components in the diet). In any case, the state of hunger is due to socioeconomic reasons and manifests itself according to the level of development of society.

A similar position we find in the writings of the theorists of Marxism: “Hunger, which is quenched with boiled meat, eaten with a knife and fork, is a different hunger than the one in which raw meat is swallowed with the help of hands, claws, and teeth”^[6, V. 12, p. 718]. The data of experimental psychology also confirm the relativity of both hunger and behavior of a hungry person. Hence, Uznadze states that if a person is hungry, “he does not eat everything he has, but takes into account that he will have this need in the future, and, on this basis, satisfies his current hunger,”^[7, p. 404] and “the process of its satisfaction should be considered with our highest needs”^[7, p. 405].

In this regard, it becomes clear why the establishment of the basic biological, vital minimum of food consumption is a very difficult task. Hence, considering the problem of poverty, understood as an absolute lack of funds, Macoli^[23] says about the impossibility of establishing a vital minimum of food consumption because the minimum material needs of the person must have a minimum of socially significant. For example, “in principle,”—states Macoli,—nutritionists are able to calculate for people of different age groups daily rates of consumption of proteins, carbohydrates, fats, etc., necessary for the maintenance of life and health, although even among experts there are different opinions on this matter. However, then these rules

3 In particular, the experience of author a half-year internship at the faculty of Agriculture Economic of Purdue University (USA, Indiana) in 1995 is particularly indicative.

need to be translated into food rations, which is not easy. After all, culture, religion, tastes, and even habits significantly affect the set of consumer products. In addition, the balanced diets offered by experts, made up of the cheapest products, are so monotonous and tasteless that they are almost inedible. All of this suggests that it is impossible to determine the absolute biologically minimum need for food; it will inevitably be relative^[23].

Further, we consider it necessary to note that hunger can be satisfied with various forms of service: Natural (self-service or individually organized, and home-catering), socially organized (service in public, and mass catering enterprises), and artificial (introduction of nutrient solutions parenterally or by probing the gastrointestinal tract, as well as the use of pills with ersatz food). However, the data of experimental psychology and physiology show that “animals often refuse the vital ingredients of food, if it is tasteless” or injected “through the cannula into the stomach (i.e. bypassing the taste buds)^[24] and that the same is observed in human behavior^[25].

In addition, it is human nature to serve oneself, one’s needs or others in accordance with the cultural and everyday traditions of society, since eating should bring not only physical satisfaction but also psychological satisfaction^[7,24,26,27]. Thus, the need for a biological minimum of food consumption or, in other words, the need to satisfy hunger and thirst, is a relative value, due to the “minimum of socially significant needs^[23].”

It should be noted that hunger is associated with a close associative relationship with appetite, which appears in a person with one kind or smell of delicious food, as well as with the memory of it, although the physiological need for a new portion of food may not be at the moment. “Appetite - as claimed the greatest Russian physiologist Pavlov - is the first and strongest stimulus secretory nerves of the gastric glands^[25,V.II, book 2, p. 105]. However, “people usually intemperate in food;” moreover, “there is an almost universal habit of eating at any occasion and satisfy all sorts of whims of appetite, not paying attention to the actual needs^[28, p. 17]. The habit of man to overeating, as well known, is atavism, inherited from the animal world, because for animals food “for the future” is a common phenomenon and is caused by the conditions of existence: “The search for food is associated with a large expenditure of energy and does not always end with a positive result^[29, p. 165]. However, in the process of human and social evolution, the satisfaction of individual nutritional needs “ceased to be determined

by random circumstances,” but “the instinctive desire to give preference to an overfilled stomach remained due to the great inertia of instinctive programs^[29, p. 165]. This has led, among other things, to the fact that one of the key problems of developed countries at the moment was the problem of obesity.

The other extreme is the underestimation of the nutritional needs, austerity, and various “diet” that excludes certain kinds of products and erecting into absolute other ones^[18,20,29,30]. “Many extremes in matters of nutrition, - says Grimak, - arise sometimes through the fault of representatives of the official medical science.

Rapidly after the appearance in the press of individual reputable scientists, the most ordinary products were declared as “a great evil^[29, pp. 165-166]. In this regard, Hodosh notes: “Paradoxically, but the fact that many of us, being people quite cultural, are strikingly ignorant in the organization of food consumption^[18]. All this leads to the fact, other researchers note, that a person “there are psychophysiological attitudes to the taste of food, far from the ideal, combining a commitment to vain opinions, stereotypes, and uncritical suggestibility^[28, p. 327].”

Summarizing the above, it becomes obvious that the need to satisfy hunger and thirst or the need for the vital minimum is a complex biological and social phenomenon, the severity of which is equally due to both lack and excess consumption of food. From the point of view of food marketing, this statement allows us to conclude that food is not just a commodity of basic necessity, but a commodity that can be marketed both with a shortage and with an excess of consumption. In this regard, one of the most important tools for the formation of optimal, reasonable nutritional needs are scientifically based standards of food consumption or the need for vital, biological optimum.

2.1.1.2 The need for rational nutrition (vital optimum)

From the standpoint of economic theory, rational consumption rates are, on the one hand, an objective criterion for the development of individual needs, and on the other - the basis of social order that society gives to production. Karl Marx^[6, V. 23, p. 623] and Lenin spoke about the necessity of scientifically grounded norms of consumption in their time: “The norm is to count how much a person needs, according to science, bread, meat, milk, and eggs...^[31, p. 432].”

From the standpoint of nutritiology properly organized, rational nutrition is known to be a diet that provides

normal physiological processes of growth, development, and functioning of the human body, as well as the preservation of health and active longevity. The decisive contribution to the development of modern scientific concepts of dietetics in Russia was made by the Pokrovskiy - academician of the Academy of Medical Sciences of the USSR, who created the concept of balanced nutrition. In accordance with his view, the concept of a balanced diet was introduced, which involves the preparation of a diet in such a way that the principles of diversity of products, the maximum use of natural vegetables and fruits, as well as optimal processing, best-preserving food substances, and compliance with sanitary and hygienic rules for cooking, eating, and storing food. In addition, rational nutrition should correspond to the age, sex, nature of employment and labor, national, religious, cultural, and other characteristics of different individuals^[32].

However, to be able to determine the nutritional value of individual products and daily diets, introduced the concept of indicative norms of the ratio of nutrients in the diet of an adult. According to the concept Pokrovsky^[32, p. 17], the estimated rate of consumption of the basic nutrients is in grams: Water 1750–2200; proteins 80–100 (including animals–50); fats 80–100 (including plant ones–20–25); and carbohydrates 400–500 (including sugar 50–100), while the estimated calorie daily diet for people engaged in light physical labor, should be in the range of 3000–3300 kcal^[32, p. 8]. These standards are periodically reviewed in the direction of reducing the energy value and increasing the content of proteins, vitamins, and other biologically active substances. Thus, in Russia, as of 1993–1994, the recommended energy demand for persons engaged in light physical labor was 2300–2600 kcal^[33, p. 5]. By 2008, in Russian Federation officially adopted the “concept of rational nutrition,” reflected in the recommendations of rospotrebnadzor, which established the physiological needs for energy and macronutrients for men and women (taking into account the age and intensity of the load), as well as for children (taking into account age). Accordingly, in 2008, the recommended energy requirement for persons engaged in light physical labor was already 2100–2,500 kcal.

It should be noted that in Russian Federation uses rational consumption standards for 10 main types of food products, which were developed more than half a century ago, taking into account the approximate norms of consumption of basic nutrients. However, in the context of the transformational economy, these norms

Table 1. Recommended in the Russian Federation rational norms of food consumption those meet the modern requirements of a healthy diet, kg/year/person⁴

Products of plant origin	Product of animal origin
Bread and bread products—96	Meat and meat products—73
Potatoes— 90	Fish and fish products—22
Vegetables and melons—140	Milk and dairy products in terms of milk—325
Fresh fruits and berries— 00	Eggs (units) — 260
Sugar - 24	
Vegetable oil -12	

are constantly revised in the direction of reduction and treated differently in different regions of the country. Hence, the basic standard of food consumption is the following food basket, approved in 2016 according to the norms of rational consumption [Table 1].

From the point of our study view, it should be emphasized that the presence of recommended norms of rational nutrition does not yet ensure that the real consumer of food products will follow these standards. A similar view is shared by other researchers, arguing that “the presence of knowledge in itself is not a guarantee of proper human behavior in matters of food habits and traditions”^[34]. In addition, the experience of international organizations FAO/WHO on food policy clearly shows that without a psychological orientation, the motivation of correct behavior it is impossible to ensure that a person or a group of people make the right decisions about the choice of food and diet in general.⁵ In this regard, food marketing, in our deep conviction, opens up a wide field of activities for the formation of nutritional needs that meet the requirements of rational consumption.

2.1.2 The need for emotions obtained from eating (psychological need)

Speaking of psychological needs, we must remember that “we too honor the person as “homo sapiens,” forgetting that the basis of life is not the mind, but the feelings mind several tens of thousands of years, but

4 Recommendations on rational norms of consumption of food products that meet modern requirements of a healthy diet (approved by order of the Ministry of Health of the Russian Federation of August 19, 2016 № 614). [Electronic resource.] Mode of access: GARANT.RU: <http://www.garant.ru/products/ipo/prime/doc/71385784/#ixzz5aOY8hZc3>

5 Second FAO/WHO International conference on nutrition 2 (Electronic resource). Mode of access: <https://www.who.int/mediacentre/events/meetings/2014/international-conference-nutrition/ru/>

feelings - several million”^[35]. This provision is also true in relation to food: “Food, - said Lysenkov, - must meet both physiological and psychological criteria. Food that has no emotional value is practically unsuitable for food because it does not meet human needs”^[36].

In this regard, let us consider the second component of the category “needs for food products.” As it is well known, the emotional side of needs reflects the subjective way of their manifestation^[37, p. 5]. The validity of this statement is confirmed by the results of experimental psychology studies. Thus, academician Simonov defines emotions as “the reflection of the human brain, any actual need (its quality and magnitude) and the probability (possibility) of its satisfaction, which the brain evaluates on the basis of genetic and previously acquired individual experience”^[24, p. 20].

According to Simonov’s information theory of emotions, it is the need and the probability of its satisfaction that “make events ‘significant’ for the subject, give them a ‘personal meaning’ and encourage the subject not only to experience but also to express, effectively realize his ‘attitude’ to the surrounding world and to himself”^[24, p. 55]. Moreover “it is not speech and not action, but emotions due to their involuntary represent the most reliable and objective indicator of the motivation of the higher nervous activity of a person”^[24, p. 141].

We believe that the latter statement is also relevant from the point of view of food marketing, because, as various studies show, the emotional responses of the consumer to the market product reveal the real incentives that determine the choice of the buyer. For example, a study on consumers’ emotional responses to advertising conducted by Eidell Julie A., Burke Marian Ch.^[38] showed that there is a wide range of emotions - weak, negative, and expressed - due to both the product offered for sale and the advertising campaign. At the same time, some emotional responses increase the consumer’s perception of the market product and its advertising, while others weaken this perception.

Hereinafter, as is known, the study of consumer reactions to marketing stimuli by direct measurement of processes in the brain was carried out through neuromarketing,⁶ the concept of which is based on the assertion that the subconscious is responsible for the emotional and mental

activity of the brain⁷. Accordingly, the understanding of which parts of the brain are responsible for certain decisions provided an opportunity for psychologists and marketers to manipulate the consumer to develop certain behavioral patterns^[39-41].

At the same time, it should be noted that literature on marketing available to us is not rich in special studies of emotional responses of consumers to food products outside of advertising, branding, and other promotion tools. Nevertheless, from the works in the field of experimental psychology and physiology of nutrition, it is known that in the process of food consumption there is not only the satisfaction of the physiological needs of a person but also a large range of a wide variety of emotions. However, to date, the most fully studied emotional state of a person with hunger and quenching hunger in the course of food intake. Other emotions associated with eating in humans have been investigated less.

Thus, it is experimentally established that hunger or lack of food contributes to the appearance of a person’s negative emotions (melancholy, depression, dissatisfaction with life, etc.)^[7,24,42]. As professor Obukhovskiy notes “already the lack of certain alimentary factors can cause noticeable changes in the course of mental processes, and in the complete absence of food, these changes acquire an acute and specific character”^[42, p. 90]. For the marketer, in our opinion, this statement says, first of all, that the market choice of hungry and well-fed people will be due to various psychological factors. Similar opinions are found in other authors^[43-46].

It should be noted that if hunger is accompanied by negative emotions in a person, then the quenching of hunger causes emotions of pleasure, joy, caused directly by the feeling of saturation. The physiologist Pavlov in his classic “lectures on the work of the main digestive glands” paid great attention not only to physiological problems but also to the psychogenic factor in the process of eating. In particular, they emphasize that “normal and healthy food is food with appetite, food with pleasure”^[25, V. II, book 2, p. 178]. About these same emotions say and other the authors. Hence, Lysenkov states that in the process of nutrition “not only physiological needs are satisfied; food but also serves as a source of pleasure, joy, and saturation”^[36, p. 100]. Or: “The taste of the food... it has a great influence on its assimilation. Good food is a great

6 The term “neuromarketing” was officially introduced in 2002 by Ail Smidts, professor at Erasmus University of Rotterdam. With this word he decided to describe the commercial application of neurobiology and neuroimaging technology, brain mapping.

7 Presumably the concept of neuromarketing was developed by psychologists at Harvard University (USA) in 1990-ies.

pleasure. It causes positive emotions^[18, p. 47], as well as: "Pleasure is a tool of good digestion"^[47, p. 324]. Similar statements can be found in other works^[7,24,42,48,49].

It should be noted that the emotions caused by the lack of food or the fact of its consumption are not limited only to those described above. Moreover, we believe that food is a source of satisfaction of other, independent human needs, or fills the lack of any other needs. However, in literature available to us much less describes the emotions caused by eating and meeting other needs, except hunger. Thus, it is known that food can satisfy a person's need for pleasure. This is, in particular, stated in the study by Scitovsky "the tradition of arranged on a variety of holidays lush feasts, common among the poor of different national cultures, is evidence that caused by good food pleasure is extremely large for those who rarely eat it, which makes this pleasure almost as important as the biological needs of survival"^[50, p. 66]. In addition..., good food is one of the most accessible sources of enjoyment, especially for poor countries.

Further, food is also a source of esthetic emotions caused by the culinary art of the cook^[18,28,47]. Therefore, it is no coincidence that "the ancient Greeks tenth Muse, without which they could not imagine their existence, chose the goddess, patronizing the art of cooking - Culina"^[28, p. 5]. However, it is no secret that people "eat often for the company, from boredom, from greed, from gluttony, from persuasion, to calm down, and for the record. We eat not only what we need and what we 'could eat,' but also what is harmful to us, although we know that it is harmful to us. In addition... people eat also because they are unhappy, to defuse depression or tension"^[42, p. 99]. This confirms our opinion that food is a source or a substitute, although inadequate, for some human needs due to the low probability of fulfillment of others, which is also consistent with the information theory of emotions by Simonov^[24].

Further, food also can satisfy associative emotions, i.e., emotions associated with the satisfaction of other human needs. We believe that associative emotions can be observed primarily on the example of nutrition at home. This is also indicated by other researchers. "For a long time, cooking was a purely family affair"^[47, p. 20], but since "... the cultural traditions of the family, passed down from generation to generation, are relatively conservative and do not immediately respond to changes in social consciousness and the whole culture of society,"^[51, p. 5] the emotions associated with a person's

family, in many ways, are transferred to eating at home, and the range of these emotions is extremely wide^[48,49].

We also believe that associative emotions are observed on the example of the enterprises of public catering, where in addition to meeting the nutritional needs of happening and needs to rest, and the emotions associated with comfort, relaxation, entertainment, etc. In addition, as pointed out in their study, Hodosh: "Customs and holidays associated with food intake are closely intertwined with the major spiritual expressions of people. Communication - starting with family, kinship, friendship, and ending with the business, interstate, diplomatic - is often "accompanied by" food. Holidays certainly include a solemn meal, and very often it is in the nature of the food is the specificity of the holiday"^[18, p. 125]. Naturally, in our opinion, that eating in the process of communication or the atmosphere of the holiday and creates appropriate emotions, associated primarily with emotional expectations from the atmosphere in which food is taken. Further, the same food product can cause different emotions in different people. Thus, a cup of coffee for some people is associated with a pleasant taste and a sense of pleasure or joy; for others, it is a tonic drink that increases productivity; for others, a cup of coffee is an integral attribute of friendly relations, an aspect of social ritual. We meet similar positions in the works of other researchers^[5,30,35,46,50].

Based on the above, we believe that from the standpoint of food marketing it is relevant to the study of human emotions received from eating as indicators of consumer motivation, causing his market choice. Furthermore, we suggest that the category of "need for emotions derived from eating" consists of the following basic needs:

1. The functional need, i.e., the need for emotions (joy, pleasure, etc.) caused by physiological saturation, satisfying hunger;
2. The hedonic need, i.e., the need for pleasure emotions caused by both physiological saturation and esthetic needs;
3. The substitution (substitutive) need, i.e., the need for emotions to fill the absence or lack of satisfaction of the needs of another order;
4. The associative need, i.e., the need for emotions caused by the connection formed under certain conditions between two or more psychological formations (feelings, perceptions, ideas, ideas, etc.)⁸.

8 Within the limits of the scope of this article, we cannot give the entire volume of research that led to the above conclusions.

2.1.3 The need for market goods that can meet physiological needs, emotional expectations, and social needs (sociopsychological and economic needs)

The need to allocate the third component of the category “food needs” is due to the following considerations. We believe that, on the one hand, a person, as a member of society, have a need to participate in the process of purchase and sale, and on the other hand, a person, as an individual, have a need to use at its discretion the purchased goods. In other words, the need for food products as market goods, in our opinion, is, first of all, the social human need for exchange, and second, is the need for food/meal as the need for consumption, arising both before and after the purchase of goods.

Moreover, an analysis of the literature available to us about consumption theory shows that despite the tendency of economists as “illustrative” examples to appeal to the consumer of food or a hungry person; nevertheless, we could not find any serious, systematic studies of consumer desires, preferences (values) regarding food market goods, and/or food products. In this regard, we consider the work of a number of authors concerning the features of consumer choice.

Hence, Lancaster argues that “... market goods are not in themselves objects of preference or utility, but have some characteristics directly related to the interests of the consumer”^[44, pp. 132-157]. Moreover, “the consumer may not know that a particular product has specific properties,” and that the “... consumer has shown its disposition to the product by purchasing it... and it cannot be considered a manifestation of the propensity of the consumer to certain properties of the goods, because it is possible that the consumer simply made an ineffective choice”^[44].

Abbott^[52] and a number of other researchers also

emphasize that the real behavior of consumers is far from rational economic models and in fact correlates with individual values and the degree of satisfaction of desires and needs of a specific market product. Thus, a more complete, in our opinion, characteristic of consumer behavior is the theory of values.

2.2 The values as an economic category in the marketing system. Theory and methodology of research

Being an interdisciplinary category by its nature, the value in different branches of knowledge is considered in different ways [Table 2].

The most detailed, systematic and complex, in our opinion, the analysis of the concept of “value” from the standpoint of economic branches of knowledge is carried out in the work of Timokhina^[53]. In particular, this author systematizes the main theoretical positions in relation to the category of “value” in the context of consumer behavior, shows the economic nature of value and reveals a significant transformation of the presented provisions due to the evolution of market relations in modern conditions [Table 3].

Modern marketers also recognize that the behavior of an individual in the consumer goods market is a multidimensional phenomenon caused by the perceived utility of the good by the consumer. This utility can be represented by a set of differentiated benefits, conventionally called as “value system” (SV). The SV of the potential consumer is of interest to the developers of the company’s marketing strategy, because it facilitates the process of market segmentation, for example, on such sociopsychological criteria as lifestyle. Therefore, the study of the SV allows the company to foresee the direction of development of its production and marketing

Table 2. “Value” as an interdisciplinary category

Branch of knowledge	Content, the basic definition	Main authors
Philosophy	“Value ‘is used’ ... to indicate the human, social and cultural significance of certain objects and phenomena referring to the world of due, purposeful, semantic basis”	World encyclopedia: Philosophy, 2001. p. 1200
Sociology	Human values are developed under the influence of social institutions existing in the external environment of certain societies	North D., 1997
Psychology	The category of “value . is often defined through personal meaning and significance, value orientations and value relations, assessments, attitudes, norms, ideals, personality orientation, etc.”	Gorkaya, 2014. p. 7.
Economics	The concept of “value” is used as a synonym for the concept of “use value” (material good), or utility for the consumer	Reichlin, 1995
Marketing	The category “value” is the consumer’s perception (assessment) of the ability of a product or service to meet his needs	Philip <i>et al.</i> , 1994; Cristopher <i>et al.</i> , 2009; Tian <i>et al.</i> , 2011; Wang <i>et al.</i> , 2011; etc.

Table 3. Evolution of the economic category “value”^[53, p. 12 13]

Value as an economic concept categories	Chronology of theories and concepts	The main provisions of the theories and concepts applied to the category of “value”
1	2	3
Value as an estimated-quantitative characteristic of the goods (exchange value) Value as a qualitative characteristic of the goods (use value)	Labor theory of value, 18–19 century, Marx <i>et al.</i>	The value is determined by the ability of the goods to change in certain proportions to other goods. Value is determined by a set of subjectively perceived useful properties of the product, which determine its ability to meet the needs of society and/or individuals. The product is inherent in both use and social value (value)
Value as a total and marginal utility of goods	Theory of marginal utility, 18–20 century, Schumpeter <i>et al.</i>	The value of the good is determined by the value of the beneficial effect received by the individual from its consumption, the importance of meeting the needs, the degree of saturation of needs, and the subjective marginal utility of the last unit of the available good
Value as a result of the interaction of production and subjective factors.	Price theory, 1890–1891 Marshall	The value of a good is determined by the balance between the marginal utility of the good and the marginal cost of its production
The value of the increment added value created in the chain is strategically interrelated primary and support activities of the manufacturer.	Value adding chain model, 1985 Porter	The value produced by the process and provided to consumers (partners) is determined by the contribution of each strategic link (kind of activity) to value creation, adding gradually increasing value to the value of the previous link. The set of values created by the company’s partners in the supply chain can be considered as a system of providing value to the manufacturer (seller)
Value as a factor of influence on the consumer’s market choice in the decision-making process.	Consumption value theory, 1991, Sheth <i>et al.</i>	The value of an alternative in market decision-making is determined by a set of consumer perceptions of the perceived utility of the alternative
Value as an element of a system of agreed values, allowing taking into account the interests of all participants in business processes	The concept of a balanced corecard, 1992, Kaplan, Norton	The value of market supply is determined from the point of view of maximization of profit and minimization of cost subject to the system of indicators of finance, customers, internal processes, innovation, and learning
Value as a component of the consumer value zone (area)	Model area the values of the consumer, 2001, Sheth <i>et al.</i>	Value for the consumer make up their Area of values as a hierarchy of three components: The implementation of the product (quality, innovation, and individualization), price (a fair price; a price that creates value), personalization (accessibility, response to the request, and the system of relations)
Value as an increment, additional value created by the brand	The concept of brand management, 2001, Komissarova <i>et al.</i>	Brand value for the manufacturer is defined as a set of benefits in the form of growth of intangible assets, creation, and increase of shareholder value; for the consumer - in the form of quality assurance, time-saving, subjective value (brand image)

(Contd...)

Table 3. (Continued)

Value as an economic concept categories	Chronology of theories and concepts	The main provisions of the theories and concepts applied to the category of “value”
Value as a component of a balanced system of market supply values	The concept of a balanced value system, 2003 Kruchkov	The balanced system of values of the market offer of the company is determined by the basic criteria: The value of the product (reliability, quality, etc.), the value of the company (payment terms, services, service process, etc.), the value of the person (knowledge of the product by employees, courtesy, efficiency, etc.)
Value as a result of the consumer’s perception of the ratio of total value and total costs expected in the consumer’s decision-making process	The concept of perceived value, 2007, Kotler	Value is defined as the difference between total value (value of goods, services, personnel, and reputation of the company) and total costs (explicit - monetary, implicit - temporal, energy, and emotional). The process of providing value is the choice of value in strategic marketing, the embodiment, and promotion of value - in tactical one

Table 4. Basic quality characteristics (requirements), which determine the decision to purchase the goods, made by us according to the scientists of the USSR Academy of Sciences [1, pp. 155-160]

Regulatory qualities (aspirations)	Functional qualities (desires)	Emotional qualities	Aesthetic qualities (aspirations)
To be like everyone else To preserve their health, generated ideas, and way of life To have strong, durable goods To consume economically, sparingly	To consume conveniently and rationally To have a variety To be able to actively adapt to new products	To have experiences (“for” or “against”) To have rejection and preference To have different moods	To have esthetically beautiful products To have unique and original products To have an individual style of consumption To be harmonious

USSR: Union of Soviet Socialist Republics

activities. In this regard, we are interested in the concept of multiattributive goods by Fishbein^[54,55] and the theory of consumer values of Sheth *et al.*^[3,4]

According to the model of Fishbein^[54,55], the attitude of the consumer to the market product is based on a summarized set of opinions (assumptions) about the attributes, properties of the product and their comparison with the evaluation of these attributes. The concept of multiattributive goods is interesting, first of all, by the consequences that follow from it and are considered differently by different authors^[5,12,13,54-56]. The most well-known consequences of the Fishbein^[54,55] model are the following: (1) The consumer’s choice is not directed to the product, but to the service he expects from the use of the product; (2) different products can meet the same need; (3) each product is a set of useful for user properties (attributes); and (4) the same product can meet different needs. Thus, the consumer carries out not so much the search for goods, as a way to meet the needs that can guarantee this product.

Research team of scientists of the USSR Academy of Sciences found that there are four main qualitative

characteristics (needs) that determine the decision to purchase the goods - normative, functional, emotional, and esthetic [Table 4].

However, more complete, in our opinion, the characteristic is the theory of consumer values Sheth *et al.*, describing the choice of the buyer as a multidimensional phenomenon, due to the perceived utility of the consumer good. Indeed, studies Sheth *et al.*^[3,4] found that in Western markets, consumer behavior is due to a SV of five motivational factors (independent values), making a different contribution to a certain market consumer choice: (1) functional; (2) associative; (3) emotional; (4) cognitive; and (5) relative [Figure 2].

We consider that the Sheth *et al.*^[3,4] Theory is important not only from the standpoint of practical marketing as facilitating the task of segmentation of markets and analysis of individual needs of the consumer. This theory is very relevant from the standpoint of our study, because it can serve as a methodological basis for the analysis of the needs of the consumer in food products, and, accordingly, the need for food products.

Functional value	Associative value	Emotional value	Cognitive value	Relative value
↓	↓	↓	↓	↓
The degree of satisfaction of the need perceived by the consumer due to the ability of the market goods to carry out a physical or utilitarian function	The degree of satisfaction of the need perceived by the consumer due to the association of a market product with a positive or negative stereotype of social, cultural, demographic, ethnic, etc. groups	The degree of satisfaction of the need perceived by the consumer due to the ability of the market product to stimulate certain emotions	The degree of satisfaction of the need perceived by the consumer due to the ability of the market product to satisfy curiosity, the desire for novelty, knowledge, etc.	The degree of satisfaction of the need perceived by the consumer due to the special situation due to which the market product acquires functional or associative value

Figure 2. A system of independent values that make a differentiated contribution to priority purchases, and the Russianthe market choice of the consumer, according to Sheth *et al.*^[3,4], in author’s interpretation

Table 5. The system of values that determine the individual market choice of the Russian consumer, according to the author’s interpretation^[2,15,61 68]

The name of the component of SV	The main characteristic of the value system component
Functional value	Is perceived by the consumer the degree of satisfaction of the need for the product as the implementation of the basic needs
Associative value	Is the degree of satisfaction of the need caused by association of goods with the social and cultural stereotypes existing in this society perceived by the consumer
Emotional value	Is the degree of satisfaction of the need for emotions received from the goods perceived by the consumer
Cognitive (informational) value	Is the customer perceives the degree of satisfaction of needs, due to the ability of the product to satisfy curiosity, desire for new knowledge and information
Relative value	Is the degree of satisfaction of the requirement caused by a special situation thanks to which the goods get functional or associative value perceived by the consumer
Representative value	Is perceived by the consumer the degree of satisfaction of the need due to the availability and accessibility of the desired product

Close to the above theory point of view have also Richard *et al.*: “The American tradition of food consumption is the result of five factors: (1) The functional (or physiological) value of food due to the content of nutrients necessary for survival and health; (2) the sociopsychological value of food products (social status, religious affiliation, esthetic tastes, and lifestyle); (3) the economic value (cost) of food products; (4) the availability of food; and (5) consumer knowledge, information on food products”^[57].

Among Russian economists, Bragin is the closest to the above-mentioned value systems, describing the totality of personal needs provided by socially organized nutrition. The set of personal needs, according to Bragin^[58], consists of four independent needs, which also make a differentiated contribution to the consumer’s choice of a mass food enterprise: (1) The need for nutrition; (2) the need to increase free time; (3) the need for rational nutrition (or the need to maintain health due to rational nutrition); and (4) the need for a good rest. “However, as rightly observes Hodosh, – in the current environment of public power cannot always compete with the home in meeting the individual needs and tastes”^[18]. Other

researchers agree with this position^[28,36,47]. However, this is not even the case, because we are interested, first of all, in the reason that motivates the consumer to make this or that choice, or, in other words, the internal needs that make the consumer want to buy a food product, regardless of what branch of the national economy it offers: Trade or public catering. Moreover, in this regard, the SV for Sheth *et al.*,^[3,47] taking into account the opinion of Richard *et al.* and other American colleagues^[57,59,60] seems to us the most slender in terms of methodology.

In connection with the above, we believe that the third component of the category “needs for food products” - the need for market goods that can meet physiological needs, emotional expectations, and social needs (sociopsychological and economic needs - is a multifactorial phenomenon, due to the presence of the consumer of a certain SV, which we interpret as follows. According to our hypothesis, the need to implement the act of purchase and sale of food market goods or the need for food products that can meet physiological needs, emotional expectations, and social needs is due to a system of six values: (1) Functional value; (2) associative value; (3) emotional value; (4) cognitive

value (information); (5) relative value; and (6) representative value [Table 5].

From the point of view of marketing, this SV is important not only as allowing rationally explains the irrational behavior of the consumer but also more importantly, to determine the main motive that encourages a person to make a purchase.

For example, if in the 90-ies for the Western citizen in the system of individual values in the first place were, mainly, personal achievement and success, for the Russians of the same period were such a pure conscience and harmony of the soul, the presence of a good family and love. At the same time, such values as health and material well-being were at the end of the top 10 values. This led, for example, to the fact that the goods and services, the consumption of which contributes to the prevention of diseases and health promotion - the main factors contributing to personal success, the Americans were on the list of priority purchases, and the Russians - no⁹. To date, when it is changed the mode and way of life, particularly the inhabitants of megacities, and the Russians have changed their priorities on personal growth, respectively, have changed and preferences in consumption¹⁰: Increased purchasing organic food products (OFP), dietary supplements and vitamins, fitness and gyms, Spa facilities, SPA, etc.

These examples suggest that it is impossible to transfer the postulates and tools of foreign (primarily Western) marketing to the domestic Russian consumer market without additional research and adjustments.

Specified in Table 5 the value system, as a methodological tool, has been used by us over the past 20 years in various consumer markets. In particular, a specific feature of the AWT (hereinafter - AWT) is a way of interpreting the results of the survey of consumers and experts, applied to the Questionnaire No 1 (questionnaire survey of consumers and experts, including questions about the SV, presented in Table 5). This questionnaire was created on the basis of AWT, which takes into account and adapts to a specific product the methodological approaches outlined in the works of the author and his scientific school, concerning the method of developing questionnaires, analysis, and interpretation of the

9 The data shows the results of a study conducted under the guidance of the author in 1996-2005. Similar results have been observed in the work of the team of scientists of the Russian Institute of Public Opinion Research (1995-2004).

10 For more details, see sources: www.e-xecutive.ru; www.rbc.ru; www.ama.org, et. al.

survey results to determine the components of the SV that determine consumer choice. Accordingly, our AWT allows to establish a correspondence between the answers to the questionnaire and a specific component of the marketing-mix ("4P" - product, price, place, and promotion), or - the correspondence between the answers to the questionnaire and the "portrait" of the consumer. Based on the objectives of the study, the questionnaire was developed in two steps:

- 1 Stage: Preparation of questions for each block of questions of the Questionnaire No 1.
- 2 Stage: Structuring the Questionnaire No 1 questions in a non-random way in accordance with the logic of the study and to improve the representativeness of the marketing research.

The key to "decoding" the correlation between the value system and the marketing-mix¹¹ and the consumer's "portrait" is the following scheme:

- a) The SV and marketing complex:
 1. Product (goods and services) - described by positions:
 - Functional value.
 - Associative value.
 - Emotional value.
 - Relative value.
 2. Place or distribution channel - described by positions:
 - Representative value.
 3. Promotion or marketing communications - describe by positions:
 - Cognitive (informational) value.
 4. Price - describe by positions:
 - Representative value.
 - Cognitive (informational) value.
 - Relative value.

- b) The SV and consumer's "portrait":
 1. "Psychological portrait" of the consumer
Includes a description of all six components of the value system (functional, associative, emotional, cognitive/information, relative, and representative value).

2. "Socioeconomic portrait" of the consumer
Includes such basic indicators as: Gender, age, income, expenditure structure in the family budget, family composition, education, etc.

"Complex portrait" of the consumer consists of "psychological portrait" and "socioeconomic portrait"

11 For the marketing- mix of a large number of components (not the "4P" and, for example, "5P", "6P", etc. the author's method allowsto easily make appropriate adjustments.

and allows to describe the potential target audience (TA)¹² of consumers and to carry out «targeting»¹³.

This approach in the development of AWT allows a very objective assessment of the opinion of the interviewees, improve the reliability and representativeness of the study, as it does not allow respondents to clearly imagine the presence, structure, and volume of blocks of questions relating to the elements of the marketing mix, value system (psychological portrait of the consumer), and socioeconomic portrait of the consumer.

In the future, based on the comparison of data on the analysis of trends in a particular market of goods/services, a survey of consumers and experts, and a description of the SV that determines consumer choice in a particular market of goods/services are implemented. Then, we interpret the data according to our methodology, establish and describe the relationship between the complex “portrait” of the consumer and the “4P” in a particular market of goods/services. The information obtained allows us to draw general conclusions on the state of the marketing- mix (on the example of a certain market of goods/services produced by a particular economic entity of the market) and the directions of its improvement.

2.3 The content of the value system of the consumer and of the marketing mix of various food products

2.3.1 The content of the system of consumer values in food products

As a result of our long-term research of the system of six values: (1) Functional value; (2) associative value; (3) emotional value; (4) cognitive value (information); (5) relative value; and (6) representative value we have obtained its content in relation to food products.

2.3.1.1 The functional value of food products

It is, in our opinion, perceived by the consumer the degree of satisfaction of the need for a vital minimum or optimum nutrition. It is important to emphasize that the concept of functional value of food products is close to the category of “quality” of these kinds of products, but not identical to it, since functional value implies consumer preferences,

needs, and quality - the totality of all the properties inherent in the product, including the “degree of compliance. consumer properties of a particular social need for specific, pre-defined conditions of consumption”^[69, p. 33].

Based on the definition of functional value, as well as the results of our study [Table 6], we can identify the following seven attributes (characteristics) of the functional value of food products as essential from the consumer’s point of view:

1. Organoleptic characteristics (taste, smell, color, appearance, and consistency);
2. Food content or nutritional value;
3. Calorie content or energy value;
4. Environmental friendliness or harmlessness;
5. The shelf life of the product;
6. Volume or weight of a food item;
7. Aesthetic attributes of the product (packaging design, table setting esthetics, etc.).

We believe that the seven attributes of functional value of food products identified by us as the most important for the consumer are the factors that the marketer needs to focus on in the process of developing a new product, as well as its promotion and marketing.

The results of the study on the ranks of the importance of determinants of functional value of food products in the future allowed us to move from a qualitative scale to a quantitative, 5-point, where 5 - max, and 1 - min assessment.

2.3.1.2 The associative value of food products

Represents, in our opinion, the degree of satisfaction of the need caused by association of food products with the social and cultural stereotypes existing in this society perceived by the consumer. As is known, stereotypes occur when an individual is identified with attributes inherent in a certain group or category of persons, such as gender, age, religious and racial affiliation, educational level, social status, and position and nature of work the factors influencing prejudices, perceptions of people.

It should also be noted that in literature available to us, we have not found any special studies concerning the impact of social stereotypes on the degree of satisfaction of the needs of the consumer of food products. In this regard, we systematized the data of our interviewing of experts on the name and characteristics of social stereotypes in Russia in the 1990s, in the 2000 s and at the moment, as well as conducted an expert survey to identify the place of the selected stereotype among

12 In this case, we mean the target audience of the group of consumers (customers, buyers) that provide at least 80% of the sales volume of the economic entity (firm).

13 Greater detail on the use of value methods in "targeting" described in our article: Astratova, et. al., 2017.

Table 6. Ranks of importance¹⁴ of determinants of functional value of food products and the % share¹⁵ of consumers who allocated these ranks: In the numerator - residents of Yekaterinburg, Russia (N=1800; n=1668; $K_k=0.22$; $K_c=0.79$)¹⁶, in the denominator - experts on Russia (N=2300; n=2283; $K_k=0.21$; $K_c=0.81$), according to the results of surveys of consumers and experts conducted by a team of authors under our leadership in 1998–2018

The name of the determinants of functional value of food products	Very important	Important	Not very important	Not important	Hard to say definitely
1	2	3	4	5	6
Visual appearance	$\frac{52,73}{50,00}$	$\frac{41,45}{50,00}$	$\frac{0,73}{0,00}$	$\frac{5,09}{0,00}$	$\frac{0,00}{0,00}$
Taste	$\frac{74,42}{76,20}$	$\frac{25,06}{24,00}$	$\frac{0,51}{0,00}$	$\frac{0,00}{0,00}$	$\frac{0,00}{0,00}$
Odor	$\frac{64,45}{76,92}$	$\frac{31,64}{29,17}$	$\frac{0,73}{0,00}$	$\frac{2,18}{0,00}$	$\frac{0,00}{0,00}$
Structure (consistency)	$\frac{30,48}{33,33}$	$\frac{39,41}{41,68}$	$\frac{6,69}{16,67}$	$\frac{21,56}{8,33}$	$\frac{1,86}{0,00}$
Color	$\frac{36,90}{39,13}$	$\frac{38,38}{39,13}$	$\frac{4,80}{8,70}$	$\frac{18,08}{13,04}$	$\frac{1,85}{0,00}$
Ecological cleanness	$\frac{54,24}{45,83}$	$\frac{35,73}{45,83}$	$\frac{4,63}{4,17}$	$\frac{5,14}{4,17}$	$\frac{0,26}{0,00}$
Freshness	$\frac{79,15}{79,17}$	$\frac{18,37}{20,83}$	$\frac{1,06}{0,00}$	$\frac{0,71}{0,00}$	$\frac{0,71}{0,00}$
Naturalness	$\frac{49,36}{50,00}$	$\frac{37,79}{41,67}$	$\frac{5,66}{8,33}$	$\frac{6,43}{0,00}$	$\frac{0,77}{0,00}$
In elegance, delicacy	$\frac{13,70}{20,83}$	$\frac{29,26}{29,17}$	$\frac{8,15}{12,50}$	$\frac{47,04}{37,50}$	$\frac{1,85}{0,00}$
Health benefits	$\frac{47,94}{54,17}$	$\frac{36,08}{41,67}$	$\frac{6,70}{4,17}$	$\frac{8,76}{0,00}$	$\frac{0,52}{0,00}$
Calorific	$\frac{27,07}{29,17}$	$\frac{27,71}{29,17}$	$\frac{5,56}{12,50}$	$\frac{34,71}{25,00}$	$\frac{0,64}{0,00}$
Content of biologically active substances	$\frac{41,11}{45,83}$	$\frac{40,37}{37,50}$	$\frac{5,56}{12,50}$	$\frac{12,22}{4,17}$	$\frac{0,74}{0,00}$
Shelf life	$\frac{50,00}{54,17}$	$\frac{33,94}{41,67}$	$\frac{4,01}{0,00}$	$\frac{10,22}{4,17}$	$\frac{0,74}{0,00}$
Packing size	$\frac{27,14}{12,50}$	$\frac{42,01}{66,67}$	$\frac{4,83}{4,17}$	$\frac{22,68}{16,67}$	$\frac{3,35}{0,00}$
Mass, weight	$\frac{26,59}{25,00}$	$\frac{38,20}{50,00}$	$\frac{4,87}{4,17}$	$\frac{26,59}{20,83}$	$\frac{3,75}{0,00}$
Package design	$\frac{16,10}{25,00}$	$\frac{38,70}{33,33}$	$\frac{10,13}{16,67}$	$\frac{34,29}{25,00}$	$\frac{0,78}{0,00}$

the others. It was found that the number of stereotypes and their importance remained virtually unchanged throughout the study period [Table 7].

From Table 7, it follows that currently there are at least 14 stereotypes of public consciousness in Russia, which is consistent with the results of other studies on one or

more of the identified set of mentalities^[1,70-80]. According to the results of our expert survey, stereotypes of the Russian public consciousness have a different impact on consumer behavior (the maximum - the “Russian idea” and the minimum - the stereotype of “aggressiveness”), which must be taken into account when planning marketing activities of economic entities of the market. In this regard, we believe that when developing marketing strategies in the food market, it is necessary to focus not only on the stereotypes that are inherent in the Russian society as a whole but also on the stereotypes that belong to a certain consumer segment, for which a marketing

14 Respondents were asked to choose one of the criteria of importance for each of the determinants that make up the functional value of food products and determine the market choice.

15 The %-shares in the sum for each line give 100%.

16 Here and below the symbol: N – total number of respondents; n – number of obtained answers; K_k – Kramer (Cramer’s V) coefficient of correlation ; K_c – coefficient of concordance.

Table 7. Average data of expert characteristics of stereotypes of the Russian society in the 90 s, in 2000–2010 and in 2011–2018, according to the author’s research (N=350; n=289; $K_k=0.16$; $K_c=0.81$) and the problems of marketing of the food market caused by these stereotypes, in the author’s interpretation

The name and general characteristics of social stereotype influencing consumer choice when buying food products	Assessment of the influence of the stereotype when consumers buy food products ¹⁷ , in points	Food marketing goals (conceptual approach)
1	2	3
1. Stereotype of “Russian idea.” It has the roots of a 1000 years ago, actively revived since the late 80-ies. Basic values: God, Spirit, humility and long-suffering, love of neighbor, the elevation of all labor, gratuitousness of relations between people, conciliarity, Holiness, conscience, and statehood.	3.78	Promotion of interest in the traditions of national cuisine, religious, and ceremonial meal. The holding companies are stepping up the manifestation of patriotic sentiments in the society
2. Stereotype of religious pluralism. Has ancient roots originating in Christianity, Islam, Judaism, and other religions. Basic values: God, Spirit, commandments of the Son of God	1.20	Support of interest to traditions of Russian, Tatar-Bashkir, Jewish, and other kinds of local cuisines
3. Stereotype of collectivism. Has roots, originating in a peasant community; formed in the period of the Soviet Union. Basic values: Collectivism, the cult of the leader, social justice, work for the benefit of society, the primacy of public over personal, internationalism, etc.	2.00	Promotion of the purchase of food products of mass demand that took place under socialism
4. The stereotype of capitalist individualism. It has roots going to the West, formed in the 19 th century and is reviving at the moment. Basic values: Pragmatism, individual success, rationalism, and material well-being	1.60	Stimulation of purchase of various products of the wide range, including-expensive types of the food (delicacies) influencing creation of image of the successful business person having an opportunity of food in full compliance with rational standards and own preferences
5. The stereotype of the “American idea” or blind imitation of Western culture. It has roots going to the West; it was formed in the 19 th century and periodically appears in different forms in Russia. Basic values: The cult of consumption, preference for imported goods, oblivion of Russian national traditions	2.79	Campaigns to protest the spread of unpatriotic attitudes in society. Analysis of consumer preferences and finding ways to retain (expand) demand for the products of domestic producers through various methods of stimulation
6. The stereotype of the criminal-mafia sentiment in society. It was present in different types and doses always was noticeably manifested in the 90-ies of the twentieth century. Basic values: Vulgar pragmatism and hedonism, the cult of power, and authoritarianism	0.75	Encouraging the purchase of food that gives physical strength and is associated with the image of a self-confident person who knows a lot about sensual pleasures
7. Stereotype of aggressiveness. It was always existed, especially sharply manifested in the periods of social cataclysms. Basic values: Dominance of the struggle over consent, aggression in response to stress and infringement of basic human needs	0.65	Support for attention to cheap, affordable food for the general population, providing an edible vital minimum
8. The stereotype of the saturation of society with all sorts of myths. Historically, the national Russian tradition of belief in miracles has always existed, especially in times of social change. Basic principles: Belief in various miracles both in the social and political life of the country and in everyday life of the ordinary citizen	0.90	Activation of sales of food products associated with the maintenance of personal individualism, authority, as well as goods bearing the symbol of faith in miracles, talismans, amulets, etc., the use of lotteries, drawings, “gifts,” etc., measures to stimulate sales

(Contd...)

Table 7. (Continued)

The name and general characteristics of social stereotype influencing consumer choice when buying food products	Assessment of the influence of the stereotype when consumers buy food products ¹⁷ , in points	Food marketing goals (conceptual approach)
9. The stereotype of reducing the intellectual and moral level of the population. It is appeared during the collapse of the USSR and is present today. Basic principles: The feeling of having a high intellectual and moral level of individuals and a low level of society as a whole	1.50	Stimulating interest in two types of food products: 1. Allowing to maintain or improve physical fitness and health; 2. Mass market goods
10. The stereotype of the changing position of women in society. It appeared in the late 20 th - early 21 th century especially aggravated during the beginning of market reforms in Russia due to crises in the family, politics, and society. Basic values: Women have the right not only to equal education with men but also to an equal position in the family, management, politics, and society as a whole	1,10	Promoting interest in products that save time and increase the duration of work-free activities (various semi-finished products, ready-to-eat products, as well as stimulating eating in catering)
11. The stereotype of “we are not up to the luxury, the main thing - to stay alive.” It is always existed, especially sharply worsened in periods of social cataclysms. Basic values: Reduction of social claims to a minimum, the desire for basic survival	1,55	Support of interest in sales of goods, seasonal discounts, etc., marketing communication activities
12. The stereotype of social injustice. In one form or another has always existed, especially sharply aggravated during the transformation of the economy in Russia. Basic values: The deterioration of the situation of healthy, efficient, and highly skilled workers due to the crisis in the labor market	1.78	Support interest in food products, creating an image of self-confidence, as well as a sense of saturation and health. Implementation of flexible pricing policy, the use of a diversified product range
13. Stereotype of «uselessness» of pensioners in society. It appeared during the period of market reforms in Russia, especially aggravated in 2018, during the beginning of a new round of pension reform. Basic values: Social insecurity of pensioners, the feeling of a life lived in vain, the impairment of personal contribution, the fall of the social status of pensioners	1.95	Stimulating the purchase of products that support the illusion of youth and good health, as well as associated with high social status and self-confidence. The use of price discounts, the system of “gifts” and a diversified product range
14. The stereotype of waiting for a better life. It has always existed, manifesting itself in a more acute form during periods of social change. Core values: Support for economic reforms, patience and the expectation of a better standard of living that will come “tomorrow”	1.51	Stimulating admiration for new products that meet unmet needs

USSR: Union of soviet socialist republics

strategy is being developed. This should be taken into account when planning marketing activities of economic entities of the food market.

It should be noted that socio-cultural stereotypes are conditioned by the evolution of society and depend on the accepted in this society ideas about cultural values, therefore “it is important for marketers to understand

cultural values to create and adapt goods in accordance with the value ideas of consumers”^[46]. In this regard, we are interested in the results of Shiffman and Kanuck.

These results are concerned consumer’s opinion about the inherent values of American society and their correlation with the objectives of marketing. In particular, the results of this study suggest that there are at least 11 basic values in American society:

1. Achievement and success.
2. Activity, action.
3. Efficiency and practicality.
4. Progress.
5. Material comfort.

17 The impact of the stereotype when consumers buy food products was assessed by experts on a 5-point system, based on the assumption that 5 points corresponds to the maximum impact of the stereotype that encourages the consumer to buy food products, and 1 point – the minimum impact on the market choice of the buyer.

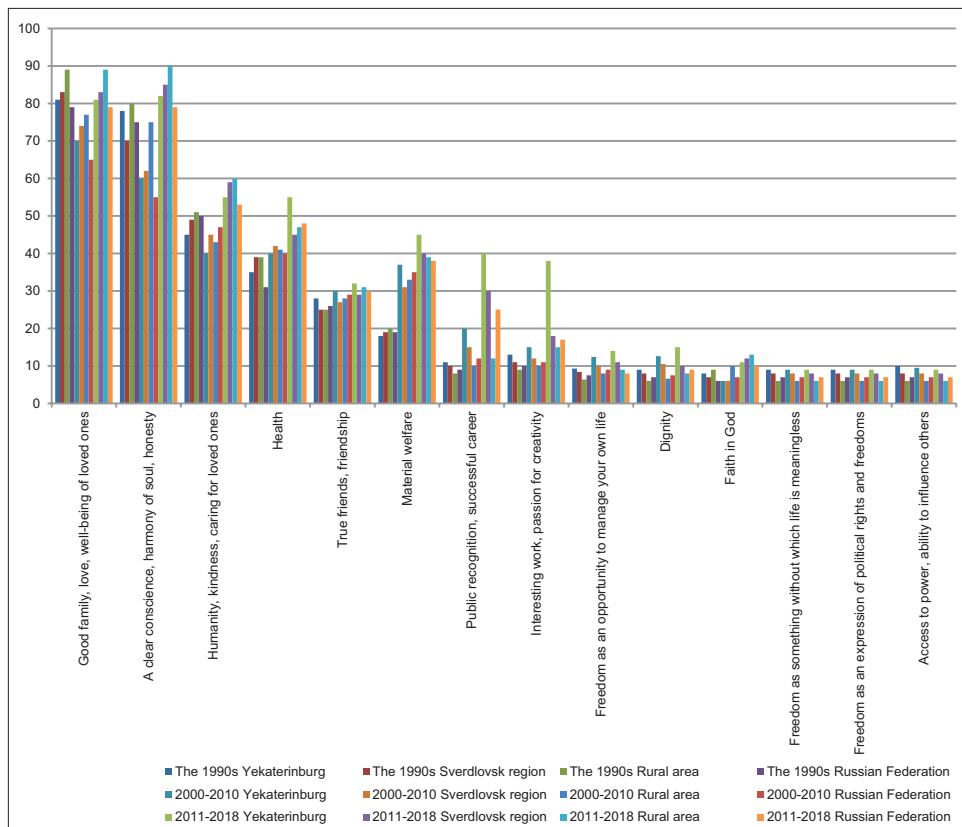


Figure 3. Hierarchy of values of the Russian Federation population, rural population, Yekaterinburg and Sverdlovsk region population in the 90s, in 2000–2010 and in 2011–2018, according to the author’s study (N=18 668; n=16 757; $K_k=0,21$; $K_c=0,79$)

6. Individualism.
7. Freedom.
8. External subordination (social group stereotype).
9. Humanism.
10. Youth.
11. Maintaining shape and health.^[46, p. 424]

These values have verbal consumer characteristics and are actively used by marketing for the formation of commodity policy to maximize the satisfaction of the needs of consumers. From the point of view of our research, the value of “maintaining shape and health” has special interest, which is directly related to the use of food products and the objectives of food marketing in this regard.

The study of the Russian society values, its stereotypes in modern conditions is very relevant not only from the standpoint of marketing but also to adjust the process of radical economic reforms. As noted by Kelasiev currently it is “violated the usual mechanisms of human adaptation to the social environment. There is breaking for various stereotypes, patterns of behavior”^[80, p. 161]. All this ultimately leads to a change in the social standards of individuals^[71]. The basic values of Russian consumers that we have identified must first be taken into account when promoting and marketing food. In other words, when writing texts of

advertising appeals, it is necessary to appeal more often to the concepts of family, love, and well-being of loved ones, and when developing measures to stimulate sales - to observe the basic principles of decency. In addition, our data suggest that Russian consumers have a predominantly non-economic mentality, which is consistent with the results of studies by other authors^[70,77,81-84]. We believe that the presence of non-economic mentality among Russians sets the task for marketers of priority research and a deeper understanding of the value system that determines the market choice of the consumer.

2.3.1.3 The emotional value of food products

It is, in our opinion, perceived by the consumer the degree of satisfaction of the need for emotions derived from eating.

Based on the results of the expert survey, we found that the need for emotions obtained from eating consists of functional, hedonic, substitution, and associative needs. From the point of view of this study is important, what is the impact on the market choice of the consumer of these determinants [Table 8].

The results of our study show that the emotional component is very important for the consumer, and

Table 8. Average data of the expert characteristics of the determinants of emotional value and evaluation of the influence of determinants on consumer choice of food products in 1998–2018, according to the author’s research (N=345; n=297; $K_k=0,15$; $K_c=0,83$)

Name the components of emotional value determinants that cause the degree of satisfaction of needs in the emotions received from food intake	Assessment of the influence of determinants on consumer choice of food products ¹⁸ , in points	Objectives of food marketing (conceptual approach)
1	2	3
1. Functional value, or value due to functional emotions	4.50	Focusing on the emotions of joy, pleasure, happiness, and satisfaction caused by the quenching of hunger during advertising and sales promotion of products. For example: “You are full - and you are happy;” you ate - and satisfied;” “you are hungry - eat our product, and you will be in perfect order,” etc.
2. Hedonic value, or value, conditioned by the emotions of pleasure	3.25	Attracting attention to receive emotions of pleasure due to both physiological saturation and aesthetic factors (beauty of shapes, colors, serving, etc.) During advertising and sales promotion of products. For example: “Food is a delight, delight in taste and aroma;” “a beautiful dining table is a delight, a delight to see, breathe and feel,” etc.
3. Substitution value, or value due to substitution emotions	2.15	Emphasizing in advertising and sales activities, as well as pre-and after-sales service the presence of emotions that make up for the absence or lack of emotions of a different order (compensation for loneliness, fear, uncertainty, etc.). For example: “Eat our product - and you will forget about your sorrows and worries;” “eat only the products of our company - and you will not be alone: We care about you and your health,” etc.
4. Associative value, or the value due to the associative emotions	2.40	Focusing on advertising and sales activities, as well as pre-and after-sales service on the emotions caused by the relationship with the subjective perceptions, feelings, and ideas. For example: “This chocolate is like the girl of your dreams;” “it was champagne at your table in the best night evening...,” etc.

the greatest role in consumer choice is played by functional and hedonic emotions. Our data on the impact of emotions on the market choice of the consumer confirm with the research of other authors^[24,27,41,53,56,85] on the importance of irrational factors of choice of the consumer and allow us to argue about the need to use the results in the marketing activities of firms, and above all - in advertising and other methods of sales promotion.

2.3.1.4 Cognitive (information) value of food products

It is, in our opinion, perceived by the consumer the degree of satisfaction of the need due to the ability of the product

18 The influence of the determinants of emotional value on consumer choice when buying food products was estimated by experts, based on the assumption that 5 points corresponds is the maximum influence of the determinants when buying products, and 1 point – the minimum impact on the market choice of the buyer.

to satisfy curiosity, the desire for novelty, knowledge, and other information. It is important to emphasize that information “like any product, must meet the needs of all quantitative and qualitative parameters-from content and objectivity to design’s”^[86, p. 46-52]. However, in the literature available to us, we have not found a description of the cognitive value of food products. That is why we turn to the work of American experts in the field of consumer behavior in the consumer market. Hence, James *et al.* claim that from a position of marketing it is expedient to allocate three main moments of consumer knowledge: “Product knowledge, purchase knowledge, and usage knowledge”^[56, p. 338]. In other words, there are three aspects of consumer knowledge: (1) Product information, (2) information about the place and time of purchase, and (3) information about the possibilities of using the product.

Product information is a collection of many different types of information, which includes the following four

factors: (1) Awareness of the category of goods and brands within the product category; (2) knowledge of commodity terminology; (3) knowledge of the attributes of the goods; and (4) general information about the product category and features of individual brands of goods^[56, p. 338].

It should be noted that in accordance with article 10 of the Law of the Russian Federation "On consumer protection"¹⁹ information on food products must necessarily contain:

- The name of the technical regulations or other established by the legislation of the Russian Federation on technical regulation and the designation testifying to obligatory confirmation of conformity of goods;
- Information on the main consumer properties of food products:
 - Composition (including the name of food additives used in the manufacture of food products, biologically active additives, and information on the presence in food components obtained with the use of genetically modified organisms, if the content of these organisms in such a component is more than nine-tenths of a percent),
 - Nutritional value,
 - Appointment,
 - Conditions of use and storage of food,
 - Methods of making ready meals,
 - Weight (volume),
 - Date and place of manufacturing and packing (packaging) of foodstuff,
 - Contra-indications for their application at separate diseases;
 - Shelf life of products;
 - Price in rubles per unit of product,
 - Address (location), brand name (name) of the manufacturer (contractor and seller), authorized organization or authorized individual entrepreneur, importer.

Accordingly, since information affects consumer market choices, "marketers should be most interested in consumer knowledge of the brands of goods offered by firms and their competitors"^[56, p. 339].

The second component of consumer knowledge - information about the place and time of

purchase of goods - is due, according to marketers opinion^[10,56,87,88], market characteristics such as: (1) Number of alternatives (supermarkets, street stalls, home sales, pre-orders, through sales agents, etc.); (2) level of prices and their dynamics over time; (3) concentration of shops; and (4) availability and reliability of the information provided by advertising, at the point of sale, sales staff, as well as available on the labels (packaging) and offered by consumers who already have experience in using this type of product, and finally, from independent sources.

The third component of consumer knowledge - information about the possibilities of using the product, which involves, first, information about the direct use of the product, and secondly, data on the different ways or situations where the product can be used. In this regard, a typical example is the advertising campaign for the sale of olive oil by the famous American company "Bertolli USA." The Director of the Marketing Department of this company, Michael Besso, claims that in 1993 the company managed to make a significant profit by changing the advertising strategy: "We said before: "Who eats well, he lives happily ever after." Today we use recipes and photos of ready meals to show people that they can cook it using olive oil"^[89, p. 8]. To date, this experience has been widely used everywhere.

As for Russia, the information about food products for consumers is still not only asymmetric but also insufficient to be sure that the consumer is fully satisfied with the available information about the product of interest to it and how to use it. This is said not only by the research data of various marketing agencies²⁰ but also by the materials of the official bodies of quality inspection²¹ over the past few years.

At the same time, the importance of information (about the product, place, and time of purchase, as well as about the possibilities of using the product) and its role in consumer choice are quite high, which is confirmed by the results of our survey of experts and consumers [Table 9].

Our results suggest that marketers have an extensive field of activities to attract the attention of specific groups of consumers to the best, in the presentation of this segment, categories, and brands of food products.

19 The law of the Russian Federation from 07.02.1992 N 2300-1 (as amended from 04.06.2018) "On protection of consumer rights".

20 For example, research data of the companies, such as: CONCOL, MegaResearch, BCI-marketing, etc.

21 For example, these sites: <http://rospotrebnadzor.ru/> <http://obrnadzor.gov.ru/ru/>.

Table 9. Average data of the expert characteristics of the determinants of cognitive (information) value and assessment of the influence of determinants on consumer choice of food products in 1998–2018, according to the author’s study (N=490; n=477; K_k=0,19; K_c=0,81)

The name of the determinants of cognitive value food product	Rank of importance in the consumer choice, score ²²
1. Information about the product, including:	3.55
Awareness of the product category and brands within the product category;	4.65
Knowledge of commodity terminology;	2.40
Knowledge of attributes, specific features, characteristics of the goods;	3.60
2. Information about the place and time of purchase, including:	3.36
The number of alternatives in the trade;	2.90
The level of prices on the market;	3.90
Concentration of stores;	3.05
Availability and accuracy of information;	3.60
3. Information about the possibilities of using the product, including:	4.22
Information on the direct use of the product;	3.80
Information about the different ways or situations in which this product can be used;	4.00
Information on the terms of use	4.85

Table 10. Average data of the expert characteristics of the determinants of relative value and evaluation of the influence of determinants on consumer choice of food products in 1998–2018, according to the author’s research (N=250; n=224; K_k=0,17; K_c=0,79)

Name of determinant of the relative value of food product	Rank of importance ²³ in the consumer choice, score
“Reasonable” (causal) value of the product, i.e., due to holidays, season of the year, and change of weather	3.55
“Variable” value of the product, i.e., due to the lack of the necessary product or addition to it at a certain time	2.40
“Public” value of the product, i.e., due to the prestige and image of certain brands	2.73

2.3.1.5 The relative value of food products

Represents, in our opinion, the degree of satisfaction of the need perceived by the consumer due to the special situation due to which the market product acquires

functional or associative value.

We believe that the relative value of food takes place in the following cases:

(1) when the need for this type of product is due to holidays (national, state, or individual), the season of the year and emergency cases (unexpected arrival of guests, sudden change in weather, etc.); (2) when the need for this type of product can be replaced or supplemented by another type of product; and (3) when the need for this type of product relates to the prestige and image of certain brands. Our position on this issue is consistent with the data of other authors concerning the study of consumer goods markets^[3,4,10-12,43,57] as well as the results of our expert survey [Table 10].

It is obvious that the relative value of food products should also be taken into account in the promotion and marketing of food due to “special” situations.

2.3.1.6 The representative value of food products

Represents, in our opinion, the degree of satisfaction of the need perceived by the consumer due to the availability and accessibility of the desired product.

It should be noted that the above-mentioned value was particularly topical in Soviet Russia, as many products were known to be scarce and inaccessible to the general public. During the transition to the market and in the realities of today, the representative value of food products does not reduce its value, because, as practice shows, a wide range of products on the shelves does not speak about the depth of the range and does not mean that all the current consumer needs of the target market are represented by available goods.

It should be noted that literature available to us contains limited information about the representative value of consumer goods. Thus, Del *et al.*^[90, p. 478] notes in his study that there are five situational factors affecting the satisfaction of the representative value of goods. We have not found any other works related to the study of the representative value of consumer goods.

22 The influence of cognitive (informational) value determinants on consumer choice when buying food products was estimated by experts, based on the assumption that 5 points corresponds to the maximum influence of determinants when buying products, and 1 point – to the minimum impact on the market choice of the buyer.

23 The influence of relative value determinants on consumer choice when buying food products was assessed by experts, based on the assumption that 5 points corresponds to the maximum influence of determinants when buying products, and 1 point – to the minimum impact on the market choice of the buyer.

Table 11. Factors affecting satisfaction of the representative value of goods

List of factors in the case of Del <i>et al.</i> ^[190, p. 478]	List of factors according to the results of our food market research ²⁴
1	2
1. The consumer has enough time to search for the product of interest; 2. The consumer awareness of the need for this purchase for themselves;	1. Consumer awareness of the need for this purchase; 2. Availability of the desired product in the first store on the way; 3. The amount of time needed to find the desired product; 4. Availability of time necessary for the consumer to search for products; 5. The degree of pleasure from the contemplation of the consumer, the
3. The degree of pleasure from contemplating the surroundings that consumer need to cross in search of the point of sale of the desired product; 4. Presence or absence of the pleasant company helping to carry out joint search of goods; 5. The physical energy and mental ingenuity of the consumer, aimed at finding the necessary goods.	6. surroundings that must be crossed in search of the point of sale of the desired product; 7. The presence (absence) of good company, make it easy to find the desired product; 8. The presence (absence) of consumer's own car to search for the product; 9. Convenience of public transport routes to search for the necessary product; 10. The cost of taxi driver services and the desire to pay the assigned amount for taxi services to find a store with the desired product; Physical energy and mental ingenuity of the consumer, aimed at finding the necessary product; 11. Motive that encourages the consumer to carry out and continue to search for the missing product, <i>ceteris paribus</i>

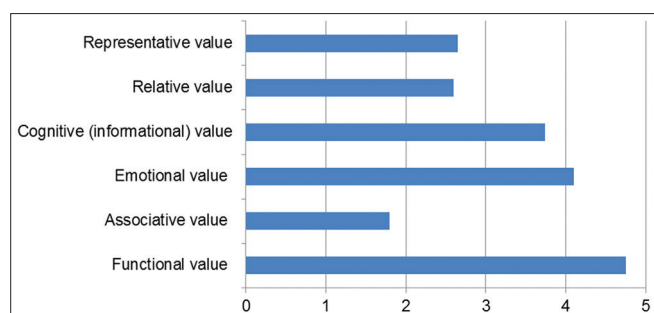


Figure 4. Distribution of determinants importance ranks in a 5-point scale (5 - max, 1 - min assessment), constituting a SV and determining consumer choice of food products, in points, according to the results of consumers and experts surveys conducted by a team of authors under our leadership in 1998–2018 (N=2300; n=2283; $K_k=0.21$; $K_c=0.79$).

However, the results of our expert survey show that the representative value of food products when the Russian consumer makes a market choice consists of at least 11 factors [Table 11].

We are convinced that the factors affecting the representative value of food products should be taken into account not only in the organization of retail trade but also in marketing strategies for the promotion and marketing of food. It is obvious that this issue requires further and more in-depth special research, which is not included in the objectives of our study.

²⁴ According to the results of the expert survey in 1998-2018, according to the author's research (N=250; n = 224; $K_k = 0,17$; $K_c = 0,79$).

Taking into account the above, we conducted an expert survey, which resulted in information on the ranks of the importance of determinants that make up the SV and determine consumer behavior in the food market [Figure 4].

These results should be interpreted this way. The consumer in the market of food products is guided by the choice of purchase, first of all, the following attributes:

1. Functional value - organoleptic/sensory characteristics (taste, color, smell, appearance, and consistency) and chemical composition, nutritional value of products;
2. Emotional value - positive emotions derived from the purchase and consumption of food;
3. Cognitive (informational) value - information illustrating the quality indicators, environmental cleanliness, and safety of the product (knowledge of brands, including), as well as information about where and when, at what price and how you can buy the desired product.

In other words, the data in Figure 4 show that functional, emotional, and cognitive (informational) determinants have the greatest impact on consumer choice.

At the same time, our research shows that depending on the specifics of the product, the values of the ranks of the importance of determinants in the value system differ. Thus, the study of the market of OFP (further - OFP) shows that when choosing and buying these products, the consumer is guided primarily by the following components of the value system, in descending order: (1)



Figure 5. Distribution of determinants importance ranks in a 5-point scale (5 - max, 1 - min assessment), constituting a system of values and determining consumer choice of organic food products, in points, according to the results of consumers and experts surveys conducted by a team of authors under our leadership in 2015–2018 (N=1235; n=1221; $K_k=0.17$; $K_c=0.79$)

Functional value, (2) representative value, (3) cognitive value, (4) associative value, (5) emotional value, and (6) relative value [Figure 5].

This suggests that OFP are products of a special kind, the purchase of which the consumer is concerned primarily with the nutritional value (functional and cognitive determinants) and the availability of the product at the point of sale (representative value). All other values are significantly behind the previous three. The data obtained by us on the peculiarities of consumer behavior in the market of organic products do not contradict the results of studies of Russian and foreign scientists and practitioners in the market of OFP^[91-94].

Summarizing the above, the following should be noted. Since the third component of the category “need for food products” – “need for market goods”- determines the behavior of the consumer in the food market in accordance with the specific SV inherent in this society, the category “need for food products” (as a stimulating motive for consumption in market conditions) also determines consumer choice in accordance with the same SV. The structure of the category “need for food products” is shown in Figure 6.

The data obtained by us on the peculiarities of consumer behavior SV do not contradict the results of studies of other researches^[17,35,45,53,56,57,60,90,93,95-98]

2.3.2 The relationship between the value system of the consumer and the complex marketing of food products

The volume limit of this article does not allow us to present the results of our research in detail. Nevertheless, we consider it necessary to note that in our earlier study^[67], it is described in detail on the example of OFP, as a step-by-step use of the author’s methodology makes it possible to link the system of consumer values and the complex of marketing of food products and reach the TA

of consumers. In other words, the application of known methods:

- 1) Monographic desk research;
- 2) The method of building a “comprehensive portrait of the consumer,” developed by us in relation to the market of food products and supplemented by research on the market of organic food;
- 3) Research methodology of the marketing mix developed by Lagutina (under our direct supervision)^[99];
- 4) An alternative model building strategy Michael Treacy and Fred Wiersema^[100] – “three value criteria;”
- 5) The ideal model of targeting, or a model of the relationship between the marketing-mix and the complex portrait of the consumer in the market of OFP (author’s development) - allows to us to develop a “sign model” of targeting, i.e., a model of the relationship between the marketing-mix and the complex portrait of the consumer; compare the level of actual and expected level of marketing mix and strategic value criteria.

As a result, it is revealed that if for traditional food is very important to establish production and trade operations and lower prices, for organic food is the main high quality of the product; at the same time-building trust with customers is important for both segments of the market [Figure 7].

For this model to be implemented from theoretical and methodological abstraction into a working tool, it is necessary to compare the level of actual and expected level of marketing-mix and strategic value criteria. In this regard, we conducted an expert survey, as a result of which it was revealed (on the example of a real business unite - personal subsidiary plot (smallholders) (PSP) “Bobrovsky” Sverdlovsk region), that this organization has a high degree of coordination between the quality of the product and the strategy of “product superiority,” and also has a trusting relationship with the TA of consumers. At the same time indicators such as sales locations, advertising, and operational performance require further improvement [Figure 8].

This requires a detailed analysis of each element of targeting, taking into account the characteristics of the external and internal environment of the economic entity of the market, followed by the development of

25 The study was conducted in 2016-2018, together with Olga A. Ruzshitskaya.

26 The study was conducted in 2016–2018, with Ruzshitskaya.

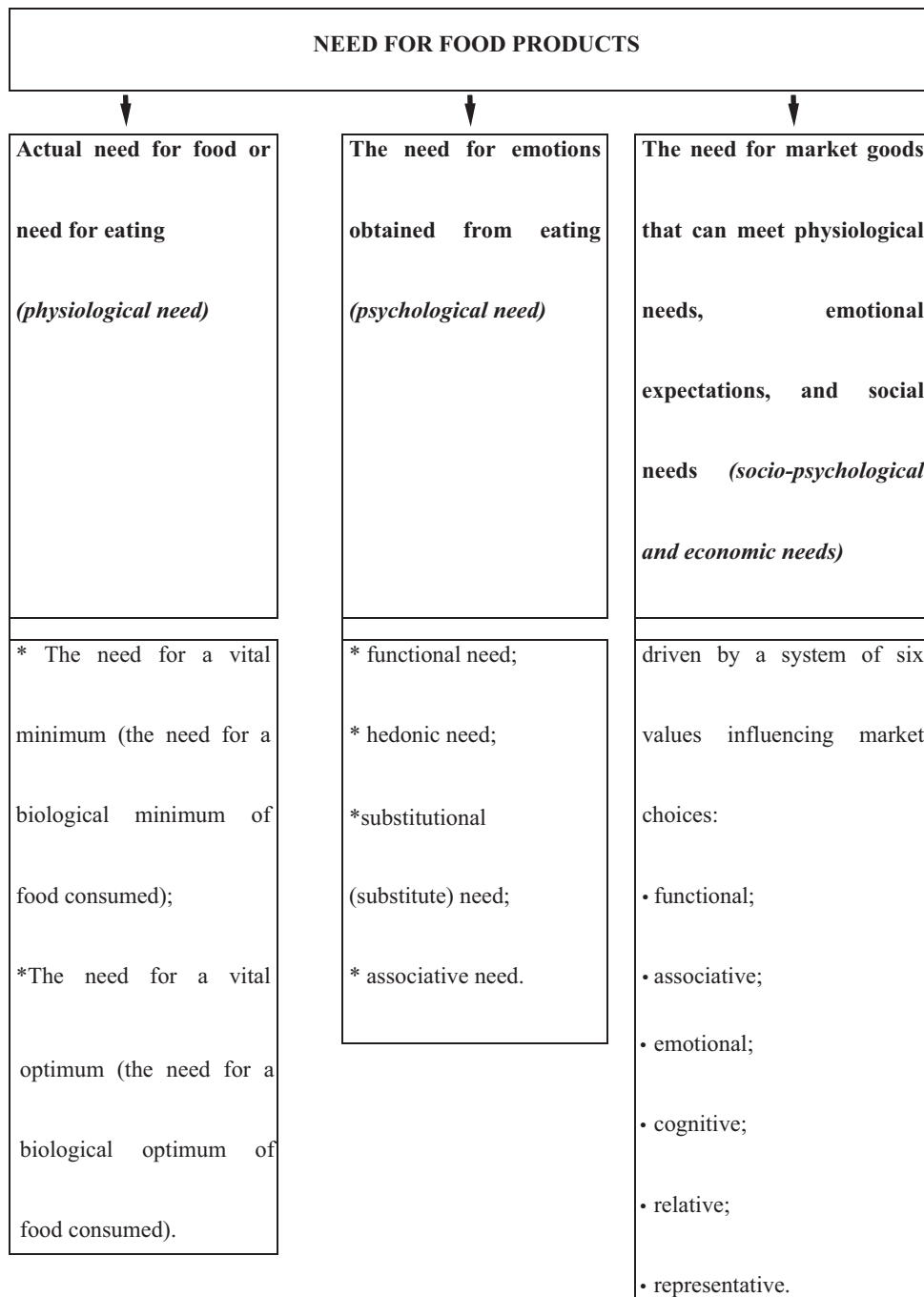


Figure 6. The structure of the category “need for food products” in the marketing system, according to the author’s hypothesis

a step-by-step plan (program) of marketing activities of the organization, indicating available resources, responsible executors, and terms of implementation of the program.

The use of the author’s research methodology allows to increase sales by an average of 25–35% due to better identification of the TA needs and a clearer argument of their needs in the implementation of marketing communications.

3 Conclusion

On the basis of the interdisciplinary analysis, the author conducted a study of consumer behavior based on value approaches. It is shown that in literature available to us the study of the types and standards of consumption, the description of socioeconomic and psychological portraits of the modern consumer is very reduced and asymmetric. The author has not found a systematic

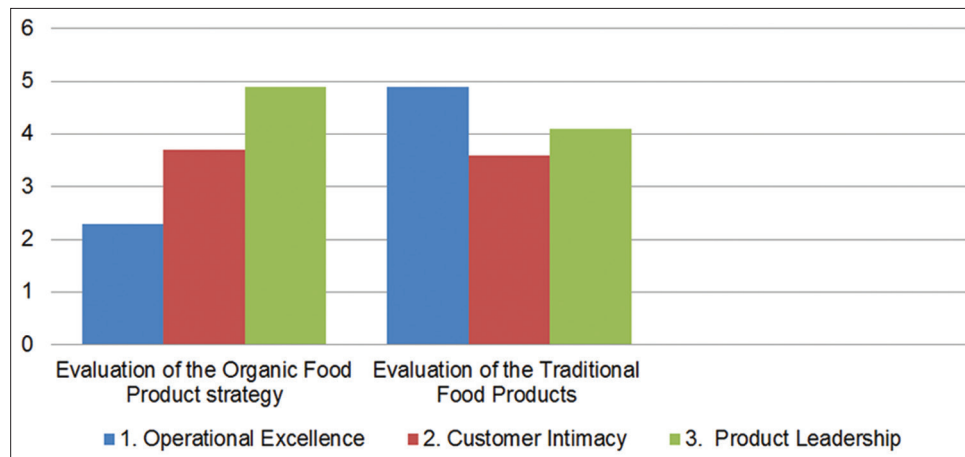


Figure 7. Distribution of ranks strategies on the basis of the “three criteria of value” for the traditional and organic food products²⁵, in points, with 5 being the max score and 1 - min (N=110; n=109; $K_k=0.18$; $K_c=0.84$)

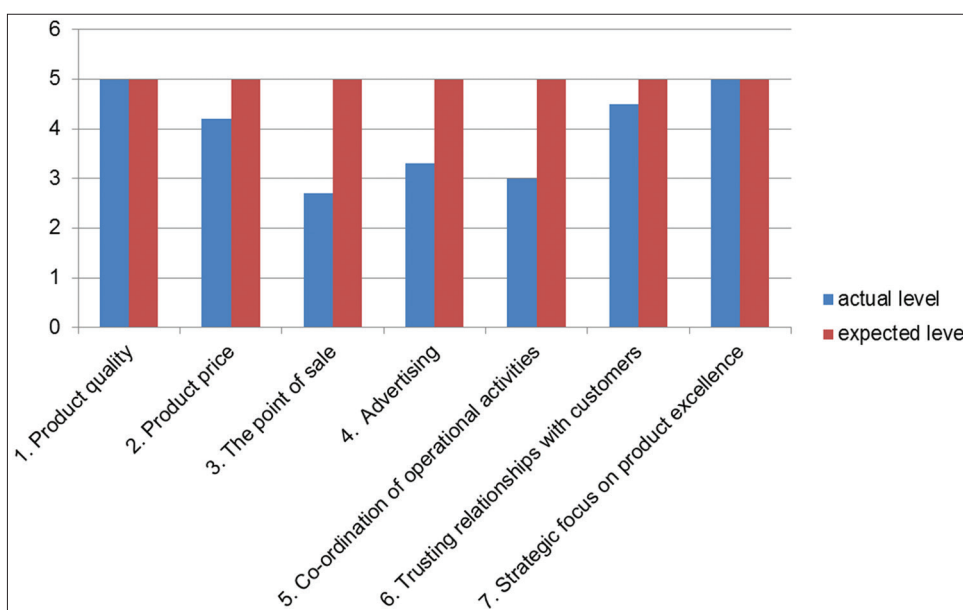


Figure 8. Distribution of ranks²⁶ of elements of the target normalized example, cream 40% fat produced in PSP (small holders) “Bobrovskiy,” in points, with 5 being the max score and 1 - min (N=110; n=107; $K_k=0.19$; $K_c=0.82$)

application in mass research of value approaches in the description of the market choice of consumers in the markets of food products. Furthermore, it is revealed that at the moment there is a change of forms of work with consumers of economic entities of the market, including - change of formats of trade and emergence of new types of the commercial organizations and forms of service. Given that at the moment Russia, like many countries, is in a changing model of consumer behavior, the study of theoretical and practical aspects relating to the characteristics of consumer choice of food products is especially important.

It was made the review of the results of the 20-year study in the author’s interpretation of the SV that determines the market behavior of consumers in different markets of

food products (including organic products). The scientific novelty of the study was the following results:

- a) The author’s interpretation of the needs for food products, as consisting of three components: (1) The actual need for food (physiological need); (2) the need for emotions obtained from eating (psychological need); (3) the need for market products that can meet the physiological needs of emotional expectations and social needs (sociopsychological and economic need);
- b) Interdisciplinary approach to the study of consumer behavior that led to the author’s interpretation of the value of the research methods outlined in the works of Sheth *et al.* (a and b), extended and supplemented in the study of Galina (1998);

- c) In the future, this working tool was named “Shet-Newman-gross-Astral method” and successfully tested in various markets of consumer goods and services in Russia over the past 20 years;
- d) Development of the AWT concerning the method of questionnaire development, analysis and interpretation of the questionnaire results to determine the components of the value system that determine the consumer choice, which allows to establish a correspondence between the answers to the questionnaire questions and a specific component of the marketing mix (product, price, distribution channel, and promotion), or-correspondence between the answers to the questionnaire and the “portrait” of the consumer;
- e) Identification of the fact that the importance of components in the SV, according to the results of research, is different for different food products. This allows you to more clearly simulate the behavior of the consumer in the development of a marketing mix (“4P”) and develop a marketing strategy based on targeting;
- f) Shows the relationship between the value system and the marketing mix (for example, organic food), which is based on a set of factors:
- A comprehensive portrait of the consumer and the allocation of the TA,
 - Attributes of quality, product characteristics that meet the needs of the TA;
 - Perceived by the economic entity of the market of OFP and the consumer value of goods and prices of competitors;
 - Features of the distribution channel that meet the needs of the TA;
 - Effectiveness of promotion methods that meet the needs of the TA.

The work is not only of theoretical and methodological importance but also of practical value, as it allows economic entities to competently manage the complex of marketing communications and, ultimately, receive the planned volume of sales of food products in specific TAs. The use of the author’s research methodology allows:

- a) To make a comprehensive portrait of the TA of consumers, to develop a social standard for the consumption of various food products;
- b) Increase sales by an average of 25–35% due to better identification of the TA needs and a clearer argument of their needs in the process of developing a marketing mix and implementing marketing communications.

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5 Conflicts of Interest

None.

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