

# Monitoring Consumer Behaviour in the Food Market in the Krasnoyarsk Region of Russia

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**Abstract.** The article analyses the situation on the food market of the Krasnoyarsk region in Russia, in order to identify the factors that have the most significant impact on the behaviour of buyers. The results of marketing research conducted on the food market are also presented. The study analyses such indicators as people's attitude to certain food products, what place in their budget is occupied by the purchase of food products, how they are satisfied with the range of products presented, what forms of trade people are preferred and why. It was also necessary to identify their assessment of the quality of products, find out how their financial situation changes and how it affects the purchase of food products, whether they feel protected in the food market, how they relate to certain producers, on what grounds they give their preference, what they think about the service and convenience of purchasing products in the food market. The analysis of these factors allows us to identify trends in the development of the food market and make timely recommendations for its further development.

## 1 Introduction

The agricultural sector of the economy is one of the most important, and often the determining factor in ensuring the stability of society, its well-being, confidence in the future, and the health of its members. Since the market, including the food market, is a constantly changing structure, the need to track changes in it is most actual. Currently, the situation in the food market is changing at an accelerated rate [1,2]. The behaviour of consumers in this market is influenced by many factors related to the situation in the region, as well as in the country and the world as a whole. This study attempts to analyse the situation on the food market in the Krasnoyarsk region of Russia and identify the factors that have the most significant impact on the behaviour of buyers [3]. The economic situation in the country at this time is not stable and bears the features of a crisis. To understand the underlying factors that affect customer behaviour, we need to consider the current situation in more detail.

The purpose of this study is to analyse the current market situation in the food market of the Krasnoyarsk region, identify the factors that affect most significantly the behaviour of buyers, and offer tools for adapting to modern market conditions [4,5].

## 2 Materials and methods

A set of economic methods was used to solve the research tasks: monographic, analytical, economic and statistical, content analysis, and causal research. The identification of factors affecting the market situation and changing customer behaviour was based on the

study of static material, conceptual documents for the development of the market strategy in the region under consideration. Confirmation of the conclusions and results of the study was based on the study of Russian and foreign scientists' works on the development of market relations.

## 3 Results

As a result of achieving the research goal, a set of measures to improve the food market in the Krasnoyarsk region of Russia was proposed [6,7].

The analysis of the food market in the Krasnoyarsk region revealed some problems specific to this market. Among them, buyers highlight the following:

1. Presence of falsified products on the food market;
2. Poor management and marketing due to lack of experience;
3. Presence of falsified products on the market;
4. Low level of service in the food service
5. Insufficient range of products;
6. No guarantee of product quality, especially semi-finished products;
7. Undeveloped infrastructure of the market.

The low-income segment is gradually expanding, which has been declining over the past few years, according to research. Many of the respondents noted that they feel a certain nervousness, because they do not see ways to overcome the crisis, are not sure about saving their jobs, saving their money (only 43% of respondents have savings), the stability of the ruble exchange rate, and people are afraid of a further decline in the level of per capita income. (61% of respondents

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noted in the questionnaires that the share of spending on food increased in the family budget by an average of 15%) [8,9].

The people interviewed in the study showed that:

- 0.90% of respondents do not always have enough money even for food;
- 16.1% of respondents have enough money for food, but even buying clothes and paying for housing services causes certain difficulties.
- 52% of respondents have enough money for food, clothing, housing, but the purchase of durable goods (complex appliances, furniture) becomes a problem;
- for 24% of respondents, buying food, clothing, housing and utilities, purchasing durable goods is available; and buying car, apartment, or cottage is problematic;
- 4% of respondents said that they have enough money for everything.
- 73% of respondents reported that they felt their financial situation had deteriorated.

The vast majority of respondents try to save on food and develop for them different ways to save money, the most common of them are:

1. Trying to find stores with cheaper prices for familiar products, this method is chosen by 39 % of the surveyed;
2. Waiting for the time of the discounts, this is used by 9% of respondents;
3. Buying products in large volumes, this is used by 4% of respondents;
4. Search for products of cheaper brands, this is typical for 24% of respondents;
5. 24% of respondents prefer to buy products in smaller quantities and less frequently.

It should be noted that the number of people who have to refuse expensive products, such as expensive fish, caviar, smoked meat, expensive sausages, expensive confectionery, coffee, expensive alcoholic beverages, fruit, etc., is gradually increasing. In 2019, there were 23% of such buyers, and in 2020, 32% of respondents say that they did such a refusal [10,11].

Since the economy segment in the Krasnoyarsk region tends to increase, the food market should respond with the expansion of trade enterprises in the "low price store" format [6,8]. And, despite the fact that there are many such stores, this trend will continue in the near future. Stores in this format have their own characteristics, such as:

1. Low price mark-up on goods (usually from 10 to 15 %);
2. A lot of money is not spent on the design of trading halls;
3. The product range is quite narrow and it contains about 50% of own brand products;
4. Buildings for such stores are selected with a minimum rent;
5. Advertising prices are low.

Currently, the trend of creating discounters extends even to such retail businesses as pharmacies and beer stores. Some stores reformat their operations to meet market requirements.

In this research, the goal was to analyse as many factors as possible that affect the food market and change the behaviour of customers in it during the crisis,

in order to put together a complete picture. In this regard, it is necessary to analyse how the market picture is formed in the mind of consumers, who and what influences the formation of consumer perceptions [12,13,14].

To do this, it is necessary to understand from which sources buyers take information about the market. This question was also included in the developed questionnaire. As a result of the responses received, it was found that for a significant part of the population (68%), the main source of information is television, although the role of this communication tool has decreased by about 15% compared to 2018. In addition, about half of these respondents noted that they also use the Internet to obtain information.

24% of respondents use the Internet only, usually young people. However, about 67% of respondents use the Internet together with other means of communication. In interviews, people say that they trust more information received from the Internet than they trust information received from television channels. A significant portion of the population still takes information from newspapers (34%). Together with official sources of information, people actively use information received from their relatives, and friends (70 %), although such information is often distorted due to repeated transmission. In our opinion, it is the Internet information that is most appropriate to use for forming relations between different subjects of the food market [15,16].

## 4 Discussion

In general, the food market in the Krasnoyarsk region is affected by the same factors that affect the country's economy as a whole [17,18]. However, this market has a number of features, for example, a specific product that includes part of agricultural raw materials, products of the food industry, products of the food service, and food products of imported production. This market offers products that meet the physiological need for nutrition. Consumption of goods is not affected by fashion, but is affected by climate, geography, and national traditions. The volume of products consumption is more dependent on the norms and culture of consumption than on money, the products of this market are the closest to the consumer. This market is affected by the structure imperfection of the agricultural sector and trade, the lagging processing industry, high cost, and a worse price-quality ratio than imported products [19,20,21].

The economic crisis, both in the country as a whole and in the regions, is usually characterized by financial instability, which leads to the closure of some enterprises and often to a reduction in production volumes. Also, it should be noted that the production relations are violated, it leads to greater reductions in investment and deterioration of the investment climate overall; the business shrinks, incomes are reduced, people experience psychological imbalance; unemployment is increasing, and the population's debt burden is increasing. If we also analyse the difficult demographic

situation in the country, it becomes obvious the severity and relevance of the problem. The demographic situation in the country further aggravates all these phenomena.

These negative trends are fully characteristic of the food market in the Krasnoyarsk region. The decrease in investment inflows will have a negative impact in the future, as it is the development of science, production, and new jobs. In the region, there is now a slight decrease in employment. Per capita income is not high compared to some other regions. Marketing research of the food market is carried out on a regular basis, which allows monitoring changes in consumer behaviour and makes it possible to track trends in the food market of the Krasnoyarsk region [22,23]. In our research, we try to find out people's attitude to certain food products, to identify their assessment of the quality of products, to find out how their financial situation changes and how it affects the purchase of food products, what place in their budget is occupied by the purchase of food products, whether they feel protected in the food market. We are also interested in how people relate to these or other producers, on what grounds they give their preference, what they think about the service and convenience of purchasing products on the food market, how they are satisfied with the range of products presented, what forms of trade and why they prefer.

Research shows that the average income level is officially about 43 thousand, although people estimate their real income in a lower amount, it is low in families with children, students and pensioners. This situation affects the change in consumer behaviour, forcing customers to choose products of lower quality, sometimes substitute. Thus, motivations to produce high quality products disappear. Constant monitoring of the situation on the food market is particularly important during the period when the system of sanctions is applied to our country. The population of the country, despite the sanctions, must be fully provided with the necessary food, which is a vital necessity.

The crisis makes its own adjustments to the behaviour of customers, changes their preferences, habits, and lifestyle. People have become more likely to choose "simpler" products, i.e. they move to a different price segment, choose cheaper brands, manufacturers whose products are cheaper, and wait for promotions and discounts.

Low prices in such stores are usually formed by selling products of unknown brands, products of low-price segment, low level of service, low rent, minimum number of staff and the simplest and cheapest equipment.

## 5 Conclusion

The food market structure is so complex and multifaceted that it can be considered as an independent branch of the national economy [24,25]. There are still many problems in this industry related to the further development of market relations. This includes the lack of marketers and managers who are professionally trained to work in the food market, the imperfect market

infrastructure that does not allow full interaction with transport, banking, wholesale and other enterprises, the poorly established links between producers and consumers, the lack of information about the market and products, and the lack of consumer protection.

Since the research has shown that people are concerned about the presence of goods falsification in the food market, it is necessary to increase protection against them for consumers. In our country there is the law "On protection of consumer rights" and a society of consumers, but their activities often formal and real help the consumer receives and is forced to solve their own problems, but his victory in the struggle against manufacturer unlikely.

In this regard, it is necessary to raise awareness of both commodity experts and consumers about the methods of goods falsification and methods of its detecting, to ensure that products are checked by experts in case of the slightest suspicion of its falsification or poor quality. There is almost no control over the presence of radioactive contamination, the presence of GMOs, and various chemical compounds that are harmful to health. In the food market, this work is especially necessary because food consumption is related to the health and life of the population.

The global process of globalization also affects the food market. On the one hand, these are new opportunities for developing needs and improving the quality of life, but on the other hand, this is an increase in threats, since it makes the country dependent on transnational corporations.

Thus, as a result of the conducted research, it makes it possible to present the market situation in the food market of the Krasnoyarsk region and make some conclusions:

1. Food products presented on the food market require a more scrupulous quality assessment. To do this, it is necessary to activate the work of consumer protection societies, and create expert commissions that allow them to quickly and professionally assess the quality of food products.
2. Increase consumer awareness of product manufacturers. Distribute information about product quality checks, their environmental cleanliness, and sanitary conditions at the production facilities of these manufacturers.
3. For groups of the population with insufficient income, it is necessary to expand the range of products on the market with budget goods, but not at the expense of their quality.

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