

ГАЛУЗЕВА ЕКОНОМІКА

УДК 330.334

JEL Classification: O19, Q56

DOI: <https://doi.org/10.20535/2307-5651.30.2024.313034>**Zhaldak Hanna**Ph.D. in Economics, Associate Professor
(corresponding author)
ORCID ID: 0000-0003-3421-3648**Dunska Alla**Doctor of Economics, Professor
ORCID ID: 0000-0002-8623-4507**Rundenko Sofia**Student
National Technical University of Ukraine
"Igor Sikorsky Kyiv Polytechnic Institute"
ORCID ID: 0009-0004-7971-8409**Жалдак Г. П., Дунська А. Р., Ринденко С. С.**Національний технічний університет України
«Київський політехнічний інститут імені Ігоря Сікорського»ON THE FEATURES OF CONSUMER CHOICE IN THE CONTEXT
OF MICROECONOMIC SCIENCEПРО ОСОБЛИВОСТІ СПОЖИВЧОГО ВИБОРУ В КОНТЕКСТІ
МІКРОЕКОНОМІЧНОЇ НАУКИ

The purpose of the research of this article is to consider the features of consumer choice in the context of microeconomics. The first manifestations of the theories of utility and consumer choice among representatives of the Austrian school and their further evolution are considered. Considerable attention is paid to consideration of various paradoxes that took place in the process of economic crises and mostly related to manifestations of irrational behavior of consumers. A survey of students was conducted on the basis of which their consumer basket was formed. A comparison of their choice with the choice of people of an older age category was made. In the process of writing the article, general scientific methods of scientific knowledge, induction, deduction, analysis, synthesis and systematization were used; as well as methods of observation and questionnaires; graphic method – to present the results of the study. The results of the study provided an opportunity to form a consumer basket of students and to determine the peculiarities of its formation in the conditions of martial law. The practical significance of the research results lies in the fact that the results of the survey can to some extent be used by enterprises in the formation of their price and marketing strategies.

Keywords: consumer choice, utility, paradoxes of consumer behavior, consumer basket.

Метою дослідження даної статті є розгляд особливостей споживчого вибору крізь призму мікроекономічної науки, а також з урахуванням викликів сьогодення. Розглянуто перші прояви теорій корисності та споживчого вибору у представників австрійської школи та їх подальшу еволюцію. Значну увагу приділено розгляду різноманітних парадоксів, які мали місце в процесі економічних криз і пов'язані здебільшого з проявами нерациональної поведінки споживачів. Зокрема, розглянуто: парадокс Абіліна (Абілінські граблі), парадоксу жадібності та самоконтролю, парадокс вибору, сформульований в теорії «вибір в умовах конфлікту», парадокс ментального обліку. Визначено, що найбільш ірраціональними та неоптимальними дії людей стають в період кризи – своєрідного аномального випадку, що за останній час гостро проявився спочатку під час пандемії, а згодом економічного спаду, викликаного війною, яку розв'язала росія проти України. Ураховуючи це, було проведено опитування студентів, на основі якого сформовано їх споживчий кошик. проведено порівняння їх вибору з вибором людей старшої вікової категорії. У процесі написання статті використовувалися загальнонаукові методи наукового пізнання, індукції, дедукції, аналізу, синтезу та систематизації; а також методи спостереження та анкетування; графічний метод – для представлення результатів дослідження. Анкетування проводилось з використанням гугл-форми, до опитування було залучено 61 респондент, значну частку (49%) становили студенти. Опрацювавши результати анкетування ми змогли сформувати орієнтовний споживчий кошик студентів та визначити особливості його формування в умовах воєнного стану та сучасних економічних викликів та загроз. Дослідження показують, що споживачі мають різний ступінь готовності відмовлятися від деяких продуктів на користь інших товарів або послуг. Відомо, що у випадку обмеженого бюджету, люди віддають перевагу продуктам харчування та важливим послугам, таким як громадський транспорт та оплата мобільного оператора. Практичне значення дослідження полягає в тому, що результати опитування певною мірою можуть бути використані підприємствами при формуванні своєї цінової та маркетингової стратегії.

Ключові слова: споживчий вибір, корисність, парадокси поведінки споживачів, споживчий кошик.

Problem statement. Consumer choice has been defined as one of the most pressing microeconomics issues for over a century. The Austrian school of political economy has probably developed the vision of the content of the "consumer choice" category the most, but it is necessary to determine that not all of its findings make sense under modern conditions. It is important to study precisely the times of crisis, when people's actions, primarily due to an unfavorable external environment, limitations in their monetary income, generational differences, and, in general, thinking paradigms, lose all rationality. At the same time, it is also necessary to take into account the paradoxes that are already known and have been studied in microeconomic science, to take into account the factors affecting demand and the capabilities of consumers of different age categories. In particular, a lot of attention should be paid to students and the study of the peculiarities of their consumer choice under modern conditions.

Analysis of recent research and publications. Theoretical and empirical studies of individual consumption were reflected in the works of Z. Bauman, L. Walras, M. Weber, T. Veblen, F. Webster, J.M. Keynes, K. Marx, V. Pareto, A. Smith and others. Economists O. Bem-Bawerk, F. Wieser, and K. Menger made a significant contribution to defining the essence of consumer choice, good, and utility. M. Alle, R. Thaler, J. Harvey, B. Schwartz were engaged in the analysis of abnormal cases within the framework of cognitive psychology and behavioral economics.

The problems of consumer choice, as well as the interaction of demand and supply, are in the field of attention of such domestic researchers, including Andreyshina N.B., Bazilevich V.D., Vasylychenko S.M., Hryshchenko O.Yu., Ignatyuk A.I., Reshetylo V.P. and others. At the same time, in the conditions of crisis challenges and uncertainty, there is a special need to analyze the paradoxes of consumer choice, as well as research the peculiarities of consumer choice on the example of specific age categories (in particular, students). They, in our opinion, are a special niche of market interaction, and therefore the study of the peculiarities of buying food and non-food products deserves special attention.

Formulating the purposes of the article. The purpose of the article is to determine the features of consumer choice on the example of young people, as well as to outline the effect of the main paradoxes of consumption in the modern world.

Methodology. In the process of writing the article, general scientific methods of scientific knowledge, induction, deduction, analysis, synthesis and systematization were used; as well as methods of observation and questionnaires; graphic methods – for presenting research results. The survey was conducted using a Google form, 61 respondents were involved in the survey, and a significant share (49%) were students.

Presentation of the main research material. The classical direction of political economy was imperfect, because it did not investigate consumer behavior in the market of commodity goods, and therefore never created a coherent theory of the market economy. From their point of view, prominent representatives of the Austrian school of political economy (another name is the school of marginal utility), professors of the University of Vienna Karl Menger (1840-1921), Eugen Behm-Bawerk (1851-1914) and Friedrich von Wieser (1851-1926) filled this significant gap,

having spent at the end of the 19th century. the subjectivist revolution [5]. The first of them and, in fact, the founder of the school, made a significant contribution to the development of marketing as a science, putting forward the thesis that sales primarily take place in conditions of relative predictability and act as the realization of ever-growing human needs for food, clothing, pleasures, and material well-being without increasing the number of goods, that can realize them and should become a subject of political economy, an object of entrepreneurial activity; having determined with the help of a rather primitive experimental base (flour, salt, yeast, fuel for making bread, tobacco, etc.) in the plane of industry, production, consumer markets, certain laws, regularities regarding demand, psychology and other characteristics of the buyer-consumer.

Karl Menger shared the opinion that there is no objective value of the product, that is, the price and value of the product are in no way related to the costs of labor and resources for its production. Moreover, the value under the Austrian school became the basis of the concept of consumer choice (it denied the equivalence of exchange due to its mutual benefit), depending primarily only on the intensity or, in other words, the sharpness of the subjective need, which belongs to a certain hierarchy of needs. As an example, it is quite logical that a piece of bread will have a greater value for the consumer in order not to die of hunger; a glass of water to quench thirst; a pair of shoes to avoid walking barefoot instead of owning a large number of similar goods, which significantly changes the intensity of need and the degree of their utility. According to Menger, the very value of a good under normal conditions was defined as the marginal utility of the least satisfaction from its use.

Next, we suggest considering one of Carl Menger's students and followers, O. Bohm-Bawerk, who also based on a rather primitive experimental base created his theory of interest and capital, considering them in a historical plan; formed an important conclusion regarding corporate investments, namely, the dependence of profit on the duration of the production process; in the plane of human needs, he put forward the hypothesis that when determining the value of material goods, it is necessary to take as a basis not the scale of all types of needs, but only the scale of specific needs; confirmed that with the consumption of each subsequent unit of the good, the need and, accordingly, the utility of the good fades away. Finally, he investigated the phenomenon of sharp fluctuations in market and "fair" prices, trying to derive a new, more effective pricing mechanism.

A kind of finisher of the Austrian school was F. Wieser – he is even closer to the economic practice of the end of the 19th century than K. Menger. He also explored the concept of value and paid attention to the exceptional cases connected with it, but he made a mistake, taking labor as the basis of value and the inconveniences associated with it; deduced that the value of the total utility of a certain number of goods is equivalent to the product of the marginal utility by, in fact, the number of homogeneous goods; began the formation of the concept of opportunity cost, making an interesting attempt to determine the ratio of utility to costs incurred with the help of these means of production, when the greatest utility of other goods that could be created by these means of production is taken. In addition, F. Wieser became the founder of the concept of imposition, when the

price depends not on the objectivity of the factor, but on the introduction of the subjective beginning of the imposition into its assessment [6].

In general, the most important thing is that the economists of the Austrian school, who made a significant contribution to the development of the important one, gave it a subjective interpretation. The principles of utility analysis developed by them formed the basis of the theory of consumer behavior and are generally recognized in modern economic theory. They showed that each individual evaluates this or that good in his own way, depending on personal tastes and preferences, on the amount of a certain good he has, etc.; that is, it gives it some meaning of value – subjective value.

In the works of Austrian economists, it is not about the utility of goods in general, such as bread or water, but about the utility of a certain amount of this or that good. This means that since a person does not need bread at all, but only a certain amount of it, the need for it is satisfied according to the law of satiation of needs. Representatives of the Austrian school, based on real phenomena, formulated the conclusion that the successive consumption of units of any good has a decreasing utility for a person [4].

In addition, the Austrians were convinced that individual individuals are aware of their own needs and can optimally satisfy them in conditions of limited income and a large variety of goods (consumables and means of production), but is this hypothesis true under any conditions? Of course not: in particular, since the second half of the last century, thanks to in-depth research in the field of cognitive psychology, specialists on the manifestations and causes of irrational human behavior have collected various anomalous cases, phenomena and paradoxes caused by certain psychological and institutional conditions. Those that neo-classical economic theory paid attention to became the basis of consumer behavior, and price increasingly began to belong to the secondary motives of their decisions.

First of all, we suggest mentioning the paradox of Abilene. Abilene's rake or Abilene's paradox is that a group of people can make a decision that contradicts the possible choices of any member of the group, just because each individual believes that his goals conflict with the group's criteria. In the plane of consumer choice, such a phenomenon is equal to the effect of joining the majority – the branching of social demand. Its effects are often negative and most commonly lead to shortages of goods, for example, when rumors spread about a potential increase in the price of a certain product, people begin to buy it en masse, even if they already have sufficient stocks, thus causing the price of that product to skyrocket. level [1].

The action of the previous paradox of greed and self-control leads to the same result. It manifests itself when people spend on things they will never consume. For example, they are ready to spend a large amount of money on various subscriptions, subscriptions, functions on the phone, and television programs that they will probably never watch. The most common example of human greed and a literal lack of self-control is the "buffet table", a manifestation of the greatest irrationality of consumers who instinctively gather mountains of food, considering their actions profitable and automatically limiting the choices of other people, and later are forced to get rid of the leftovers, which are physically impossible to consume until their corruption. The theory of self-control explains that decisions

are often made impulsively, when this utility is important for a certain moment, and long-term (strategic) consequences are not taken into account. In an attempt to prevent the adoption of this behavior, one can only try to persuade the person to change his approach to consumption by using his willpower or imposing external restrictions.

The paradox of choice, formulated in the theory of "choice in conditions of conflict", is extremely interesting, which consists of the fact that with the expansion of freedom of choice, the consumer feels discomfort, which becomes especially acute when he has to choose from a large number of good options. According to the American psychologist Barry Schwartz, the term "paradox of choice" was first coined and presented more clearly: if a person is offered a single option of a service or product, he will only decide to buy it or not to buy it, with two options of the product, the option "to buy nothing at all" is self-liquidating ", and finally, after more than three options, the discomfort of the situation becomes so high that the brain gets tired of choosing between anything and gives the easiest solution – to refuse each of the options.

For example, we often think that we want an almost unlimited choice of TV channels, vacations, and employment opportunities, but when it comes down to the choice stage, we often abandon our intentions and are left with nothing. Advertising works in a similar way: advertising one product increases consumer demand for it, and increasing the intensity of advertising of similar products disorients consumers and has almost no effect on their choice.

We also suggest considering the paradox of mental accounting, which is formed based on the concept of "value", but not the goods themselves, as was the case with the Austrians, but money. In general, mental accounting means that people subconsciously distinguish between sums of money in terms of where they got them from and what they are intended for. That is, it is obvious that UAH 1,000 earned for overtime work will be significantly different in importance from the same amount of UAH 1,000 won in a gambling game or lottery. Interestingly, in the neoclassical theory, of which the Austrian school of political economy was a part, such a differentiation would be considered irrational, since 1000 UAH will always be 1000 UAH with the same level of significance for the consumer. Further expanding the essence of this paradox, R. Thaler – an American economist, and professor at the School of Business at the University of Chicago – showed that the level of savings depends on what people save money for. When, for example, they save for future use, it is much easier for them to spend it on something else, depending on the situation, when they save for the future funding of their own children's education.

The mental paradox of accounting also applies to savings and loans: the interest rate on savings is always lower than the interest rate on loans. As a result, the question arises: "Why do people, having savings, use loans at the same time?" And indeed, for unknown reasons, they often resort to such illogical and unprofitable actions. R. Thaler explained this by mental accounting – for example, if a person saves money for a certain purpose, he becomes associated with it and, accordingly, does not want to use it. She finances other expenses through loans, on the one hand, saving money to pay for her child's education, and on the other hand, taking a loan to buy a new car. Thus, R. Thaler expanded the theory of mental accounting, which exam-

ined the psychological mechanism of behavior responsible for people's irrational approach to money. It is worth noting that, similar to real accounting of income and expenses, the consumer keeps various mental accounts [2].

Further, the most irrational and suboptimal actions of people occur in the period of crisis – a kind of anomalous case, which in recent times was acutely manifested first during the pandemic, and later during the economic recession caused by the war, which was unleashed by Russia against Ukraine. It was then that the population – potential consumers – were forced to reconsider their values in extreme conditions, and became extremely sensitive to changes in external environmental factors: economic, political, social, and cultural.

For a more detailed understanding of these phenomena, as well as the rationality (or irrationality) of their choice, we conducted a small study in which we interviewed 61 respondents about their consumer preferences. Each respondent was offered the average amount of the scholarship (2000 UAH) to make a purchase for the coming week. Food and non-food products, as well as services, were offered to choose from. The age structure of the respondents is presented in Fig. 1.

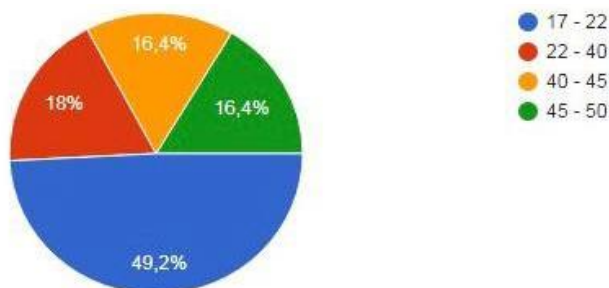


Figure 1. Distribution of respondents by age

Source: developed by the authors

Since the survey was organized by students and primarily distributed among young people, the share of respondents aged 17 to 22 is the largest and is 49.2%; 22-40 (18%); 45-50 (16.4%). Conventionally, the respondents were divided into youth (non-working students); middle-aged persons who are employed and do not have a family; as well as respondents who are employed and have a family. We were interested in investigating whether factors such as employment and having a family influence consumer choice of products.

Since the share of students is the largest, let's analyze the structure of their consumer basket by food products in more detail. For this group, the priority is meat (80%); vegetables, bread, fruit, eggs (75%) and milk (67%) cosmetics, as well as cafe and beauty salon services.

In the 40-50 age group, among food products, meat, fish, dairy products and fruits play an important role, and among non-food products, household chemicals, care products and books. In contrast to the respondents of the student group, spending on medicines, books/newspapers, and medical services are important non-food goods and services that acquire a significant share of the budget.

Taking this data into account, food baskets can be put together, catering to the needs of different age groups and taking into account their preferences and needs for food and other goods and services.

Research shows that consumers have varying degrees of willingness to give up some products in favor of other goods or services. It is known that in the case of a limited budget, people prefer food and essential services such as public transport and mobile operator payment.

Analyzing the optimal set of the consumer basket, it can be argued that there are products that consumers cannot refuse even in the event of a price increase. Such products include milk, eggs and bread, which are staples of many people's diets. On the other hand, consumers consider the usefulness of services such as a manicure and a hairdresser to be less than other services, so they are ready to give them up in favor of food.

It is worth noting that replacing some products with cheaper analogs is considered by consumers as one of the possible options for saving money. However, for non-food products such as shower gel, toothpaste and washing powder, it is very difficult for people to give up in favor of other products, but if their price increases, consumers may switch to more affordable analogs.

The general trend from the conducted research indicates that consumers have varying degrees of willingness to give up some products and services in favor of other products or services. With a limited budget, people prioritize food and essential services such as public transport and mobile operator payments.

Non-food products such as shower gel, toothpaste and washing powder are quite difficult to substitute with other products, but if their price increases, consumers may switch to more affordable analogs.

It is also obvious that with the onset of the crisis, the effect of paradoxes, particularly Abilene and partly greed and self-control, intensified. From the latter, only the desire to accumulate essential goods in irrational volumes has survived, but at the same time, annual subscriptions to expensive services, and products with complex functionality, even if they were at the top before, have lost their relevance for buyers. Also, consumers began to trust brands and advertising less and instead relied on the recommendations of family and friends, and personal experience in purchasing this or that product, often losing their sense of balance under the influence of an extremely stressful situation. Moreover, the tendency to move from overpaying for glamorous packaging or a well-known brand to paying attention to free or highly discounted services and simple goods (mostly domestically produced), their quality and usefulness, due to the reduction of needs to Maslow's pyramid, has become relevant. That is, the time of emotional shopping is over, and the price, although it retained its significance, no longer played a decisive role.

In practice, several additional insights can be identified regarding, in fact, the reaction of consumers to the recession. First of all, it is always different, since no two crises are alike. This is confirmed by the fact that during the COVID-19 pandemic, according to a study by McKinsey, 44% of US residents did not lose optimism in the period 2020-2021 and increased spending by 11%. Moreover, the most positive of them (61%) were high-income consumers, and about half of Americans continued to participate in activities outside the home – going out to eat out or the movies, meeting friends – thus trying to maintain their usual lifestyle.

At the same time, consumers expected empathy and help from well-known brands in overcoming the difficul-

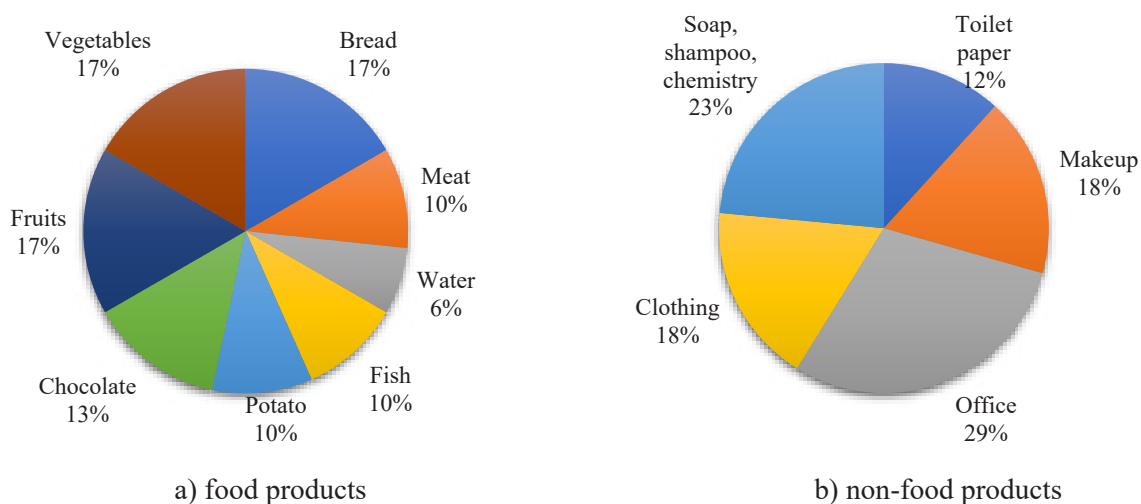


Figure 2. Consumer basket goods for persons aged 17 to 22 (students)

Source: developed by the authors

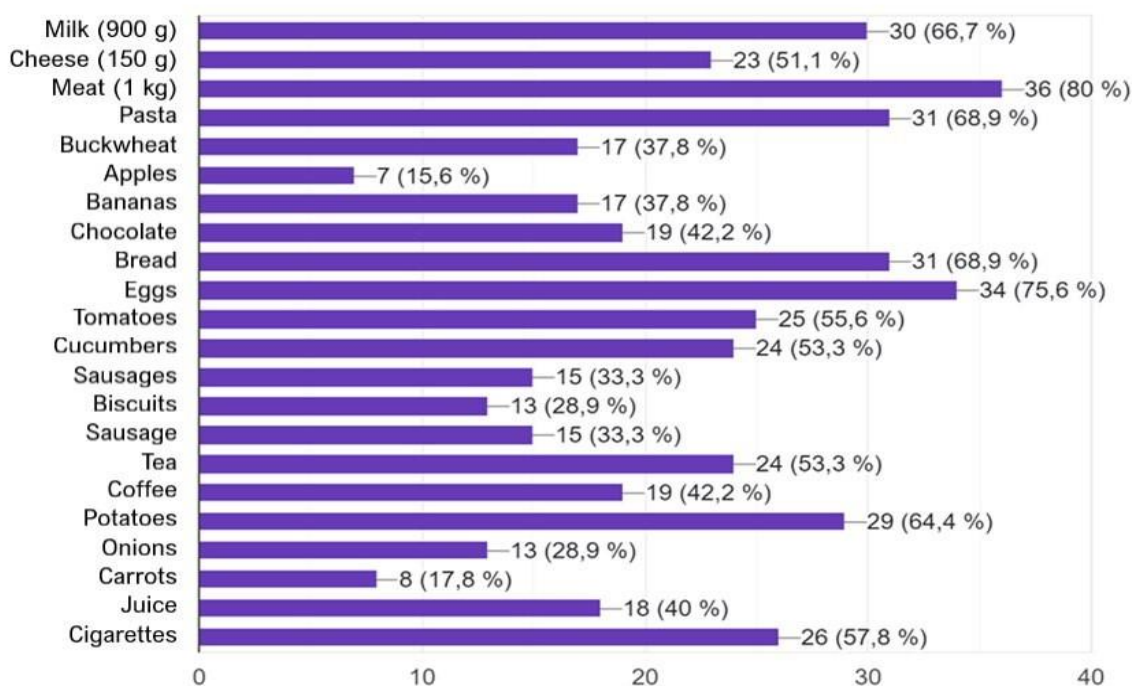


Figure 3. The structure of the food basket of respondents aged 17 to 22 years

Source: developed by the authors

ties caused by the pandemic. And the desired reaction did not take long: amid the Covid-19 crisis, the Marriott and Hilton hotel chains launched the Hotels for Hope charity program. It offered 1 million toll-free numbers to health-care workers fighting COVID-19.

Additionally, for companies during the coronavirus crisis, digital tools took precedence among communication methods, but physical interaction with customers remained important. In particular, the case of American business expert Scott Edinger is interesting, who ordered takeout from a local Italian restaurant at the height of the pandemic, but received a roll of toilet paper with the logo of the catering establishment along with it. This turned out to be an unexpected and pleasant addition to the order

because at that time the product was in dire shortage [7].

War 2022, in turn, is characterized by new challenges of both a local and global nature, in particular, the food crisis, which Russia has deliberately begun to exacerbate. This has turned into a threat of large-scale famine not only for Ukraine, but also for Africa, the Middle East, and South Asia. For example, completely different countries – Algeria, Egypt, Yemen, Bangladesh, Vietnam, and others – found themselves one step away from destabilization (artificial famine or at least a severe price crisis) due to the Russian decision to deliberately block the export of Ukrainian grain. Of course, under such difficult conditions, people are guided only by the need to primarily ensure their safety and confidence in the future, at least in terms

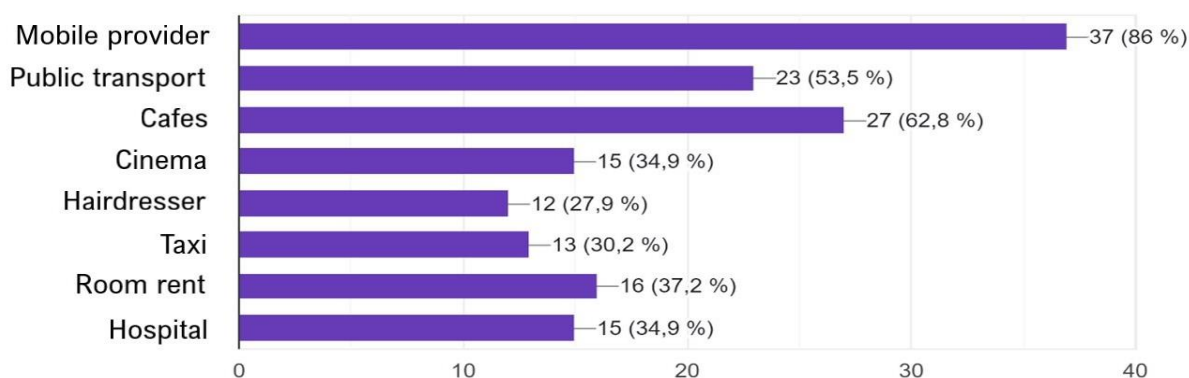


Figure 4. The structure of the consumer basket of services for respondents aged 17 to 22 years

Source: developed by the authors

of products; and therefore their consumer choices are often impulsive, unfounded [3].

Interestingly, most Ukrainians now actively seek to realize their citizenship, trying to improve the economic situation of the country when choosing products and services, at the expense of Ukrainian consumption, and expect a corresponding reaction from their favorite brands to the full-scale invasion of Russia into Ukraine. As an example, in the form of a redesign of the application logo in the colors of the Ukrainian flag (already done by Vodafone, Uklon and PrivatBank), additionally using trendy elements – Kherson watermelons; donations to the Armed Forces of Ukraine (recently Comfy financially supported the author's collection from the "Return Alive" fund and Ihor Lachenkov Blackbox for 1 million hryvnias); or changing the name of the brands on the sites to be more inspiring (in the case of such companies as Rozetka, Nova Poshta and OKKO it is "Courage"). What is interesting, such renaming is supported in Ukraine at the state level: during the war, the communication campaign of the creative agency Banda collaborated with the Office of the President of Ukraine.

Moreover, modern brands should take into account in the development of strategies for the sale of their own products the significant inclination of people to e-commerce due to the need to protect themselves from unforeseen disasters and ensure personal comfort due to frequent air alarms; and at the same time adjusting the operation of retail outlets, because currently about 70% of customers make regular omnichannel purchases (online and offline, designed to form a complete and consistent customer service).

Conclusions. So, in general, the first to study consumer behavior in the commodity market were the representatives of the Austrian school of political economy, the most prominent of whom were Karl Menger, Eugen Behm-Bawerk, and Friedrich von Wieser. Thanks to their scientific activities, such concepts as "value" and "utility" acquired a wider meaning and formed the basis of the concept of consumer choice. An important shortcoming of the ideas of the

Austrian school was the belief that buyers always rationally approach the choice of goods capable of fully satisfying their own needs. This was subsequently refuted by famous scientists and psychologists, identifying a number of Abilene-type paradoxes, greed and self-control, choice, mental accounting. Some of them are also relevant under the crisis conditions that we investigated in our work, in particular, on the basis of processes related to the COVID-19 pandemic and the Ukrainian-Russian war in 2022.

Crisis times are characterized by an unpredictable increase in demand for certain goods. In the US, the covid pandemic caused a devastating recession: two years ago, the superpower's economy fell by 31.4% in the second quarter, but this, fortunately, did not mean the end of new opportunities. For example, in the field of real estate, unexpected prospects appeared for the sale of minibuses and minivans for "business nomads" – those who could not work in offices due to the lockdown, but were used to traveling. The level of sales of "homes on wheels" has decreased by more than 600% compared to previous years, primarily due to the willingness of manufacturing companies to quickly and efficiently meet demand, responding to requests, expanding the product line with the option of ordering camping equipment or improving interior design.

In turn, the domestic real estate market also quickly adapted to the new needs of buyers, as the current political situation forced people to reconsider the issue of ensuring their own security by changing housing depending on modern realities. This is confirmed by the fact that for post-war Ukraine, developers are already developing projects for houses with comfortable bomb shelters based on the Israeli model – this includes the provision of reinforced underground parking lots, rooms with two walls, evacuation stairs located inside the building, and glazing with multi-layered glass. And according to the forecasts of Ukrainian urbanists, the post-war real estate market of our country will need 12-14 months for the restoration of residential buildings, 36 for the reconstruction of large buildings, business and shopping centers.

References:

1. Nashcho nam hrabli. Paradoks Abilina. (2022). Available at: <https://a-sharkov.livejournal.com/389706.html>
2. Rosiya pochala svidomo zahostryuvaty prodovolchu kryzu shche u veresni – Zelens'kyy. (2022). Available at: <https://www.ukrinform.ua/rubric-politics/3603860-rosia-pochala-svidomo-zagostruvati-prodovolcu-kryzu-se-u-veresni-zelenskij.html>

3. Huseynov R. M., Semenikhina V. A. (2008) *Ekonomichna istoriya. Istoriya ekonomichnykh vchen pidruchnyk. 2-e vyd.* Available at: <http://ebib.pp.ua/182-avstriyskaya-shkola-13011.html>
4. Shkola avstriyska. (2022) Available at: <https://economy-ru.info/info/73563/6>
5. De Mooij M. (2018) The Role of Culture in Consumer Behavior. In *Global Marketing and Advertising*. Pp. 91–112. *Sage Publications*. Available at: <http://surl.li/herem>
6. Solomon M. R. (2019) *Consumer Behavior: Buying, Having, and Being*. *Pearson*. Available at: <http://surl.li/herew>
7. Triandis H. C. (1994) *Culture and social behavior*. New York, NY: McGraw-Hill. Available at: <http://surl.li/herex>
8. Verlegh P. W., & Steenkamp J. B. (1999) A review and meta-analysis of country-of-origin research. *Journal of Economic Psychology*, no. 20(5), pp. 521–546. Available at: <http://surl.li/hergk>

Стаття надійшла до редакції 11.09.2024

Стаття опублікована 09.10.2024