

STRATIFICATION OF PUBLIC PREFERENCES AT THE CONSUMER MARKET WHILE FORMING SOCIALLY EQUILIBRIUM PRICE POLICY

G. P. Shtapauk, post-graduate, Department of Marketing of Lugansk Taras Shevchenko National University, infgfer@yandex.ru

Research methodology. Results are obtained with the use of the following methods: approximation – to define polynomial dependence of sales volumes change on goods price change; mathematical analysis – to establish optimum discount value; groupings – to develop the elements of the model of socially equilibrium price policy.

Results. Polynomial dependences of sales volumes change on price change are determined for three product groups formed according to price elasticity factor.

The sellers' – buyers' interests conflict of product pricing is formalized; the optimum discount value is determined as to satisfy the interests of both commercial enterprises (real rate of return taken into account) and consumers; concrete values of discount for the goods of each of the determined groups are specified.

Results of pricing actions of the commercial enterprises are analysed, resulting in the formation of four product groups according to of the price level and four product groups according to the elasticity level factor.

On the basis of 16 received categories of goods according to their price and elasticity 4 valid groups are generated for further approximation as polynomial equations, which makes the basis for construction of socially equilibrium price policy model at a commercial enterprise.

Novelty. The necessity to use the mechanism of public preferences stratification in the consumer market is proved on the basis of the price and elasticity of goods, allowing to form socially equilibrium price policy meeting the interests of both parties of interconnected process of sale and purchase, providing comprehensible profitability of commercial activity and simultaneously stimulating consumption market development.

Practical value. The structure of parameters for socially equilibrium price policy model construction at a commercial enterprise is developed with of public preferences stratification in the consumer market taken into account, based on the results of the statistical analysis of the data obtained through price actions at commercial enterprises.

Keywords: public preferences, consumer market, stratification, product, price, discount, elasticity, profit, social equilibrium, pricing.

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