

Contemporary Tendencies of Development of Consumer Models in Russian Society

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Abstract—The article shows how the development of communication technologies, transmission, processing of information and methods of advertising over the last two decades have changed the consumer attitudes of Russian society. The process of "soft" (mental) compulsion of people to aspiration of match the environment is highlighted as a tendentious. At the same time, there is a separation from personal (conscious) needs.

Attention is focused on consumer imperatives. The evolution of the Russian consumer from naive to selective and diffusive or undecided is also shown in the article. The authors attempted to consider how certain types of goods get the status of fashionable fetishes. It depends on the price category and several other factors.

It's noted that the new technologies of marketing are one of the main transformation processes, which approached the point of consumption as close as possible. This leads to time reduction in the consumer's awareness of the need (the need for a particular product). This critically affects the quality of the transactional processes, which associated with the choice. In conclusion, suggestions are made about possible directions of development and the dangers of further approximation of marketing technologies in the life of a person and influence on the person.

Keywords—human needs, consumer attitudes, transactional processes.

I. INTRODUCTION

The driving forces of competitive market relations are characterized by multiple and permanent changes that have a direct impact on the activities of economic agents and their results. The development of entrepreneurial (business) processes in Russia is characterized by tendencies peculiar to countries with open economy. The main tendencies are: the introduction of new technological developments in all stages of the production and commercial routine, the expansion of the use of information technology, the aggravation of information wars, the use of modern management solutions, the growth of internationalization processes and other, are called the "new economy" [1].

Competition not only leads to structural and quantitative shifts and changes, but also affects the quality of processes carried out within the framework of market interactions. While the changes in the processes, which directly relate to work of economic agents are obvious. Then the modification of processes, which are influenced by the objects of change are quite difficult recognized.

One of such inseparable, but implicit links is the relation between the process of promotion and the consumption process. Interest of this issue is the influence of promotion

technologies on the quality of the consumption process. The focus of the research is the middle class, which is dominant driving force of the in-country consumption [2]. The middle class is the only possible link between the richest and poorest inhabitants [3]. Historically, this particular group of people is chosen by marketers on the Pareto principle. It means that 20% of consumers can bring 80% of income and have the opportunity to spread consumption trends to a significant audience. Despite the fact that the socio-cultural features [5] of the middle class are more significant, they are more difficult to identify. That's why in this article we rely on the individual monthly (average for the country) income [4].

Knowledge of approaches to winning the credibility of the middle class is the key to the success of marketing strategy and even the management of market segments. One of the main trends of goods promotion is the use of new technologies, such as various kinds of applications, which are often becoming social networks. In this connection there is growing interest in studying the influence of new technologies on general processes in society, including the consumption process. It is obvious that the modern consumer often prefer the Internet to printed materials and television [6], where the main communications in the field of consumption move.

In this regard, the study of the impact of these processes on the Russian middle class consumer's priorities is of some scientific interest. It is also interesting to examine the sustainability of people needs and in particular consumer orientation on the classical ratio of price and quality of goods.

II. THE MAIN PART

According to the researchers of consumption processes, in the last years consumer behavior has experienced revolutionary changes, which are related to the development of the Internet and technology. For example, today the majority of people make purchases only after a preliminary search and study of interesting products on the Internet [7]. The pros and cons of Russia's entry into the world competitive market are disputable. We take it without evaluation. But what is indisputable was the transition from a society of deficit to a society of consumption [8]. It means a set of social relations focused on individual consumption, mediated by the market [9].

This process and related economic phenomenon have been actively investigated by many scientists, for example, Z. Bauman, V.I. Ilyin, V.S. Magun, R. Livshits, L. Chinakova, etc. The theoretical basis of consumerism is the work of foreign

researchers - such as I. Bentham, W. James, J. Dewey, C. Pearce and others.

Defining as the object of research consumption, the subject of study in this regard are the behavioral attitudes of the (considered, for example, by V.I. Alyoshina, V.G. Vasiliev, I.N. Dementieva, V.I. Il'in, T.N. Makarova, etc.), the question of the rationality of consumption (I.V. Vasilenko, V.I. Il'in, V.A. Markov, O.V. Tkachenko, etc.), the social effectiveness (G.A. Ermolenko, S.B. Kuznetsov, S.B. Kozhevnikov, etc.) and others.

In our opinion, the issue of changing the quality of the consumption process in Russian society remains aside from trend line of studies. We will try to consider the quality of consumption through the impact of transaction processes on it and identify relevant trends.

In this article we consider that transaction processes are the processes, where the consumer purchases the goods and which are burdened with transaction costs. In turn, transaction costs are characterized by a function that depends on the uncertainty, the frequency of the transaction, the specificity of the assets [10]. Thus, customer's presence on the market is estimated by the time, cost and risk of products purchase. Consequently, the quality of consumption is estimated by transaction costs. And the lower they are, the higher the level of customer satisfaction and the quality of the consumption process.

Considering the historical transition in Russia from a deficit to a consumer society, it is necessary to notice chaotic process. Citizens flooded with a stream of information that they could not cope with immediately. This situation concerns the diversity of the goods. The aggressive advertising is the main technology, which the consumer faced daily with.

In this period, the typical places for shopping were wholesale and retail markets, "flea markets" and other forms of early capitalist trade in Russia. The consumer gets to these places of trade quite often on foot, more often by public transport, less often on the car. The consumption is simple, unpretentious, illegible. The consumer attitude to the consumption is carried out according to the rule "take the first thing, which I see" (the situation of seller's market). We can say, the consumer was in euphoria from the variety of goods and was naive in his choice. There was formed the imperative of a naïve consumer.

During researching the works of the authors mentioned above, we distinguished features of the Russian consumer in different time intervals. They are presented in Table 1.

Commenting on the information provided in the table, we note that this period was the most difficult for Russian society from the point of satisfying human needs. It was accompanied by ignorance of the goods, lack of reliable information about the value of the goods, extremely low rate of satisfaction of the need for the purchase of goods due to a low level of security and inaccessibility of credit facilities.

This period lasted from 1992 to the default of 1998 and was characterized by extremely low savings rates, according to the Federal State Statistics Service (Goskomstat) data - on average for the period is 4.7% in the structure of the use of monetary incomes. And also it was characterized by the highest value of

currency purchase - 13.2%, a large part of which was also used for consumer needs.

TABLE I. THE IMPERATIVE OF THE RUSSIAN CONSUMER IN THE PERIOD OF TRANSITION FROM THE DEFICIT SOCIETY TO THE CONSUMER SOCIETY

Imperative	Imperative features	
	specification by the	conditions description
Naive consumer	process	static; low level of dependency on the majority; often formed by random information (including advertising) and needs
	opportunities	budget, time, geography, knowledge of brands all are limited
	sovereignty of the consumer	is in lack; even no opportunity to gain it
	marginal utility	is underachieved
	rationality of the consumer	rational in general; choose the utility according to the budget
	loans opportunities	practically absents
	quality of the transaction process	time-consuming especially in comparison with other periods; high cost-based, high uncertainty

This crisis caused citizens to overestimate their consumption. Approximately since 1999, new trade formats for Russia have been actively developing - various types of shopping centers. The role of the Internet is growing.

The customer more often goes shopping to shopping malls on private vehicles (less often on a public transport), where the choice can be made with comfort. He previously looking for goods on the Internet, then he chooses a product for very long time based on personal requirements for it, comparing in different retail outlets, focusing on the budget.

The customer differentiates the goods by brands, the country of the manufacturer, the perceived quality. A stable opinion about goods is often formed. Priority brands of goods have appeared (the situation of parity of the seller's and the customer's market). Relatively speaking, consumer attitudes have changed to the imperative of the selective consumer, the features of which are given in Table 2.

At this period the consumer has become more literate, the quality of consumption has increased due to reduce costs of transaction processes. In our opinion, this period continued until 2010. And in 2011 the share of income, which people spent on the purchase of goods and payment for services, is more than 70%. Until 2017 it keeps at this level.

Increase in welfare, penetration of the Internet and mobile communication into each household and development of consumer lending led to diffuse or undefined consumer imperative. Consumers search for goods on the Internet, social networks (often the product finds a consumer) and don't focus on the assortment of goods in the city of residence. They go to any point of sale of goods, which are considered as authentic with a specific product (prefer shopping centers). Consumers more

often buy goods remotely; focus on their budget and credit possibilities.

At this period the consumer has an internal, sometimes false, confidence that he has the awareness about brands and consumer properties of the goods. Another distinguishing feature of consumer attitudes is that he often changes his opinion and hasn't priority brand of the goods. The choice is often made affectively. This situation, when the supply exceeds not only the current demand, but also the potential capacity of the market). The main characteristics of the diffusive consumer are given in Table 3.

TABLE II. THE IMPERATIVE OF THE RUSSIAN CONSUMER IN THE TRANSITION PERIOD

Imperative	Imperative features	
	<i>specification by the</i>	<i>conditions description</i>
Selective consumer	process	dynamic; the degree of influence of external influences depends on the level of consumer awareness
	opportunities	limited by budget, time
	sovereignty of the consumer	complete with capabilities
	marginal utility	achievable
	rationality of the consumer	rational in general; choose the utility according to the budget and sometimes wrong in his choice
	loans opportunities	presents; take the loan carefully
	quality of the transaction process	average time-costs; high cost-based; average level of uncertainty

TABLE III. THE IMPERATIVE OF THE RUSSIAN CONSUMER IN THE CONTEMPORARY PERIOD

Imperative	Imperative features	
	<i>specification by the</i>	<i>conditions description</i>
diffuse or undefined consumer	process	dynamic
	opportunities	are limited by the possibilities of obtaining a loan
	sovereignty of the consumer	full as long as there are no conditions for the affective situational consumption
	marginal utility	doesn't matter
	rationality of the consumer	rationality is irrelevant, it's not a priority any more
	loans opportunities	ample
	quality of the transaction process	There are opportunities to manage time and costs; medium level of uncertainty

This imperative of the Russian consumer can be statistically described by reduced opportunities of rational choice. During this period the growth of informal savings of the population were the least and estimates 0,6% on average. The population has to spend more on the purchase of goods and services – 73,6% in comparison with 71,9% in the previous imperative state of consumption.

Economic indicators reflect the quantitative characteristics of the process. Last but not least of interest are qualitative and structural changes in the consumption of goods. With the development of communication technologies, transmission, information processing, as well as their involvement in people's lives promotion instruments began to implement more actively.

At present communication technologies have brought the point of sales as close as possible. Consumer attitudes have changed significantly. Internet, mobile Internet have advanced elements of e-Commerce so that they broke traditional consumer's habits and created new ones. The transition from traditional consumer's attitudes is expressed, for example, in reducing human need to move long distances in the physical space searching of goods.

New consumer attitudes for Russian middle class can be associated with the process of "soft" (mental) compulsion people to match the artificially created fetishes of life. This process occurs due to the factor of information obsession. This affects the formation of fashion, life standards and etc. However, often the value obtained with the purchase of goods does not correspond to the costs incurred. These changes in the middle class consumers, especially the young part of it, are perceived complimentary This indicates the readiness of people to change, perceiving consciously or not the new rules of the game.

In our opinion, critical changes are in the structure, and first of all, the quality of transactional processes. Previously the consumer when buying durable goods had to physically go to the place of sale. Thanks to the trading platforms on the Internet, such a need is important for non-average purchase at the moment when the final choice is made. Herewith fading transactional process is the actual checkup of goods, and a new one.

At the same time, we see the danger of approaching contemporary sale points in that they destroy contrasuggestibility of consumers.

The flow of information and offers, as well as the market pressure associated with them, do not allow to form one's own (without external influence) desire and make an informed choice. This seems important because when the expected state is not received from purchases, the consumer experiences negative emotions.

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