

## THE MAIN TASK OF THE MODERN ECONOMY- STUDY CONSUMER PREFERENCES AND CONSUMER CHOICE

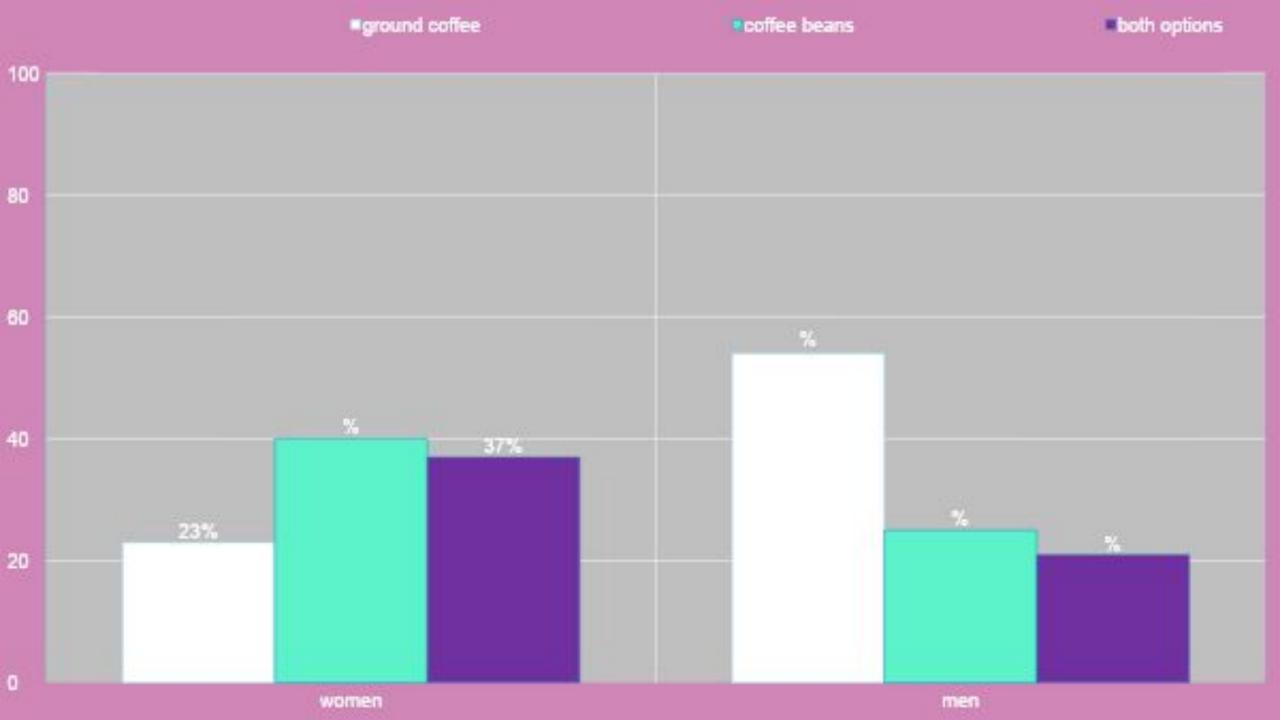


THE SAME PREFERENCES RUSSIA VIGOROUSLY STUDIED MARKETING CAMPAIGNS WITHIN THE FRAMEWORK OF APPLIED RESEARCH. RATHER, THE TERM "PREFERENCE" IS USED AS A FASHION SIMILAR TO

THE TERM "DEMAND".









BUYER BEHAVIOR IS NOT IMPOSSIBLE TO FIT INTO A CERTAIN SCALE OF PREFERENCES THE PURCHASE OF ONE PRODUCT OTHER.

ITISNOTFROM NATURE, BUT FROM EDUCATION AND HLABITS, THAT OUR WANTS ARE CHIEFLY DERIVED. FIELDING

