



*CONSUMER  
PREFERENCES  
AND  
CONSUMER CHOICE*

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



RATHER, THE TERM  
“PREFERENCE” IS USED AS  
A FASHION SIMILAR TO  
THE TERM “DEMAND”.







*CAN GIVE AN EXAMPLE THAT SUCH  
PRODUCT, AS NATURAL COFFEE,  
CONSUMERS ARE TRYING NOT TO FEEL  
SORRY FOR THEIR MONEY. THE MAIN  
CONDITION FOR SELECTING THIS  
PRODUCT AFFECTS TASTE AND AROMA.*

■ ground coffee

■ coffee beans

■ both options

100

80

60

40

20

0

women

men

23%

40%

37%

74%

25%

21%





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

*IT IS NOT FROM  
NATURE, BUT  
FROM  
EDUCATION AND  
HABITS, THAT  
OUR WANTS ARE  
CHIEFLY  
DERIVED.  
FIELDING*

