

# **INFLUENCE OF CRISIS ON CONSUMER BEHAVIOR OF RUSSIANS AND THE POLICY OF MEAT-PROCESSING PLANTS WITH REGARDS TO THEIR PRODUCTS ASSORTMENT**

Andrey Lisitsyn, Aleksander Zakharov, Mihail Ishakov

Russian meat research institute, Russia (e-mail: [vniimp@inbox.ru](mailto:vniimp@inbox.ru))

***Abstract***—The investigations about the influence of crisis on consumer behavior of Russians were carried out. According to the results of the survey, the analysis of buying behavior of a part of economically active population under crisis conditions was performed. In the investigations the changes of consumer behavior of respondents, associated with crisis, were analyzed together with the main strategies of buying behavior: reduction of expenses, changes in the structure of purchases, etc. According to the results of the survey, 6% of respondents indicated that the current crisis didn't concern them at all. The share of those who are not confident under crisis conditions for the past period was 51%. The share of those who had difficulties to estimate their financial standing and prospects was 4% of the total quantity of the surveyed. 43% of respondents feel confident despite the crisis. For 80% of respondents, the current crisis has brought the highest losses to their revenues. The share of respondents who consider that crisis in the first place threatens their employment has risen to 61%.

***Index Terms*** — consumer, crisis