

References

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THE INFLUENCE OF PRODUCT PACKAGING ON CONSUMER FINAL CHOICE

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First of all, what is the packaging? This is a way of selling products. It is displayed in the mind of the consumer. Packaging may be strange, bright, incomprehensible, but it should cause emotion, be memorable. This effect was proved by Sigmund Freud, who studied psychoanalysis. Packaging also carries information about the manufacturer, creates an image for it, a certain reputation. Nowadays, the problem for manufacturers is how to develop packaging, so it doesn't mean only to attract attention, but also to be convenient, economical and informational. This is not a secret that good packaging is expensive today, because the resources of our planet are limited, and the needs of the population are only increasing.

The purpose of this article is to study the influence of packaging on the final choice of the consumer, as well as to consider the problems associated with recycling, communication with customers and the effect of color on them.

When a manufacturer creating packaging, the main aspects should be taken into account: reliability (the ability to preserve the physiological properties of products, ensuring tightness); safety (packaging should be made of safe materials, that do not harm the product); economic efficiency (depends on the used materials); environmental friendliness (when using and disposing of is not harm to the environment) [2, p. 13].

Unfortunately, not all manufacturers follow these rules, and we are increasingly hearing news about the dangers of plastic water bottles, so it must be stored in glass; the unreliability of grocery bags that are not durable. These situations indicate that they are following only "economic efficiency". The cheaper the packaging the lower cost, and with insufficient income for average Ukrainians, the price affects more than the packaging on the choice of products.

Next, it should be said about the functions of packaging. Packaging can act as an advertising medium (in commercials, on billboards, firewalls, city lights), as a way of advertising at the point of sale, and as an after-sales item confirming the correctness of the purchase. It is worth noting, that consumers are largely prone to unexpected "last-minute" purchases. This may be due to a lack of time to choose, or spontaneous attention-grabbing and a desire to try something interesting or new.

Separately, we highlight the influence of color and font on the perception of packaging. A manufacturer's message can change dramatically, from red to blue, from coarse bold to italics. Also, if a company aims at the international market, the situation becomes more complicated, because the same color in different countries can be perceived opposite. For example, white color in Western countries is associated with innocence and purity, but in China, Japan and India it is the color of unhappiness and death [1, p. 73].

So, the packaging definitely has an impact on the final choice of the consumer, in addition, it performs many functions: from advertising to the practicality of reuse. At the same time, one good package is not enough for a potential buyer to become a regular. To do this, establish a pricing policy that is consistent with consumer income; pay attention to product quality; analyze competitors; use integrated advertising. That is, marketing planning plays a key role.

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SOCIAL AND ECONOMIC TRENDS FOR LEAVING HOME AMONG YOUNG PEOPLE

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The path from childhood to independent adulthood is lined with a number of crucial milestones and decisions, such as leaving the parental home to study or to work, moving in with a partner, getting married and having children. However, the average age for leaving parents' home is steadily increasing both in developing and developed countries.

In this article we will look into the main trends for starting an independent life among young people in different countries and study the social and economic reasons for the changes.

Nowadays a lot of young people move away from their parents at 17 or 18 when they go to University or go to work after high school. Others stay longer due to the scarcity of good jobs for young people. Other reasons why young people are moving out later in life include focusing on careers and getting into serious relationships later in life, which means they're likely to move out later as well. Another possible explanation could be a change in values, resulting in young people caring more about their families than before.

According to Eurostat's 2018 data, the average age across the European Union when young people leave their parents' homes is over 25 years old. In 2017, Eurostat showed that 35.3% of 25 to 34-year-old men were still living at home, compared to 21.7% of women of the same age group. The lowest rate of young people living with their parents was in Denmark (3.2%), Finland (4.7%), and Sweden (6 %), while the highest was in Croatia (59.7%) and Slovakia (57%). In fact, 44% of Europeans aged 15–30 consider that young adults cannot afford to leave the parental home and 28% agree that not enough affordable housing is available. However, in some countries, more than 20% of young respondents consider that remaining with their parents allows them to live more comfortably with fewer responsibilities [1].

As seen from the results of the research, there are 4 main reasons for this: 1) healthcare and social welfare - family members are struggling to fill the gaps in systems that do not provide adequate care and support for people with chronic illness, disabilities, mental health struggles. This is particularly important as population ages; 2) family caregiving needs - young people in Canada, Australia, the US, Britain (and in other parts of the world) are actively engaged in providing daily care for family members (including siblings, parents, grandparents, and other family members); 3) culture - individualistic notions of people growing up and going out on their own are not the norm in many cultures, which emphasize that elders should be looked after by family members and that family well-being is a collective responsibility, as opposed to individualistic notions that the ultimate aim of adult life is to be independent and able to live on their own; 4) economic reasons - an increasing number of young people are unable to support themselves financially and buy or rent accommodation on their own, so they stay with their parents longer. [2].

In conclusion, there is evidence that proves that an increasing number of young people prefer co-residence with their parents for a number of reasons, revealing the potential to promote intergenerational solidarity across the life course.