

Olena Parshyna

University of Customs and Finance. Ukraine.
<https://orcid.org/0000-0002-7836-0140>

Yurii Parshyn

Zaporizhzhia National University. Ukraine.
<https://orcid.org/0000-0002-8650-5303>

Maxim Korneyev

University of Customs and Finance. Ukraine.
<https://orcid.org/0000-0002-4005-5335>

Oleksandr Stakhiv

University of Customs and Finance. Ukraine.
<https://orcid.org/0000-0002-3774-8130>

Serhii Vesnin

University of Customs and Finance. Ukraine.
<https://orcid.org/0000-0002-6607-1659>

CUSTOMER ORIENTATION MODELLING OF ENTREPRENEURIAL ACTIVITY IN THE CONDITIONS OF TRANSFORMATIONAL CHANGES IN THE CONSUMER MARKET

The article studies customer orientation as the strategic philosophy of modern business, which is formed on the basis of consumer preferences. The emphasis is placed on rethinking traditional ideas about customer orientation taking into account the dynamic transformations of the consumer market. The study of the dynamics of consumer preferences for determination of their impact on the customer-orientation of business activities has been conducted. The need for the use of modelling methods has been proven, which allow enterprises to adapt to dynamic market conditions, form long-term loyalty and ensure competitive advantages in the global environment. Multifactor mathematical model of the dependence of financial results of enterprises on the customer satisfaction index, customer loyalty indicator and repeat purchase rate has been developed. Integration of the financial and customer metrics using the multifactor modelling method has been achieved. The resulting relationship between influencing factors allowed reflecting the quality of customer experience. The use of correlation, regression and comparative analyses allowed identifying patterns and formulating practical recommendations for enterprises with the strategic customer orientation. It is noted that satisfied customers return more often and spend more. That increases the stability of the income of a customer-oriented enterprise based on the established relationship between the customer satisfaction index and sales profitability. Reducing marketing costs and increasing the margin of a customer-oriented enterprise is established on the basis of the study of the customer loyalty indicator. It is noted that repeat purchases form the basis of long-term income based on the established relationship between the repeat purchase ratio and sales profitability.

Keywords: customer-oriented business activity, consumer market, influencing factors, provision, model, sales profitability, relationships, analysis, customer satisfaction index, customer loyalty index, repeat purchase rate.