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[1], ... [14], ... [6], ... [3],

[4], ... [10], ...

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[2], ... [4], ...

[7], ... [8], ... [9], ...

[12]

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[3, 9, 12].

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[1; 3; 5; 11].

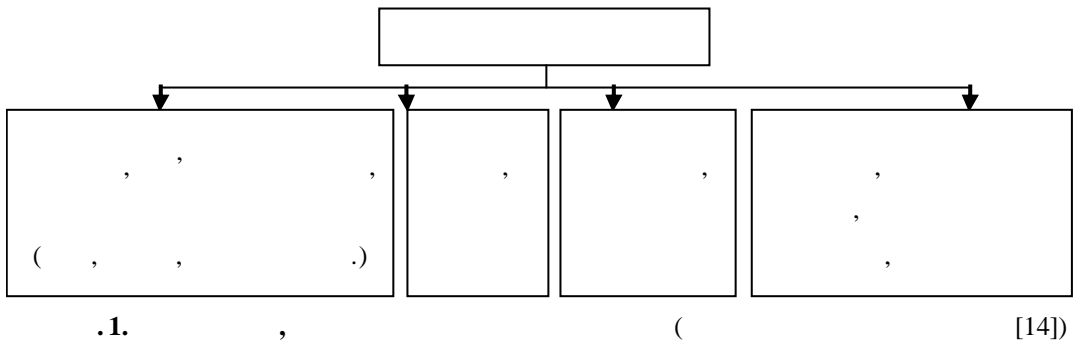
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UDC 339.1-052

Vasykanych Lyudmila Olexandrivna, researcher, lecturer of management department. Rivne branch European University. **Structure and behavior of consumers description of its main components in the system of economic relations.** This article explores the main approaches to understanding consumer's behavior in the system of modern economic relations, develops the structure of consumer's behavior and analyzes its components, identifies the prospects of usage of the proposed structure in the process of formation of market demand.

Keywords: consumer's behavior, structural components, purchase, consumption, release, forms of consumer's activity, consumering behavior.

11.07.2011 .