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THE STUDY ON CONSUMERS' DEMAND AND PREFERENCES FOR SERVICES PROVIDED BY LANGUAGE SCHOOLS

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Abstract. The significance of the paper relates to the fact that knowledge of the French language is one of the key factors of professional success on the international labor market. Therefore, future specialists and employees of industrial enterprises and firms might be interested in French courses provided by centers for additional education. Conducting marketing research and surveys is necessary to improve educational services to meet potential clients' needs, society, and the labor market. The aim of this paper is to describe the results of the study examined consumer demand for services of centers of additional foreign language education organizing French courses. The theoretical basis was made up of materials from marketing research of consumer demand for services. Empirical methods include collection and processing of data about educational services; 2) determination of preference criteria and survey of people interested in learning foreign languages; 3) statistical processing and interpretation of the results of the survey conducted. In conclusion, five best language schools in the city of Nizhny Novgorod and the town of Dzershinsk where French can

be learned were identified and described. The survey results revealed the fact that French courses are in demand among the respondents and that Speaking Planet is the most famous language school in Nizhny Novgorod where French is taught.

Keywords: survey of customers; foreign language; French; education; foreign language course; demand for Spanish courses; customers' preferences.

JEL codes: M31; L22; M10.

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