

**THEORETICAL ASPECTS OF EMPIRICAL RESEARCH CONSUMPTION
OF GOODS – THE EFFECT OF EMOTIONS ON THE ATTITUDE TO
BRAND PRODUCTS**

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Identified theoretical features of empirical research, the emotional attitude to the products of the brand and the importance of past consumption experience for the marketing of the enterprise are considered. The main elements and values of the marketing impact of empirical research on the consumer, as well as their research methods, are highlighted.

Keywords: marketing, emotion, consumption, empirical aspects, goods, empirical research methods, brand products.

I. Introduction

In the current conditions, when the market is so overpriced, and competitive hundreds of brands, the more so that within a single brand often offered from a dozen different products. In such conditions, the consumer chooses the goods based not only on the economic and physical characteristics of the goods, but also on his behavior from his emotional attitude to the goods and his empirical perception.

The past experience of customer consumption, which determines the formation of future experience, their desire or unwillingness to re-contact the same brand, as well as the growing role of marketing in the system of relations of market players, and an understanding of the needs in this.

After all, the competitiveness of a company depends not only on the production characteristics of the goods: quality, taste, appearance, or economic characteristics - prices or marketing characteristics: brand

recognition or good image, but also from the behavioral features of the target audience of the enterprise. All this forms the experience of the consumer, but his personal opinion, and in the future, and the desire to repeat the experience of consumption, or not. The desire of the consumer to contact the brand with the future depends on the ability to combine all the characteristics highly valued by the consumer (marketing, economic and physical) and to create a pleasant consumption experience, not only in the process of buying, also in the interaction with the product, and after consumption. It is the guarantee of the forming an unforgettable positive experience.

Therefore, the study of empirical aspects of consumption is such a value for the enterprise.

II. Formulation of the problem

The question of studying emotions and their impact on consumer behavior through the emotional attitude to products and goods of the enterprise are devoted to the work of such scholars, economists, marketers, psychologists as W. Wundt, K. Isard, M. Klein, K. Moser, M. Holbrook, E. Hirshman; M.C. Burke, JA Yedel, H. Meysedman, A. Mehrabian, M. Richins and others. The study of this problem showed that the question of the effective experience of consumption should be set not only when it comes to buying a product, but also when it comes to the consumer having to choose a product. And also when the consumer has already used the product and got some result.

Day after day, researchers are looking for more and more new methods and testing consumer behavior, including their empirical aspects and the rational attitude to certain brands and products. But the main problem is that the behavioral characteristics of a person, namely, empirical studies are based on them, it is difficult to reduce to a single standard. Thus, the purpose of this article is to study the theoretical aspects of empirical research and the influence of emotions on the attitude towards brand goods.

III. Results

Empiricism - is a direction in the theory of cognition that recognizes sensory experience as the source of knowledge and states that all knowledge is based on experience [1, p.488].

Empirical and theoretical aspects as types of research activities differ in the subject of research: the empirical study is oriented to the direct study of phenomena, theoretical aspects - the level of the essence and objective patterns in the investigated process, the phenomenon.

Consumer behavior is based on the theoretical components, and on the empirical components of activity. The behavior of the consumer from purchase to purchase has specific limitations, since every person who is a consumer has certain cognitive features. Thus, every time when buying something unfamiliar, the consumer forms a certain experience of consumption, which is reflected in his memory, as a certain stage on the way to the future purchase. This experience is formed on the basis of certain emotions - the relation to reality, sends to the brain certain impulses that are experienced as a certain pleasure, not pleasure, joy, anger, guilt, shame, happiness.

Emotions perform a function that helps a person not only to perceive objects or phenomena surrounding her, but also to form a certain attitude towards them. The pleasure of communicating with other people, an overview of the expressions of art, the purchase of goods, science and own work - each of the listed elements causes a person certain reactions and experiences: shame, joy, anger, fear, love, respect, jealousy, surprise, admiration, and others.

The use of marketing experience began with a model developed by Maurice Holburk and Elizabeth Hirschman in 1982. From that moment, the publication of works on research conducted on such aspects as seeking impressions, fantasy and emotional excitement began.

Later, it became known that the overwhelming motivation for buying is the increase in living standards, which is based on the pursuit of economic development and greater autonomy.

As M. Holbrooke himself said: "All product boundaries are potentially present when a living organism acquires, uses, or disposes of a particular product to achieve its goals, meet needs, or realize dreams," these words emphasize the importance of studying the behavior of consumers. For the participants in the consumer market, not only as an instrument of influence on them.

The essence of the model is that scientists have developed the concept of "information processing", in which it is not possible to be limited only to the process of buying and consuming. They considered the behavior of consumers as an empirical process in which consumers find some interesting, and expressing their feelings of enthusiasm, joy and others. Namely: consumption as a process of exchange of impressions, which goes along with other economic exchanges - goods, services and resources.

The classification of Robert Plutchik, which classifies the emotional states of the personality that she felt during the purchase, based on past experience. To assess emotional responses to some types of stimulus marketing, there is a basic PAD scale developed by Mehrabian and Russell, which measures the emotional response to external influences. And on the emotions that arose in the process of consumption, the model of CES, which translates as a set of emotional consumption, is created by Marsha Richins. That is, it is formed on the fact that the consumer has already got some experience and is ready to share it with us. This model is ideal for estimating emotional differences in the consumption process.

Also, the Holbrooke and Hirschman model contributed to the formation of an understanding of the stages of consumer demand, which is important for marketing, for the reasons that marketers must know their target audience,

their needs and problems that they encounter or may face. After all, this is the basis for the formation of competitive advantages.

In their theory, marketers describe the experience of buying a brand as the most important behavioral result that gives the process of information processing, while they insist on the importance of separating the concept of purchase and the concept of consumption. After all, the process of buying - it's the moment of contracting between the seller and the buyer. And consumption - is the satisfaction of needs with the help of a certain product.

Since the buying process and the process of consumption are different processes, there are certain types of emotions that influence the decision process:

- Integral emotions directly related to the decision, emotions through the choice of one of the current options of choice or expected result.
- Random emotions, current mood. Thanks to them judgments are built.
- Situational emotions. A feeling when making a decision, or other emotions that fit the situation.

The formation of the emotional attitude to the product brand has been subject to marketers for a long time. For example, emotions in advertising, which are used to form a positive attitude to the product. Advertising aimed at such a strong connection of the experience of advertising with the experience of consumption of this product, that in the perception of advertising people are activated appropriate experience of the simple thought about the use of the advertised product (Edell & Burke, 1987) [2, p.421].

Advertising should include emotions that create a positive effect, that is, to cause a respondent's sense of interest, the desire to guess what is behind the information provided in the advertisement, the desire to be confident in the thought of a product or service, to experience the same feelings as people in advertising. After all, healthy interest and proper thematic orientation form the need and encourage the action, create a motivational and stimulating effect, showing the true emotional states of people before and

after use. Thus, a person will subconsciously associate himself with the characters, which will be an impetus for the purchase.

IV. Conclusions

Empirical research plays an important role in marketing because, first and foremost, they are based on the personal experience of each person, his past brand name, or a particular brand.

Thanks to the model of American scientists Holbrook and Hirschman, the most important behavioral result, because the empirical method adds an opportunity to consider the consumer not only on the basis of his choice "profit-property, but also to influence the emotional states of the consumer, because emotions are the main regulator of human life and its sensations. Many scientists have developed models for measuring emotions before, during and after consumption, which is actively used by marketers, using the "weaknesses" of consumers, to influence them through advertising, music, associative rows, and more. Thus, the development of empirical research and the emotional relationship to the brand form the possibility of perfect customer satisfaction.

Summarizing the mentioned points it is possible to generalize, that empirical research correlates with the real experience of consumers and is shaped by their emotional experiences and is able to link a positive emotional relationship to the brand's products through the formation of a stable emotional connection between the product and the subconscious of consumers.

Literature

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