

**THE RESEARCHES OF CONSUMERS' IMPACT INSTRUMENTS IN
MARKETING**

**ДОСЛІДЖЕННЯ ІНСТРУМЕНТІВ ВПЛИВУ НА СПОЖИВАЧІВ В
МАРКЕТИНГУ**

**ИССЛЕДОВАНИЯ ИНСТРУМЕНТОВ ВЛИЯНИЯ НА
ПОТРЕБИТЕЛЕЙ В МАРКЕТИНГЕ**

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The basic reasons by which marketers can influence the consumer were allocated. Different approaches to the study of consumer`s behavior motivation were considered and analyzed. Also, the most appropriate theories that are used to form instruments of the consumer`s influence were studied.

Key words: reasons, consumer, research, needs, theory of motivation.

I. Introduction. The importance of comprehensive psychological studies of consumer's behavior is increasing. Various theories have been developed in marketing for such research. They direct to the explanation and prediction of human behavior in the market, as well as providing of comprehensive methodological structure of the study. The variety of goods and services on the today`s market makes

sellers to look for ways of creation goods or services which are different from similar products. In order to solve this problem, first of all, we need to identify and understand the true reasons of consumers, when they choose a product or service.

II. Formulation of the problem. A lot of domestic and foreign scientists have been working on studying of the process of consumer's motivation, among them: Freud S., Kozyrev AA, Kotler F., MakHir V., McClelland D., Maslow A., Rubenstein SL, Sendydzh S., Shavrtsa D. and others. Despite of the large number of theoretical developments in the field of effective motivation of consumers, but it is necessity to systematize the different approaches and to create recommendations for using the incentives as an effective marketing instrument.

III. Results. It is shown that motivational and psychological factors are the most important for choosing a product. Therefore, the main reasons that influence potential consumers are below:

- motive of utility. Preferably, all people have a common desire to get rich that means they want to increase their income and effectively dispose of it.
- motive of stability. The need of reduction the risks in order to feel confidently and stably
- motive of self-actualization. Everyone tries to improve his image and prestige by reaching his own goals in life;
- motive of comfort. People want to make easier not only physical work but also communication with other individuals.
- motive of development. It means that everyone to time from time needs to change the environment and it encourages people to learn something new for achievement a new knowledge and obtainment more experience
- motive of support. Everyone needs to feel his belong to a certain group and it generates a desire to do something useful for others individuals (family, friends, acquaintances, colleagues)
- motive of nostalgia. If an individual felt comfortable (physically or mentally) under certain conditions and circumstances, he would want to return to these ones in order to feel good again.

Of course, every person is an individual, that's why the same reasons for everyone take different manifestations and determine different needs.

Ryabinsky L.S. has proposed several basic approaches to the study of economic motivations of consumers such as marketing, economic and economic-psychological. Concerning economic approach, individual is rational and economic being the main target of which is to maximize income and usefulness. However, this approach is criticized by many scientists because, in their opinion, it does not explain the real causes of consumer's behavior [3].

What about the marketing approach, the study of consumer's behavior aimed at solving practical problems. One of the most important tasks is to increase sales of certain products by using different techniques and methods of psychological influence. In this approach psychological theory is used by scientists in studying the determinants of consumer activity. It is based on conducting motivational research of consumer's behavior within psychoanalysis and the study of consumer's behavior as an information process.

Marketing models have obvious advantages, but a lot of scientists consider that they have limited practical value, as they are too formal and abstracted from reality, cumbersome and also they are difficult enough for empirical verification. The models do not take into account the human activity in attitude to the market, that's why the determinants of behavior are represented in them ambiguous. This is the main problem of these models.

There are two main ways of researching motivations of consumers in marketing work. The first way examines the general regularities of motivational systems which do not depend on the personal characteristics of individuals. The second one researches individual deviations in the motivation and also the factors which reveal these differences. Marketing research of consumer's behavior motivations differ in practice and have narrow focus of research. The studying of consumer's behavior is one of the major ways of empirical research in foreign economic and psychological literature.

Various theories of motivation were developed by scientists and economists on the basis of studies of the different psychological aspects of human life which create motives. There are a lot of scientific papers, which pay much attention to motivation, but in most of cases in terms of management. Scientists should learn motivation in terms of marketing, because the different theories of motivation can help to identify the real needs of the market and to create a mechanism by which it will be possible to satisfy them.

A hierarchy of human needs which has been developed by Maslow is one of the most famous and most fundamental theories of motivation used in marketing. This theory has become the basis for all subsequent meaningful theories that can be used in marketing. When Abraham Maslow was creating his theory, he had suggested that people have a wide range of needs and submitted it as a pyramid, which has five separate categories [2]. The reasons of biogenic character occupy the lowest the biggest and versatile level of Maslow's pyramid. Among these motives are securing of vital activity, problems of eating, drinking, health, safety, comfort housing for oneself and one's family. A group of social motives and socio - psychological problems is above biogenic motives and needs. The top of the pyramid of Maslow is the realization of oneself, the search of own place in society and achievement inside harmony. This is also a very strong group of motives, especially in the developed consciousness, with high levels of intellect and education [5].

MakHir has developed a classification system of motives more specific than the system of Maslow. It uses a more detailed set of motives for considering a limited range of areas of consumer's behavior. The most actual psychological motives of MakHir for marketing are:

1. The need of consistency. It means that any person needs to feel balance between attitude and behavior. A person may feel significant imbalance after purchase (the doubt of the right choice) and can be motivated to look for more information to reduce this feeling of inconsistency.

2. The need of determination causality of attributes. These motives are connected with the need of determination who or what causes the things that happen

to us. There is an attributive theory: an approach to understanding the reasons of attributing specific values to the others behavior. For example, when consumers ascribe motive of sale to the seller's advice or advertisements then they tend to depreciate this advice. That's why marketers start to use the authoritative persons (doctors, actors, singers etc).

3. The need of signals. These motives reflect the need of signals or symbols that allow us to make conclusions about what person feels and knows. For example, a woman who wore a new dress, feel the need for approval, admiration, recognition from others.

4. The need of independence. Needs of individuals are derived from the needs and feelings of self importance. Marketers use this motive, offering products that suggest to consumers: "Do what you think is right", "Be yourself."

5. The need of novelty. Human nature is such that he often looks for diversity because he needs a novelty. This may be the main cause of the transition from one brand to another and so-called impulse purchases. We should remember that the need of novelty is unstable namely if person has a lot of novelties for a little while he wishes some stability.

6. The need for self-expression. The motif related with the need to express personal individuality. The buying of many products, including clothes, perfume and so on allows consumers to express their individuality to others. For example, the buying of the newest phone model can express much more than the need for communication.

7. The need of ego-defense. The need to protect the individuality or ego is another important reason. Ego-defense can ensure the availability of certain products. Therefore, consumers who feel not safely, as usually buy well-known brands to avoid incorrect purchase.

8. The need of awards. People are often motivated to act by certain way because they were rewarded for it in the past or they know they will be rewarded again. Motives of awards as usually use in commercials of detergents, furniture, luxury items, etc.

9. The need of joining. This motive expresses the need to develop mutually beneficial relationships with other persons or groups of persons. That's why marketers often use in advertising of insurance funds or farming such theme as "Your family will thank you for it."

11. The need of modeling. People need to build their own pattern of behavior based on the behavior of others. Children learn to be consumers when they repeat the behavior of adults. Marketers use this motive, showing desirable types of individuals (which are respected by potential customers) that use their trademarks. [1].

MakHira's theory is based on general psychological characteristics of a person, but this theory need adaptation for using, because it does not consider the mental and cultural characteristics of certain groups of people. Therefore, for the practical application of this theory it requires some improvements which based on characteristics of individual segments which should be motivated for purchase.

David McClelland proposed his theory of motivation, which is based on three types of social needs: the needs for achievement, affiliation and power. In his theory McClelland, unlike Maslow, rejected and did not consider the physiological needs of man. He believed that is impossible to motivate people to action with them. This theory is designed for higher social **strata**, which physiological needs have already satisfied. This theory cannot always be used for marketing, because the products of mass consumption (food, clothing, and household goods) satisfy the basic needs of people. Some people who can afford fashion goods (because physiological needs have already satisfied) is significantly lower than the part of people belonging to the middle class and above all, take care to satisfy physiological needs.

Famous psychologist Sigmund Freud developed his own theory of motivation, which is based on the recognition of actions of certain psychological forces that shape human behavior, but it is not always conscious. This theory is important for marketers because consumer is considering like a person who has a conflict of desires (sometimes internal human desire resist to the norms and morals of society). A person does not fully understand the motives of his conduct when making a purchase.

Marketers need to consider this when they are developing design of packaging and advertising to stimulate subliminal elements of the human psyche.

One of the most used theories of motivation in the modern marketing is the theory of American scientist D. Shvartsa. A feature of this theory is that D. Shvarts divided human motives in two groups: rational and emotional. He researched it separately, because he believed that they commit different effects on human behavior. According to the theory D. Schwartz, the rational motives are:

- Income or savings. It means, that everybody has desire to increase his income and dispose of it effectively.
- Reduction of risk. A guarantee of stability have the need to feel confident and safe.
- Convenience. The desire to facilitate and simplify their actions.
- Quality. This factor is decisive in the selection of goods and services.
- Guarantee of service. People want to have confidence that they will be provided by necessary services (medicine, insurance, defense and law enforcement, etc.)

The motives of consumers are often irrational, that are ones that are difficult to explain from the perspective of logic, so such motives is considered emotional:

- "Actually I am." Everyone desires personal recognition, wants to be respected, appreciated and recognized his significance.
- Personal power and influence. People have inherent desire to possess certain things and the desire to influence the closest environment.
- Cognition. Constant focus on new discoveries, knowledge and action. Identification of potential buyers who are guided by this motive (innovators and moderates innovators) is very important in the introduction of new products into the market, because people who have not inherent trait of innovation, will not buy a new product until it is fairly common.
- The follow fashion. In any group of potential buyers are those of the individual whose behavior determines exactly this reason. The goal of the company is to timely detect it and offer the products to this category of consumers.

- The desire to be accepted in society. A person is a social creature, so he feels the need to be accepted in society. It is important to take advantage of this motive when developing the product to take into account the peculiarities of the society for which it were designed. [4]

These theories are particularly appropriate for use in marketing, because they are based on the basic concepts and provisions of motivation. Each of them has advantages and disadvantages, so best to apply them comprehensively, according to the situation, depending on the type of product and market segment. Various theories of motivation should be used for each segment to maximize the impact on potential consumers.

IV. Conclusions. Many theories of motivation have common ground, but focus on different aspects. To select a theory of motivation that can be used for marketing purposes, and used as a basis for effective promotion, you must first of all define the segment, for which products is designed. After examining the features of a certain market segment, you can choose the most favorable theory of motivation and adapt it to the needs of the advertiser.

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