

LatunV., Kalganova L.
A. Bardas, research supervisor
S. Kostrytska, language adviser
National Mining University

HOW DISCOUNTS INFLUENCE PEOPLE

Historically, discounts appeared and were used in street trade. Sellers provided discounts to customers who purchased more goods. Currently, the practice of discounting is used by large and medium-sized companies, small businesses and individuals. All the shops from time to time arrange sales – offer discounts on goods that stale to sell. Our compatriots following the western consumers also begin to produce Pavlov's reflex, the disease called "the syndrome of the sale".

People are easily "hooked" on sale: nothing can attract a buyer so much as the price tag showing the old price and the new discount. In supermarkets, we are told that the discount card enables us to save significantly. This is not the truth: when we get the discount, we just buy other goods at a higher price.

Consumers believe unequivocally that the proposed discount is a fair price reduction. That means the price can simply be increased by 20%, and then the same 20% can be thrown showing the old and new price. Buyers seldom look for a catch. The credibility of the savings is an additional incentive to buy.

Investigation shows that having a coupon or discount can make the buyer refuse to search for similar products elsewhere. Discounts cause sensation that the offer is limited. This is especially important for online businesses where it is much easier to compare prices among competitors.

One of the minuses of coupons and discounts is the fact that over a period of time consumers expect to see a reduction in price when they make some order. This expectation often leads to the fact that customers do not order products at the regular price and begin to look for discounts from competitors. The absence of any bonus can be seen as a hostile act on the part of the online store. To prevent such situations the discounts offered and the terms of discounts must be carefully considered.

Discounts encourage customers to make a purchase more quickly. Buyers understand that it will not be always, and they act. Urgency is a key factor that helps clients to make decisions. The sentences completed with phrases such as "One day," or "Last chance!", help to eliminate the latest hesitations before purchase.

One of the most powerful psycho complexes of people is greed. When a person sees a product at a significant discount, his/her eyes widen, and the brain is "turned off". The person stops thinking. Does he/she need this product? The main

thing is that we can buy it cheap! Discounts work on that principle: two products for the price of three. The buyer generally would not take any thing but by such sale, he simply can not get through.

Psychologists give pieces of advice in order to be on the safe side with the word "discount":

1. Buy only what you need exactly.
2. Think before you take the product.
3. Make sure that this product will be used in your everyday life.
4. If you are going to buy a lot of goods in advance, make a list and try not to deviate from this list.