

MARKETING TOOLS IMPACT ON THE CONSUMER BEHAVIOR

One cannot work effectively in the market environment without knowing the consumer behavior. The enterprises that will be able to research the peculiarities of the consumer behavior and to influence their behavior or at least to take into consideration its peculiarities, will be able to keep and expand the volume of production sales and profits.

The modern concept of integrated marketing communications provides for thoroughly balanced and coordinated work of all communication channels in order to form a clear, consistent and persuasive idea about manufacturer and his products.

The main means to persuade during communications are chosen according to the level of consumer readiness to percept a communication appeal:

- high level – direct way of the persuasion process. Only important arguments are used for forming a well-founded thought;
- low level – indirect way. One resorts to indirect hints concerning advantages of production to persuade a consumer, e.g. on behalf of the person who gives arguments;
- medium level – complex. Both can influence arguments and indirect hints.

Price policy influences the consumer behavior. While forming the price policy of an enterprise one should take into consideration its unprecedented influence on the consumer behavior. Price formation should be based on the analysis of factors of demand which contain: preferences of consumers, consumer characteristics of a product, its qualitative characteristics.

Correlation of prices and quantity of purchases by these prices can be explained, firstly, by the influence of laws of demand and supply and by the price flexibility, secondly, by different reactions of consumers of a particular market segment on price. There are four categories of consumers according to the perception of prices and understanding of purchases:

1. Purchasers who are highly interested in prices, quality and assortment of offered production while choosing a purchase. This group of purchasers is greatly influenced by advertisement which describes useful qualities and advantages of a product.
2. Purchasers who are susceptible to “image” of a product, they pay great attention to service and personnel treatment.
3. Purchasers who keep up certain categories of enterprises (e. g. openings) while buying something and they are ready to pay more for the sake of these enterprises.
4. Purchasers who prefer, first of all, convenience irrespective of a price. Consumer sensitivity to a price can be decreased depending on a number of factors of price importance which induce relative effects: the effect of unique value; the effect of knowledge about analogues; the effect of comparison stability; the effect of total expenses; the effect of ultimate profit; the effect of cost allocation; the effect of irrevocable investment; the effect of relation between price and quality; the effect of supply.