

## **PSYCHOLOGICAL BEHAVIOUR OF CONSUMERS**

A problem of study of users conduct motivation is one of central problems in marketing psychology.

In psychology reason is determined as «presentations, ideas, emotional experiences, necessities and inclinations, dispositions, desires, habits, concepts about a debt, moral and political settings and thoughts, sets, interests, persuasions, aspirations, psychical processes, states, personal traits, articles of the outer world and even terms of existence». Please pay attention that, M. Veber determines reason as «certain semantic unity, appearing as a sufficient reason for a certain action for person involved or observer ».

Both in psychology and in marketing specialists are engaged in search of reasons of certain man (user/buyer) conduct, search of answers for the questions as: «What is the reason of purchase action? » and «What are the reasons of refusal from purchase? ». In fact it isn't always that we buy goods which are necessary and pleased us and.

There is a great number of reasons why a potential user can refuse from a purchase. Let's stop on following reasons:

1. It is a high price. Person always grounds his choice with a reason. He compares something to something (the theory of utility is used here). A man does not buy because of high price, but because of the utility of goods/services for him personally falls short of that price which is set for goods/services. It is known that two men with identical sufficiency can give preference to the different prices on the same goods (naturally within reasonable limits).

2. Absence of trust to advertising. Consumer is afraid of being deceived and he does not wish to be such.

3. Doubts of consumers as the offered goods. Regardless of necessity of certification and accordance of goods to certain standards, goods do not always possess that level of quality which consumer would like to buy considering proposed price.

4. Doubts of consumers in the benefit of goods. For example, suddenly

cosmetic cream will appear to be not effective.

5. Impossibility of the product usage i.e. goods are not adapted to the consumer needs. Let us suppose if a pleased kitchen set is not contained in a little kitchen, and the simplified diminished variant is absent.

For the certain group of consumers the important reason according to which they do not buy some goods are fears that goods can inflict harm to health. For example, a tape player can spoil an ear and a computer can harm sight.

Not the least of the factors is fear of disparity of purchase to public norms. It is actual for the goods of "second hand".

The place of sale also plays a great role. If the point of sale is uncomfortably located (far or difficult to reach) it similarly can become the reason of refusal from purchase.

A modern man is always busy. He almost has no spare time and consequently he does not almost have time for purchasing. A lack of time is another reason why a man renounces a purchase.

Very important aspects are also laziness to collect information and related to laziness a doubt in the "accuracy" of price. Let us suppose that The consumer wishes to buy something to it unknown, for example, a personal computer. To purchase a computer it is necessary to collect information: What computer is modern now? What do exactly he need? Without what is it possible easily to manage without? What is the "correct", I mean "honest" price exactly for this model. He has no time and accordingly the purchase will be put aside. If there was an expert whom you can trust buyers would accomplish purchases in unknown area much better.

Sometimes people do not buy because they do not simply know about some goods. Too many users purchase only due to recommendations of friends/familiar people. The degree of trust to the goods rises here.

So, every user possesses the set of psychological qualities which influence on that he will purchase commodity or not. There are different reasons peculiar to a man in decision-making about a purchase. These reasons are today's issue for marketing and publicity activity because knowledge of psychology nature, way of life, models of conduct of potential and already existing consumers allows most effectively to move forward one or another commodity or services.

