

# НАУКОВИЙ ВІСНИК

**ЧЕРНІВЕЦЬКОГО УНІВЕРСИТЕТУ**

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**Рік заснування 1996**

**Випуск 804**

**Економіка**

**Збірник наукових праць**

**Чернівці**  
**Чернівецький національний університет**  
**2018**

**Науковий вісник Чернівецького університету : Збірник наук. праць. Вип. 804. Економіка. – Чернівці : ЧНУ, 2018. – 86 с.**

*Naukovy Visnyk Chernivetskoho universitetu : Zbirnyk Naukovykh prats. Vyp. 800. Ekonomika. – Chernivtsi : Chernivtsi National University, 2018. – 86 s.*

У випуску висвітлюються різноманітні аспекти соціального підприємництва та інновацій в економіці України та Норвегії. Даний збірник підготовлений в рамках співпраці економічного факультету Чернівецького національного університету імені Юрія Федьковича та Інституту доктора Яна-Урбана Сандала, зокрема наукового обміну молодих науковців до норвезького інституту. Результати досліджень представлені на 60 Саміті «Розмови про нові проблеми соціального підприємництва. Відзначення 10 річниці проведення 2008-2018» в рамках проведення IV Міжнародної Шумпетерівської конференції «Наукова спадщина Йозефа Алліза Шумпетера та сучасність: погляд із минулого в майбутнє» (03-04 жовтня 2018 року, Чернівці).

Для науковців, фахівців-практиків, викладачів навчальних закладів, аспірантів, студентів - усіх, кого цікавлять теоретичні та прикладні аспекти економічних досліджень.

The issue covers various aspects of social entrepreneurship and innovation in the economy of Ukraine and Norway. This collection was prepared within the framework of the cooperation of the Faculty of Economics of Yuriy Fedkovych Chernivtsi National University and the Fil. Dr. Jan-Urban Sandal Institute, particularly scientific exchange of young scientists to the Norwegian Institute. The results of the research are presented at the 60th SUMMIT Conversations on Emerging Issues in Social Entrepreneurship Ten Years Anniversary 2008 - 2018 within the framework of the IV International Schumpeterian Conference "Joseph Alois Schumpeter's Scientific Heritage and Modernity: A View from the Past into the Future" (October 03-04, 2018, Chernivtsi).

It can be used by scientific employees, practitioners, teachers of institutions of higher and secondary specialized education, students. This issue is intended for all who are interested in theoretical and applied aspects of economic research.

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Загальнодержавне видання

Внесено до Переліку наукових фахових видань України  
згідно наказу Міністерства освіти і науки України № 820 від 11.07.2016 р.

Свідоцтво Міністерства у справах преси та інформації України Серія КВ № 2158 від 21.08.1996

Рекомендовано до друку вченою радою Чернівецького національного університету імені Юрія Федьковича

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## EVOLUTION OF SCIENTIFIC APPROACHES TO MANAGEMENT OF CONSUMER BEHAVIOR

*Different theoretical directions suggest and substantiate the number of significant factors influencing consumer behavior. By putting them all together more or less detailed list of consumer choice system's elements could be received, which, taking into account the ontological prerequisites, as well as provisions on the dynamic nature of consumption, allows direct modeling of such system. Special attention in such analysis deserves the factors traditionally falling out of the field of view in economic theory, such as numerous irrational determinants of demand. With their help, it is possible to explain such phenomena as impulse purchases and purchases "out of habit". To the same group of "undervalued", all factors beyond the individual analysis of the consumer should be considered. In this category, for example, it is possible to distinguish various kinds of behavioral (and in particular consumer) orientations toward other members of small and large groups into which the studied individual is included. It can be confidently asserted that social attitudes are no less important than individual ones, and therefore can not be ignored in the study of consumer behavior. Thus, despite the complexity of application, only an integrated approach to the problem posed, taking into account all the most significant factors, can lead to meaningful conclusions.*

**Keywords:** consumer behavior, economic theory, management, sociology, psychology.

The behavior of each individual consumer is unique, as there are a lot of nuances that depend on each individual's physical and psychological characteristics, social environment and status, past experience, as well as the circumstances of specific buying situation and consumer's condition at particular moment. However, not all of these nuances have decisive influence on the final result of purchase decision. For the absolute majority of products sold, the number of consumers is large enough to make it impossible and even pointless to study the behavior of each of the consumers in detail. Therefore, the task of the manager is to identify the key features of behavior characteristic of a large (statistically significant) consumer groups. Through the definition of such features, common models of behavior inherent to the studied market are identified and described.

In economic theory, it is customary to consider consumers as extremely rational subjects who have complete information about the consumption object and who make exceptionally economically viable decisions. On practice, consumer behavior is far from ideal economic models. The consumer very seldom possesses exhaustive information about all offers on the market and can qualify it expertly; moreover, consumer often takes far from the most economically expedient decisions.

Consumption is the usage of economic (limited) good's useful properties for satisfaction of person's personal needs, during which the cost of this good is expended (destroyed), so it is withdrawn from production, distribution and exchange [3].

For a long time in economics and sociology was not given much importance to consumption and it was regarded as the secondary process, depending on production (exchange, distribution). Nevertheless, at present it is one of the most relevant topics in economy and sociology, it carries out both applied research (the study of consumers from the angle of marketing) and more fundamental sociological studies (studying the various social functions of consumption, its impact on human life and society).

Initially, in the framework of economic approach, consumer behavior was explained in terms of "economic man" model [6], i.e. main factors of consumption were price and income: the lower price and the higher income, the higher consumption becomes.

However, already in XIX century the foundations of sociological approach to individual consumption, which views consumption from the side of individual pursuing his or her conscious interests, were reestablished. The first attempts to develop a theory of consumption are connected with the number of key figures in social science of the 19th-20th centuries. K. Marx advanced the idea of commodity fetishism, formulated the law of needs exaltation during the process of needs satisfaction [12]. American scientist T. Veblen at the end of the XIX century proposed theory of demonstrative (prestigious) consumption: choice of a more expensive product is made in order to confirm consumer's high status, "maintaining the brand", matching his/her social stratum [24]. German sociologist G. Simmel put forward a number of key

ideas in fashion theory; German sociologist and economist W. Sombart proposed the concept of luxury, another German sociologist M. Weber formulated the concept of status groups and protestant ethics [22].

Consumer behaviour is the general concept for the factors and processes that determine economic actions of the consumer in the context of acquisition and consumption of studied products or services. Thus, study of consumer behaviour becomes main source of information about the market for the manager, as only through understanding the behaviour of consumers manager can come to the correct evaluation of the positioning and prospects of company's products and the desired directions of their development.

Usually this concept includes (in whole or in part, depending on the depth and purpose of the analysis):

- Determination of the initial needs of the consumer, that can be satisfied with the product or service;
- The process of making purchase decision;
- Factors that determine consumers' choice of studied products;
- The process and methods of consumption (usage) of the product;
- Factors that determine subjective assessment of consumer satisfaction with the product directly in process of usage, as well as after its consumption.

Obviously, consumption is the complex socio-economic category, thus the study of consumer behaviour is part of the research problems of various sciences. The whole set of approaches to understanding consumer behaviour can be conditionally divided into three main groups: economic, sociological and marketing.

Economic approaches to the study of consumer behavior.

In the early 70's of XIX century founders of marginalism - K. Menger and L. Walras, W. Jevons, etc. have dedicated their researches on consumption process. The basis of their approaches was the principle of marginal utility [21], under which useful object is the one, which either causes pleasure out of the benefit already available, or out of expectation of its future usefulness. And the main goal of individuals' consumer activity is the desire to maximize utility. When the individual acquires any good, the utility of each new unit of this good for him/her decreases. Finally, person comes on the verge of doubt whether he/she should spend money on purchasing another portion of this good or not. This last purchase is called the marginal purchase, and its utility is the ultimate utility. The problem of the individual's choice of certain consumer goods, that is, the definition of his/her preferences, is the

direct object of the theory of marginal utility and is resolved with the help of two approaches. Quantitative approach involves the possibility of quantitatively comparing the utility values of offers, while ordinal involves the possibility of comparing different sets of products and services based on consumer's preference.

Followers of the Austrian school L. von Mises and F. Von Hayek have expanded the subjective approach to understanding human in economic theory [10]. From their point of view, human is an activity creature. He/she has intentions, pursues certain goals, uses the means to achieve them, and builds plans of his/her behavior. These goals and means are not given to human from outside, but are created by himself/herself. Thus, individual appears as a creative person and center of economic system, and not just in role of economic processes' active subject, but in the role of a consumer. L. Von Mises writes [14, p. 95]: "Consumers, not entrepreneurs are paying salaries earned by any worker, whether he/she is captivating movie star or cleaner. Consumer's consumption of each cent determines the direction of the whole process of production and processing of the organization in all business activities".

While developing the ideas of the Austrian school, M. Rothbard [4] proposes and justifies demonstrated preference as the only possible concept. This concept prescribes to exclude the very possibility of measuring preferences, that is, to reject both quantitative and ordinal approaches to the problem of the individual's choice of specific products or services. In the author's opinion, the analysis of preferences itself is the psychology, which is not permissible in economic science. The concept of a demonstrated preference implies that human preferences are revealed on the basis of actual choice, i.e. are understood on the basis of what individual chooses, while implementing certain actions. For economic analysis, the preference itself is sufficient and there is no need to measure it, which, among other things, according to Rothbard, is erroneous or irrelevant. In accordance with the concept of demonstrated preference, economic science deals only with the preferences that reveal themselves in real action, and such understanding of preferences is the basis of logical analysis in economy.

In the end of the last century, economists K. Lancaster and G. Becker have put forward "new theory of consumption" and K. Lancaster proposed the concept of "technology of consumption" [22]. On his opinion, objects of preference, utility or well-being are not the goods themselves, but their characteristics. These characteristics are directly related to the interests of consumers. In addition,

each product has not one, but a number of interrelated characteristics, for example, apple has characteristics of taste, juiciness, pulp, etc. Different types of consumer activities form a consumption technology that links products and their characteristics. In other words, technology of consumption is a conjunction of goods consumed in certain combinations that depend on the needed by consumer characteristics. In well-developed economies with abundance and variety of products technology will be complex, while in less developed economies technology will be simpler.

At the same time, G. Becker focuses on the analysis of alternative usage of time [23]. The main idea of his theory is considering each family as a mini-factory, which, with the help of production factors, such as market goods, time of family members and other resources, releases basic consumer goods. Consumer goods can be produced with the help of various technologies: can be repaired by the consumer himself/herself or in the car service, education can be received at home or at university. The choice of technology depends on the income of the family and the value of relevant production factors. At the same time, Becker considers expense of human time, value of which can be the value of lost earnings, as one of the key factors. Such kind of approach approximates the traditional theory of consumption, which operates exclusively on the categories of price and income as the analyzed variables, to reality. Becker also makes an attempt to consider tastes and habits as variables in the economic analysis of consumption. According to the scientist, "tastes can be successfully considered as stable in time and similar for different people" [9, p. 125] and interpret them as "proceeding from the generalized principle of utility maximization and calculations based on it, without resorting to a restrictive reservation about the invariability of tastes" [9, p. 141].

Thus, the economic approach to consumer behavior focuses its attention on the acquisition act and studies how consumer choice is realized, leaving behind the analysis other components of consumer behavior and direct consumption. In this case, a person acts as a rational utility maximizer, limited only by its own income and the market price of the product.

Sociological approaches to the study of consumer behavior.

Before starting to analyze the sociological concepts of consumer behavior, some specific features of the sociological approach to the consumption should be noted. First, in sociology consumption is analyzed as a process in its specifically historical context, and not in the constructed world of the "ideal market", as, for

example, in the economical approach, and is considered at the level of social groups and society as a whole. Secondly, consumption is explored as a cultural phenomenon of society, explaining the meaning and significance of the process of consumption in society. Thirdly, the very concept of consumption depends on the concept adopted by the researcher.

One of the most popular modern approaches to the study of consumer behavior is the concept of a "consumer society", the founder and one of the main ideologists of which is J. Baudrillard [1]. Consumption society is a combination of social relations in which individual consumption, mediated by the market, plays the key role. J. Baudrillard [1] defines consumption as a systematic act of manipulating signs and sees the system of consumer goods through the prism of the code of signification (meaning) exercising control over both predecessors and individuals. Consumed goods are part of the sign system. At the same time, the mythology of the surrounding world is taking place, the meanings laid down by means of marketing and advertising replace reality for consumers. The product is perceived according to its symbolic characteristics, its material and functional nature is lost and its value is formed not by useful properties, but based on its sign value.

In this model, consumption operates as a form of social control, which generates coherence in society by the fact that individuals are understanding that it is in their interest to play by the rules of consumer society. Through the consumption of specific signs, individuals are likened to a certain group consuming similar signs, and, on the contrary, become distinct from groups that do not use these signs. Thus, consumption becomes the basis of social stratification, both vertical and horizontal.

The issues of social identity acquire special relevance in consumer society. Social identity (aspects of identity) are aspects of individual self-consciousness, resulting from belonging to social categories and identifying with them, becoming noticeable in those contexts where these social categories are important. In other words, this is the awareness of the individual's identity and place in society, as well as referring oneself and others to specific social groups. At the same time, identity is not limited to definition or self-determination, but implies a certain way of life in accordance with this definition and, among other things, a certain pattern of consumption in accordance with the expectations of others and one's own idea of how to live, eat, dress, etc.

Simultaneously with the development of the concept of mass consumption society, the cultural (in the Western literature anthropological) approach to the study of consumption is widespread, founded

by the sociological anthropologists M. Douglas and B. Isherwood [13]. This approach can also be defined as anti-economic, since according to its authors, consumption begins where the market ends. Within the framework of this approach, consumption is defined as the process of using goods, and the very essence of consumption is revealed through the definition of its functions. The authors distinguish two main functions of consumption:

- Consumption stabilizes the categories of culture and makes them visible. In contradistinction to the economic approach to consumption, which assumes the individuality of the consumer and his/her independence in decision-making, authors go to a new level of analysis, in which the benefits not only show us which specific social categories are relevant in a given culture, but also make these categories stable in some specific way;

- Consumption of goods is necessary for the formation and support of social ties. Instead of an individual consumer, considered by economists, authors are dealing with the variety of different relationships – friendly, domineering, family, etc.

Within the framework of the cultural approach, main function of consumption lies in its ability to create meanings, and not to satisfy needs. “Forget that the consumer is irrational. Forget that the benefits are suitable for eating, forget about their usefulness and try instead to agree that the benefits are used for comprehension; treat them as a non-verbal means of people's creative abilities” [13, p. 1406].

Synthesizing the ideas of cultural approach and the concept of the consumption society, British sociologist S. Miles proposes to divide the concepts of consumption and consumerism. According to S. Miles, consumption is “a set of social, cultural and economic practices that, in conjunction with the ideology of consumerism, are called upon to legitimize capitalism in the eyes of millions of people” [14, p. 148]. From this position, the category of consumerism is more interesting for studying than consumption as such. Consumerism is a broader and more complex category than the routine process of buying and consuming goods and services. The study of consumerism should bring the researcher closer to understanding and resolving the complex relationships that underlie consumption. So, if consumption is an act, then consumerism is a way of life and a cultural expression and the embodiment of the everyday act of consumption.

Thus, sociological approaches consider consumer behavior as a cultural phenomenon, and consumption itself as a process of sign manipulation, a factor of social stratification and social control, a process of constructing social identity.

Marketing approach to the study of consumer behavior.

During the second half of XX century in Western countries marketing revolution is taking place, which results in the market orientation of companies, which in practice manifests itself in the fact that producers' activities are centered on consumers. The marketing approach assumes the study of consumer behavior from the point of view of the company operating on the market, hence from the point of view of how to sell as many goods as possible to as many consumers as possible.

American economists R. Blackwell, P. Miniard and J. Angel [4] are defining consumer behavior as the actions people take when acquiring, consuming goods and services and getting rid of them. Most modern economists are similar in opinion that the key to understanding consumer behavior is the study of cultural, social, personal and psychological factors that have a direct impact on it.

On the opinion of A. C. Erasmus [7], in order to understand the behavior of consumers, it is necessary to focus on the purchase act. Not always, the buyer and consumer of the product or service is the same person, but at the time of purchase both buyer and consumer experience the same indicators, for example price, quality, packaging, etc. R. Bagozzi et al [2] have offered a conceptual model of consumer behavior that represents the relationship between consumer decisions on purchasing and factors that determine these decisions. The starting point in her study of consumer behavior is the study of the lifestyle, since the consumer buys and consumes the goods in order to maintain or improve his/her lifestyle.

Most authors, whose work is devoted to the study of consumer behavior, argue that the buyer, making the best choice and relying on rational motives, carries it out quite consciously. At the same time, the classical model of the buyer's purchasing decision process includes the following stages [25]:

- Emergence of need. Consumer is aware about his/her need in a product or in certain brand;

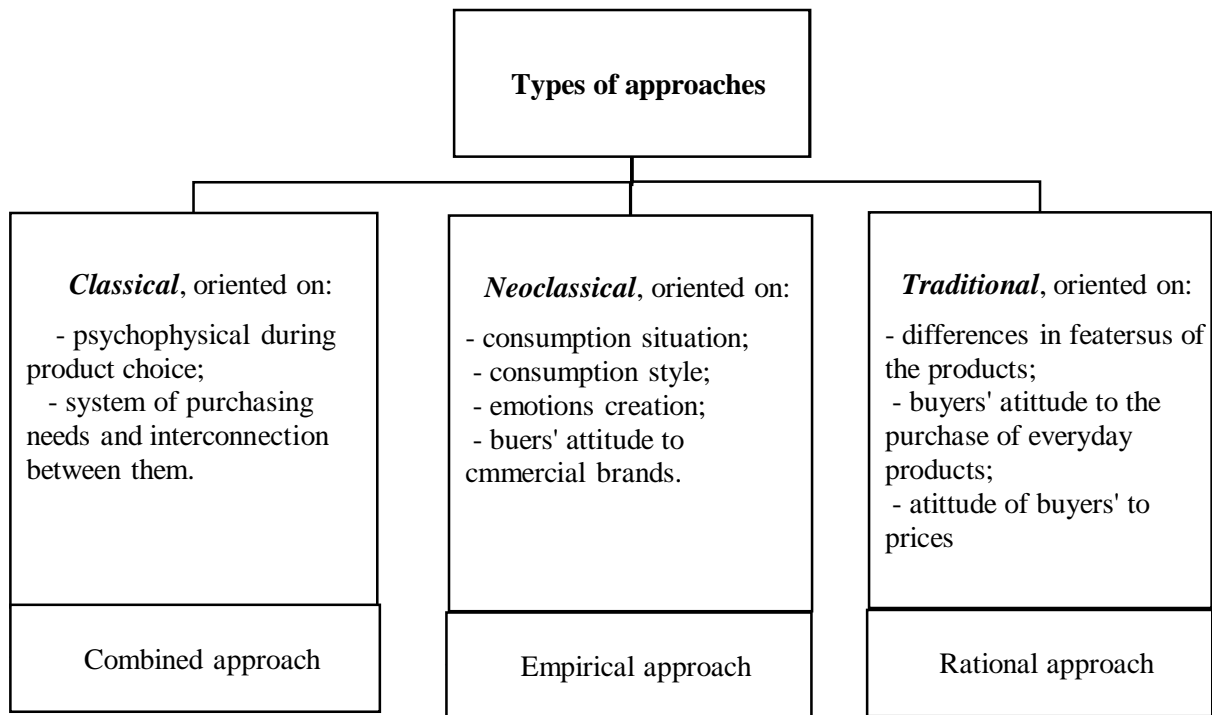
- Data processing. This is the process of identifying and understanding and interpretation of marketing incentives and their subsequent memorization;

- Evaluation and purchase of the certain product. Consumers, while processing information begin to evaluate competitive products that can meet their needs. They correlate the characteristics of the brand with the desired merits;

- After purchase evaluation. After buying the product consumer evaluates its quality and usefulness and compare them with expectations.

Marketing approaches to the decision-making process of product or service purchase can be

divided into three groups: classical, traditional and neoclassical approaches. Description of these approaches is shown in the figure 1.



**Figure 1.** Marketing approaches to the process of purchase decision making.

Basing on the classical approach, trade enterprises should maintain such a product assortment, which is able to interest consumers and provide them with a choice. Basing on the approach oriented on attitude of customer to the price, two main types of clients are distinguished: sensitive to price and insensitive to price [15]. However, some studies [8; 18] are showing that the perception of prices is never objective, but consists out of set of criteria and factors. So, the perception of prices can be affected by mood, time and place of purchase, attitude to the brand, atmosphere in the store, etc.

The founder of approach focused on the situation of consumption, V. Packard formulated eight basic types of needs [5]: selling emotional security, confirming value, self-thankfulness, creativity, objects of love, sense of power, sense of devotion to traditions, eternity. These “invisible exhorters” are the primary sources of buyer’s emotional experience, which can be strengthened by means of empirical marketing with the aim of influencing consumer’s choice during his decision to purchase.

Approach oriented on the style of consumption is based on the segmentation of customers on psychographic basis. Approach oriented on emotions creation implies that sales of goods increase, if their demand already exists subconsciously in a hidden form. Therefore, using visual techniques can

stimulate needs, not only hidden, but also real. In this case, it is advisable to enterprises avoid impulse purchases, since the buyer may later become disillusioned with the trading enterprise that “inflicted” him/her the purchase. Nevertheless, visual provocation can help the buyer motivationally. The application of this approach makes it possible to increase the loyalty of customers to a particular place of sale (and, accordingly, lead to the sales increase), because it has empirical elements of the purchasing decision-making process.

Approach oriented on customer’s attitude to trademarks supports the idea that buyers identify brand with themselves, being ready to pay a special price premium for its availability. Buyers prefer one or other brand, but from the point of view of buying behavior, it can change. Each of the approaches to the purchasing decision-making process carries in itself both empirical (emotional) and rational aspects of purchasing behavior.

In the classical approach, decision-making process is the situation of selection of goods, psychophysical factors and the system of customer needs. In the neoclassical approach it is the situation of consumption, psychological conformity, the style of consumption, the visualization of goods. In the traditional approach it is the kind of products purchased and the standardization of thinking, which

leads to such hedonistic needs as diversity, novelty and entertainment. In addition, traditional approach studies the attitude toward prices (the influence on it is exerted by the mood, atmosphere of trading place, merchandising, etc.), and the attitude of buyers to the commodity brand (where the brand is the physical aspect and the aspect of sensations).

One of the main tasks of modern consumer behavior research is to study the contradictions that characterize the system of determination of individual's consumer behavior. In the process of creative activity, people create more and more new products and services that provide a variety of satisfaction of their material and spiritual needs. Modern person cannot exist without a versatile, multi-elemental by its content system of consumption. Most important feature of which is that for many people consumption goes beyond all necessary for life food and industrial products.

Almost all natural impulses of consumer behavior are replaced by the system of social impact that determines the content of specific need and interest of the individual. This trend extends to both basic necessities and those by which a person increases comfort level of his/her life [17]. Thus, the interconnectedness of consumer goods and their constant renewal contribute to drawing person into the constant and increasingly accelerating consumer race, caused by constant lack of needs' satisfaction, while in the zone of consumer attention there are always objects that could be more attractive than just purchased ones. The processes of socialization, adaptation, self-realization, communication, identification, formation of human potential are beginning to be considered through the prism of consumption.

Differences in consumption also depend on the level of income [20], but the dependence is not linear. Consumption is also experiencing constitutive influence of cultural capital accumulated in the process of practical knowledge socialization, which allows person to recognize strategies and principles of other people's action. This effect is manifested, for example, in the fact that with the growth of economic opportunities, the scale of individual's consumption does not necessarily increase. On the contrary, in the upper classes of society special tastes related to unconstrained self-restraint and a kind of social censorship are created, this is expressed, for example, in abstinence from all sorts of rude pleasures, in observance of restrictions in food (enthusiasm for different diets), etc. [19].

According to D. Navarro-Martinez, et al. [17], consumer race is increasingly beginning to determine the rhythm of life and the nature of the relationships. In this regard, the number of those who want to improve their living conditions or

simply not to lag behind in consumption from others take loans for various goods and services. Thus, the transition from life on savings to life on credit occurred. And such social factors as reference groups, family, social roles and statuses, play a major role in this process.

Often, status features of the product are not recognized or masked by utilitarian judgments about the practical effectiveness of such choice (for example, buying more expensive goods is often justified by the fact that they are better – tastier, safer, healthier). Status motives explain why differences in consumption patterns often do not depend on the thickness of purses, as for consumer product choice becomes a means of joining to certain “consumption community” and simultaneously distancing from other communities. And objects of consumption are transformed from the objects of possession into joining to community (or, on the contrary, estrangement). People tend to get good that are bought, according to their estimates, by the representatives of their reference group. In certain sense, the nature of the acquired goods is determined not by who the person is, but whom person wants to appear.

However, not everything depends on individual preferences, as his/her behavior is controlled by his/her own group and other groups. Such groups, on the one hand force their members to maintain certain consumption standards, and on the other hand restrain their selfish and rival impulses (for example, recognizing their success), trying to protect group members from the destructive effects of envy and competition [8]. Thus, such stimulation of consumption should not be interpreted as its maximization, but rather as the maintenance of its socially approved level (excessive wastefulness also becomes an object of condemnation, as well as a neglecting status conventions).

Exactly these previously described factors compose the specificity of relative income theory described by J. Dusenberry [16]. If among the friends and acquaintances of an individual there are people who substantially surpass him/her in terms of income, and consequently, in terms of living standards and consumption level, then such individual must have a strong sense of deprivation and strive to approach the consumption level of these people as close as possible. In this case individual is forced to consume more than his/her real possibilities in order not to fall out of the social circle.

Thus, consumer makes decisions not just on the basis of price and quality ratio, he/she is also guided by considerations of maintaining or enhancing status positions endowed with a certain level of prestige. And status, which although is seriously affected



factor of solvency, still has relative independence. It does not grow automatically with increased consumption volume and does not immediately decrease with its decrease.

As the result, paradox arises: people are striving for a high standard of living, which means the possibility of acquiring a certain set of “necessary” products and services, at the same time people get into a kind of “cage”.

In order to pay for these goods individual need to have a permanent, well-paid job. And the consumer can no longer “leave the game” even for a short period of time (the associated losses are unacceptable). Accordingly, individual’s working time increases and, at the same time, free time gradually decreases, as the result, opportunities for consumption decrease. Receiving one (money) resource person loses another (time) resource. Thus, in order to consume person has to give up part of

his/her consumer claims. As the result, share of coercive elements conditioned by the initial consumer choice is rising in the structure of economic motivation.

In conclusion, modern market oriented society implies consumption process more as cultural phenomenon than an economic one. At the same time, the study of consumer behavior exclusively from the point of view of sociological sciences limits the research process to a considerable extent. In a modern, constantly changing world, the most appropriate approach to managing consumer behavior should be based on the intersectional concept of economics, sociology and marketing. Such approach should recognize that social relations impregnate economic processes taking place in society, and the shared by certain groups meanings and images, which are components of a particular culture, support the entire economic life.

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## Анотація

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**ЕВОЛЮЦІЯ НАУКОВИХ ПІДХОДІВ ДО УПРАВЛІННЯ ПОВЕДІНКОЮ СПОЖИВАЧІВ**

Різномісні теоретичні напрямки пропонують і обґрунтовують цілий ряд значущих чинників споживчої поведінки. Звівши їх воедино, ми отримусмо більш-менш докладний перелік елементів системи споживчого вибору, який, з урахуванням зазначених вище онтологічних передумов, а також положень про динамічний характер і наявності пам'яті, дозволяє провести безпосереднє моделювання такої системи. Окремої уваги при такому аналізі заслуговують фактори, які традиційно випадають з поля зору економічної теорії, як-то: численні «нерациональні» детермінанти попиту. З їх допомогою можливо пояснити такі явища, як імпульсні покупки і покупки «за звичкою». До цієї ж групи «недооцінених» слід зарахувати всі фактори, що виходять за межі індивідуального аналізу споживача. У цій категорії можна, наприклад, виділити різного роду поведінкові (і зокрема купівельні) орієнтації на інших членів малих і великих груп, в які включено розглянутий індивід. Можна з упевненістю стверджувати, що соціальні установки не менш важливі, ніж індивідуальні, а отже, не можуть ігноруватися при вивченні споживчої поведінки. Таким чином, незважаючи на складність застосування, тільки комплексний підхід до поставленої проблеми з урахуванням усіх найбільш значущих чинників може призвести до змістовних висновків.

**Ключові слова:** поведінка споживачів, економічна теорія, менеджмент, соціологія, психологія.

## Аннотация

Омаров Эльвин

**ЭВОЛЮЦИЯ НАУЧНЫХ ПОДХОДОВ К УПРАВЛЕНИЮ ПОВЕДЕНИЕМ ПОТРЕБИТЕЛЕЙ**

Различные теоретические направления предлагают и обосновывают целый ряд значимых факторов потребительского поведения. Сведя их воедино, мы получаем более или менее подробный перечень элементов системы потребительского выбора, который с учетом указанных выше онтологических предпосылок, а также положений о динамическом характере и наличии памяти позволяет производить непосредственное моделирование такой системы. Отдельного внимания при таком анализе заслуживают факторы, традиционно выпадающие из поля зрения экономической теории, как-то: многочисленные «нерациональные» детерминанты спроса. С их помощью возможно объяснить такие явления, как импульсные покупки и покупки «по привычке». К этой же группе «недооцененных» следует причислить все факторы, выходящие за пределы индивидуального анализа потребителя. В этой категории можно, например, выделить различного рода поведенческие (и в частности покупательские) ориентации на других членов малых и больших групп, в которые включен рассматриваемый индивид. Можно с уверенностью утверждать, что социальные установки не менее важны, чем индивидуальные, а следовательно, не могут игнорироваться при изучении потребительского поведения. Таким образом, несмотря на сложность применения, только комплексный подход к поставленной проблеме с учетом всех наиболее значимых факторов может привести к содержательным выводам.

**Ключевые слова:** поведение потребителей, экономическая теория, управление, социология, психология.