

# Behavior Management Based on Psychological Services

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## ABSTRACT

The article describes the features of consumer behavior management based on taking into account the psychological aspects of making a consumer choice in the modern experience economy. Emphasis is placed on emotions as a psychological basis for managing consumer behavior when making a choice. It is shown that the activation of the mental functions of sensations, attention, memory, thinking, imagination are associated with emotions and affects behavior, perception, involvement in the processing and processing of information. The reflective, motivating, tracing, evaluative functions of emotions play a role in preparing for the purchasing activity of consumers. Emotions need to be maintained, taken into account, and managed while accompanying the consumer in the shopping process.

**Keywords:** *Behavior management, consumer buying behavior, psychological aspects of consumer behavior management, emotions, experience economics, neuromarketing*

## 1. INTRODUCTION

Consumer behavior is constantly in the focus of great attention from manufacturers of goods and services, and also marketers. In the changed conditions of life, against the background of the explosive growth of technologies, during the transition to digitalization of the economy, the human factor, methods of influencing the individual and society as a whole, systematization of knowledge in the field of regulating consumer behavior are of particular scientific interest. The development of neuromarketing opens up new opportunities and raises ethical questions for marketers [3]. The search and stimulation of the optimal mental state during the preparation for the purchase of a product or service and during the implementation of a purchase require accompanying a potential client at all stages - from those preceding the choice - to receiving feedback, recommendations after some time of using the product and switching to the category of a regular customer.

## 2. BACKGROUND

Currently, three approaches to modeling human behavior are distinguished: economic, sociological and psychological, while the question about the inaccuracy of the conclusions of the behavioral sciences is raised [8]. The influence of the human factor on the formation of a training platform in the digital economy is scientifically substantiated [7]. The economic approach is based on the assumption of the rationality of the consumer, who guides in his actions by the rules of maximizing utility. Assessment of the usefulness or harmfulness of one's own actions should be adequate and stimulating to positive changes. The sociological approach is based on the

hypothesis that belonging to a particular social environment or the desire to belong to it plays an important role in consumer behavior. In this context, the influence of social and cultural factors on human behavior is considered.

In managing consumer behavior, the emphasis is on the mental sphere, namely on stimulating sensations, attention, memory, thinking, imagination, as well as certain emotions that perform a number of functions: reflective, evaluative, motivating and following ones. Regardless of the general emotionality of the individual, the level of emotional expression, while making decisions a person relies on conscious or unconscious emotions [4]. This postulate can be used successfully in behavior management. However, it should be remembered that provoking consumer emotions is not an end in itself, but serves as a factor in decision-making and implementation of activities. Let's consider how emotional activation and associated mental processes take place.

## 3. RESULTS AND DISCUSSION

Any emotion is an assessment of a stimulus, event or phenomenon and allows you to form an impression and opinion about the product, to involve a person in the purchase. Therefore, it must be supported, taken into account and regulated during the course of accompanying the consumer. All people have a set of strategies for regulating emotions. It is used to change their affect and situations that the affect is caused by [5].

The novelty of a product, service, or elements of novelty stimulates curiosity, interest and, perhaps, surprise even of a potential consumer. According to their functions, these emotions are cognitive. They contribute to concentration and can be effective for stimulating certain types of

personality striving for change, getting new impressions and learning new things. In cases of professional exposure to people, who strive for novelty, indifference, apathy, boredom, addiction should be avoided. Conventionally, this type of consumer personality can be characterized as knowing and attentive.

A special role in influencing consumer behavior in the decision-making process is assigned to the emotions of fear, which occurs when the cerebellar tonsils and the ventromedial region of the prefrontal cortex, located in the forebrain, are activated. It is known that fear is one of the fundamental emotions that contributes to both biological survival and social functioning [10]. In the context of consumer behavior, the purchase of a product or service should help to calm the buyer. Accordingly, before prompting for action, a person should experience calmness after a short-term experience or memory of fear. Feeling safe and secure has a positive effect on the readiness to purchase goods, while neurons in the dorsolateral prefrontal cortex are activated. The type of personality of the buyer who experiences the emotion of fear during the search and selection of goods can be characterized as preferring safety and reliability.

To avoid excessive experience of negative emotions, it is proposed to make a choice between a limited assortment of goods, since a wide assortment contributes to doubts about the correctness of the choice and the omission of other profitable or high-quality options [5]. However, a wide range of products increases the user experience of consumers. As a result, an individual's confidence in the ability to navigate the field of goods and services increases. People differ in their preference for the breadth of choice. Addiction to a variety of assortments is positively assessed in some cases, and less positively in others, which may be associated with a psychophysiological state of fatigue, satiety, and sensory deprivation. The described personality types differ in terms of the breadth of choice – the ones, preferring frameworks, restrictions (doubting and not sure of their own choice) and the others – preferring freedom, bold, decisive.

The brain needs pleasure to rest. With a lack of sensory stimulation, sensory hunger arises, which in some cases is overcome with the help of shopping and viewing a wide range of goods. As a result, a person receives missing impressions, experiences a range of sensations and the associated pleasure. Pleasure is considered to be an ego-uncontrollable emotion. It is difficult to evoke it voluntarily, but you can activate pleasant memories or stimulate the sensations necessary at the moment – these can be taste, saturation, smell, color, sound, temperature and tactile sensations, cessation of pain sensations. This personality type can be characterized as preferring sensory stimulation and pleasure.

Another important emotion in decision making can be joy, which plays a role in the urge to continue something. [4]. For example, object relations theory treats joy as a distance-shortening emotion. Shortening the distance or drawing closer together fosters unity and enhances security. It seems that an item of consumer demand should

evoke a feeling of closeness with something or someone desired. It can be a person, a group of people, a thing or a territory. Joy is subconsciously based on recognizing an attractive object [10]. In this regard, the role of attractive advertising is understandable – the emotional component of the decision-making process determines the awareness of rewards in the form of association. The personality type of a person who can feel joy is described as friendly and outgoing.

The incentive function of emotions is manifested in an increase in psychic energy for the implementation of an action or the implementation of an intention or a plan. Sthenic emotions induce people to action, asthenic ones – stop them. It should be considered that the emotions evoked in the consumer should be sthenic, since the occurrence of asthenic ones, for example, sadness or fear, leads to a decrease in the subject's activity and can block thought or desire. [10]. Cognitive inhibition sometimes occurs due to overwork or monotony of stimuli. The activation of involuntary attention through sensory stimuli can have a positive effect. The presentation of images containing pictures of rest, relaxation, can be similar to the needs and mood of the subject. Therefore, completely abandoning asthenic emotions during communication with a potential buyer is impossible and undesirable in order to maintain balance. People can be classified according to the level of manifestation of the incentive function as mentally energy-saving and energy-consuming.

Besides, when modeling customer behavior, you need to take into account the content of emotional memory. For this purpose, the actualization of mainly positively colored memories, which is stimulated in commercials, is used. Feelings of love, care, respect, joy, admiration can be an example. However, negative experiences such as shame, fear or doubt can also be present in a situation of choice. The purpose of using memories and imagination in marketing is the desire to induce a person to dream about a thing, the need to own it, and also – to achieve the desire to acquire a thing that a person previously possessed or currently possesses, but the thing needs to be replaced. To recreate the context of the memories, it is recommended to recall past purchases, actions performed or tasks solved. The context effect will help activate emotionally charged experiences and will indirectly influence dreams. Taking into account the content of emotional memory is relevant both for creative personality types with a developed imagination and aspiring to the future, and for personality types based on memory, experience and achievements. In this way, the trace-forming function of emotions, which connects the past, present and future, is activated.

One of the properties of memory is the ability to forget negative emotions and events, which contributes to the desire to live. After some time, past events are recalled as more positive than immediately at the moment of experience. Regardless of what color the current emotions were, a person is inclined to evaluate according to the culmination and the outcome. The role of negative emotions in this context is mainly to induce changes in behavior and status [6]. The incentive function of emotions is widely disclosed on the example of mental phenomena

of the negative part of the emotional spectrum, actively contributing to a change in behavior, thoughts [12]. This can occur in the course of correction or destruction of beliefs, opinions, ideas, accompanied by painful experiences, followed by new knowledge and understanding. Therefore, short-term experiences of negative content can be present in advertising or occur during viewing, while they should quickly be replaced by positive ones. Often they are reflected in the comparison of a certain product with a better offer, simulating a way to solve a problem through an optimal purchase.

A. Aldao, S. Nolen-Hoeksema showed that people spontaneously use multiple strategies of emotion regulation in response to a short disgusting video[5]. Rewards and gamification should be used to enhance the overall positive impact experience.

The effect of liking something familiar can also be successfully applied in neuromarketing. As a result of retrospective psychological processing of information in the course of memories and the appearance of a feeling of familiarity, the product is perceived as one of its own and resembles a part of a past life. After some time, a person may feel the desire to make a purchase of a thing preferred in the distant past. Strengthening the mnemonic function is facilitated by the technique of repetition, for example, in advertising, which allows us not only to perceive new things, but also forms addiction. The balance of novelty and experience is ensured by the activation of attention and memory.

In a study of the so-called "familiarity with emotions" - experiencing emotions and how people want to experience them by Ford, BQ, Tamir, M., it was shown that people want to feel familiar emotions, generally more pleasant than unpleasant, but they want to re-experience familiar emotions. The connections between the familiarity of an emotion and the desire to experience it have not been explained by the simultaneous experience of the familiar emotion. Familiar emotions are preferred more, but sympathy does not fully explain the desire for familiar emotions. Emotional familiarity mediated the connections between the trait affect and the emotions people wanted to feel. The authors suggest that people are motivated to experience familiar emotions partly because of their instrumental value. [9].

It is worth noting the role of mental mechanisms of imitation and empathy, which contribute to the correlation of one's own behavior with the behavior of others. Thus, it becomes possible to attract potential customers to purchases. Studies show that a trait influences regulation motives in terms of a variety of affect parameters: people value and are most motivated to feel moods and emotions that correspond to their typical experience in intensity and valence[11]. The positive sign of affect predicted motivation for an increase in the intensity of positive affect and a decrease in the intensity of negative affect, indirectly, through the generality and meaning of the positive influence.

Imitation has unconscious and conscious aspects. Desires are social in origin and can arise in the course of observing other people, comparing and identifying differences. In

order to smooth out or emphasize these differences a person seeks to stand out, emphasize status due to special attributes, or vice versa, achieve similarities, adhere to a reference group. Probably, in the first case, the unconscious context of desire reflects the need for control, power. In the second case, it reflects the need for complicity and belonging to a group. Imitation manifests itself in the form of mimicry - a model of behavior that imitates the movements of other people, in the repetition of the conversational style and manner of communication of consumers, in the use of the client's keywords, in citing the actions of other satisfied customers as an example. For this, mentioning in the press, posting received awards, customer reviews on social networks, demonstrating images and videos of people who have purchased products are widely used.

While communicating, people, as a rule, strive to show their attractive features, to please others, consciously and unconsciously demonstrate sexuality, youth, physical capabilities, intelligence, status, wealth, benevolence, strictness, taste and other qualities. Therefore, identifying features that are attractive to the consumer contributes to the choice of effective argumentation in the process of persuasion or incentives to purchase. At the same time, the client has a feeling of satisfaction that his needs are understood and taken into account.

Empathy brings people closer together, so the stimulation of empathy is often used in consumer behavior management. It can be used both in personal communication and in commercials. Empathy affects the increased intensity of efforts when you help. [6]. However, trying to help a person as a way of influencing motivation requires determining a measure: in some cases, excessive efforts have the opposite effect, possibly due to the fact that the consumer experiences excessive psychological pressure and avoids buying, avoiding the prospect of being held hostage by gratitude and wishing to remain independent in choice.

In such a case, it is desirable to use informational influence in order to avoid cognitive delusions, but limiting only basic information will reduce the effectiveness of the influence. Learning about the unique benefits of a product and unobtrusive informing can help make a positive impression on the consumer. This manifestation of a tendency towards particular, singular in thinking as a search for difference is characteristic of many people. In marketing it is called the base rating error.

In offline and online communications, one should operate with a description of the characteristics of the product, which creates the impression of a targeted focus on the consumer [2]. However, it is also used for the target audience, since it combines the generalized characteristics of products and recommendations. The advertising message should take into account the difference in the way information is processed, for example, a tendency towards a holistic perception or - a fragmentary, detailed analysis. If you need to highlight a common line of information presentation, then this is a logical connection with both a pronounced and without a pronounced causal relationship,

suggesting the ability to speculate on your own, as well as a focus on the unconscious.

There are a number of cognitive distortions that affect consumer behavior, such as a tendency to concretize, building judgments and forming opinions based on the first information received or emerged in memory, which require elaboration and change over a certain period of time. This can be explained by a hint from the unconscious, based on previous experience of actions in similar situations. In this way, the brain simplifies the task. The scheme for processing sensory information is as follows: primary visual processing - emotional processing - decision-making process. In total, the duration is several hundred milliseconds. Emotional assessment of sensory, in particular, visual stimuli is carried out at the unconscious level of the psyche, then the information is passed through the filters of cognitive distortions, and the first impression is formed, until the essence of the message received is realized.

Neuroimaging is promising and, in general, provides a higher accuracy of research in marketing, allowing you to determine the hidden preferences of the client, create and offer a product that will really meet the needs of the consumer [1]. It should be remembered that ignoring the

ethical aspects of neuromarketing will have a negative impact on the psyche of consumers.

#### 4. CONCLUSION

Thus, it can be concluded that the management of consumer behavior is firmly based on an emotional base. Marketing moves and commercials should evoke stimulating sthenic emotions in the viewer. They should also evoke memories, feelings of unity and empathy. They should stimulate the processing and elimination of cognitive distortions. Using the proposed interpretation of the psychological characteristics of consumers, marketers will be able to build effective interaction, both with separate individual and with the target audience.

So, the mental sphere is the focus of attention in the implementation of consumer behavior management. The main attention is paid to the activation of sensations, attention, memory, thinking, imagination, the use of the reflective, incentive, trace-forming, evaluative role of emotions in preparation for buying activity, stimulating desires, using neuromarketing techniques.

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