РАЗДЕЛ V. МАРКЕТИНГ И РЕКЛАМА

Chumakov A.A., Kartashova N.A.

The dynamics of consumer behavior factors

*South Russian Institute of Management - Branch Academy of National Economy and public service under the president of the Russian Federation
(Russia, Rostov-on-Don)*

doi:10.18411/sciencepublic-08-07-2020-08

idsp: sciencepublic-08-07-2020-08

Abstract

In the modern world, in the context of economies and markets scaling, relations between seller and buyer are significantly modified and complicated. In this regard, interest in the motivational analysis of consumer behavior in the modern market is significantly increasing with a clear lack of development. Exactly these aspects are considered.

Key words: consumer consumption, brands, discounts.

As you know, in economics, primarily in marketing, the term “consumer behavior” is used. This phenomenon is also called market or consumer buying behavior. This model is a decision-making regarding the purchase of goods or refusal of them, as well as the response of potential consumers to various marketing influences from market sellers. Consumer behavior is difficult to predict, although it is subject to certain laws. When determining this type of behavior, it is necessary to take into account such factors as: the level of consumer income, their personal preferences, the level of selling market prices, consumer expectations. [1]

There are many different ways and instruments of influencing consumer behavior, implemented both at the macro and micro levels. According to Forrester Research, 80% of customers participate in loyalty programs to save money. In psychology, this phenomenon is called the “syndrome of lost profits,” and it, according to one of the studies on Science Direct, at least sometimes four people from ten. So, many commodity producers use financial gain.

This phenomenon manifests itself in the fact that: [2]

1. Loyalty programs are created with obvious financial benefits: with a tangible discount on the card or the ability to accumulate bonus points;
2. Clients are informed: how can they earn bonuses and exchange them for rewards or receive a bonus with bonuses;
3. The difference in the cost of goods before and after the discount on shelves in stores and promotional materials is clearly demonstrated.

It is worth mentioning that exclusive offers motivate customers to quickly decide on a purchase. Therefore, retailers limit the duration of sales and promotions, as well as release limited collections in collaboration with other brands and influencers. The Technology Advice confirms: 53% of shoppers value when retailers offer exclusive rewards and inform about closed sales and discounts. Launch exclusive promotions and special offers for members of the loyalty program. So, producers of goods: 1. Limit the validity of sales, promotions and special offers; 2. Prior to the start of sales, participants of the loyalty program are given exclusive access to new products; 3. Create limited collections in conjunction with friendly brands or stars.

An important tool to attract and motivate customers is the actions of sellers in relation to the first in terms of status. According to Kelton marketing agency, it was revealed that customers like to feel special. Up to 94% of buyers willingly take advantage of the offer, inaccessible to the general public. Participants with VIP status feel rewarded (54%), special

(36%), elected (24%), worthy (18%). Seller's tools are: launching multi-level loyalty programs with VIP status and granting status privileges to regular customers: special delivery and installment plans, special offers, invitations. Shops selling everyday goods as a way to motivate and attract customers can use the bonus system, or rather points for purchases that cannot be exchanged for money, but can be purchased.

One of the best options for storing bonus points is a discount card obtained when filling out the questionnaire. Through the introduction of discount cards with bonuses, stores can raise from 10% to 15% of profits. However, this method does not work for everyone, for example, when selling children's toys, household appliances, it is necessary to use the bonus program for at least a year to see the growth of profit indicators.

A discount is attracting a client here and now: he comes and immediately receives a discount. Cashback makes the client come back. The internal cashback system is laid in the cost - in the system. The internal cashback system is included in the price - the cashback system makes the client return to the system. The internal cashback system is embedded in the cost - in the loyalty system. And she also offers cashback only for the goods and services of the company that offers this cashback. That is, with such a system, the company does not lose its money and does not give them somewhere to the side. In this case, cashback is designed to attract consumers back to the company.

The psychological connection of the client is as follows: "Accumulated funds" on the personal balance of a particular company is a powerful motive to return to this company for their own funds. Moreover, due to the fact that the return is delayed, the cashback amount can be much larger and more attractive than a one-time discount. And the repeated cashback in the system, competently configured by the marketer, is the motivation for the client to return to the company again and again. This is very profitable for an entrepreneur, since the money included in the cost remains in circulation, and the client is motivated to return again and again - he is already psychologically attached to the company, because he knows that his money is "waiting for him" there in cashback format [3]. For example, McDonald's uses differential marketing. This is reflected in the approach to the development of individual marketing offers for each market segment separately. Note that specific marketing communication activities for each target audience torii.

Of the existing variations in the state of customer readiness, persuasion and purchase are applicable to the target audience. The ultimate goal of the whole strategy is to buy. It can be determined that customer loyalty to retail store chains is estimated by respondents in favor of the most developed retailer services,

As the pace of life accelerates, consumers want to get the goods "here and now." This is why the third most requested service is fast and reliable delivery. Respondents also noted the need for attractive loyalty programs. To date, food delivery from McDonald's has its positive and negative characteristics. A positive point is the universal implementation of order delivery. However, it usually takes 30 to 120 minutes. At the same time, the assortment of food is not delivered to all areas, the general implementation of order delivery is considered. However, it usually takes 30 to 120 minutes. At the same time, the assortment of food is not delivered to all city districts, which repels those residents who are not close to McDonald's and in those areas where delivery is not possible.

We determine that the use of drones in the practice of delivery of goods is already used in many countries of the world. Such a delivery mechanism is most often used to transport goods at the "last mile" (from the last transport hub to the final consumer). As a result, the fact that many survey participants from around the world, as well as from Russia, are ready for delivery by drones, not surprising. It is important to mention that drones are a new innovative method of delivery, however, it is only options from many of its types. In modern times, there are courier robots, automated points for issuing orders, delivery solutions using crowdsourcing and traditional trucks, which are also being implemented in companies for transporting goods. Another way to motivate customers to join the McDonald's network

can be a loyalty card or bonus cards. By issuing a card, a brand can even more motivate consumers to download their application. You can also enter the function, thanks to which everyone, when registering in the application, can get 10 points as a gift.

To summarize the above, we can conclude that the ultimate goal of the entire McDonald's strategy is to buy. Improving the result involves the use of various means of attracting attention: shop windows, demonstrations, verbal and mobile informing the buyer about goods and promotions, types of delivery, as well as thanks to loyalty cards. Thus, the motivation of the client is stimulated by messages about bonuses and promotions, thereby forming his need, which can be satisfied with the promotional product. The more the benefit from the purchase coincides with the urgent need, the more desire, motivation the client will get this, the more actively he will act. The main thing to always remember: one of the main market players, along with the seller, is the buyer, and through his actions it is he who determines the demand for the products and purchases the goods from the manufacturer.

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