

MARKETING RESEARCHES

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CONSUMER AWARENESS AS AN OBJECT OF MARKETING RESEARCH

The subject of our research is the study of the psychological phenomenon only in the context that determines the consumer's ability to include a personal emotional mechanism in the process of building goals, and their motivation. In essence, we are talking about the phenomenon of determination to succeed, a specific external (individual-dependent) stimulus. The determination to succeed is transformed into a psychological regulator from the moment when the human consciousness is involved in the process of evaluating its place, taking into account the consumption of the working opportunities of people recognized by society. Self-determination to succeed (as a form of active reaction of consciousness) provides an opportunity to objectify a significant part of individual abilities of activities not recognized by society. The consumer appears as a subject, they can make decisions based on their consumer goals and satisfy their needs at a higher qualitative level of awareness by going beyond their goals in case of insufficient income provision. The terms of consumption determine the very idea of creating a consumer. Its main purpose is to form a consumer order in people's consciousness. Consumer behaviour embodies, on the one hand, the objective beginnings of economics, and on the other hand, gives marketing a dynamism to independent behaviour at the expense of cognitive ability. Consumer behaviour is seen as a process relating to purchasing decisions, which today is seen as a predominantly descriptive process and is not expressed at a systemic level. According to the author, one of the main reasons for such a situation is insufficient attention to the processing of the results of consumption functions. Forming a consumer order is an internal function taking into account the factor of active awareness at all its stages.

Keywords: consumer awareness, consumer's emotional mechanism, determination to succeed.

Complete marketing research is unthinkable without consumer research, in particular the psychological aspects of consumer behaviour. Sensory evaluations are the domain of psychologists. The subject of our research is the study of a psychological phenomenon only in the context in which it appears as an external factor that determines the ability, its motivation to include a personal emotional mechanism in the process of building goals.

In essence, we are talking about the phenomenon of determination to succeed – a specific external (individual-dependent) stimulus.

Development of the determination to succeed is a necessary means of regulating the behaviour of a person in the direction of the existence and progress of systematic education.

In the socio-economic aspect, the determination to succeed is expressed by distinguishing a person who can be an example for others in achieving working success, i.e. to be a good organizer and a professional in their work, to receive an appropriate income and know how to accumulate it.

The "line of success", under the influence of forming ideological concepts, is perceived in our consciousness in such a way that there is a need for such a set of essential needs of goods or consumer properties that will contribute to the accelerated development of national production, strengthening of statehood, etc.

On the other hand, the need for rational consumption has its line of success: its coordinates are located at the edge of the field, including consumption of products, consumer properties and processes that correspond to the idea of a healthy active way of life on the scientific level.

Therefore, the determination to succeed, before becoming a psychological regulator of human behaviour, captures the potential of the intention and societal aspirations in all directions of development.

The determination to succeed is transformed into a psychological regulator from the moment when the human consciousness is involved in the process of evaluating its place, taking into account the consumption of working opportunities of people recognized by society.

Human activity capacity is considered the sum of production and consumption capacities. The determination to succeed – is a conscious willingness of a person to consume samples of the best level of products, with the right to include these samples in personal consumption under conditions of protection of competition.

The subjective component of success is determined by the fact that the evaluation of a person's success is carried out based on the involvement of the sensory apparatus: the quality of will, and the mechanism of emotion. Achieving success is perceived as a great pleasure, accompanied by positive emotions. Essentially, the reaction to determination in a person gives rise to several motives: the motive of prestige, and the motive of imitation¹.

Many people worship the goods sold by celebrities, trying to buy these goods to be close to their idol and thereby at least look like them. Experiencing success in a direct or indirect form of goods – is the result that a person strives for.

This kind of reaction of passivity is caused by the fact that the determination to succeed is not in the hands of the individual but in the hands of the producer, society and the state.

Therefore, it would not be correct to describe the process of consumer order formation from the standpoint of a particular passive reaction and its results.

Determination to succeed is essentially the motive of self-reinforcement of a person as a subject, which comes out of abilities and needs not recognized by society, i.e. in the name of individuality as self-esteem. The motive of self-enhancement is a form of expression of a more general motive – the liberation of a person's motive for self-expression ("me") from restrictive conditions.

The author shares the point of view that all people are potentially talented, and unique in their abilities, as well as all goods, individual abilities are positioned according to the criterion: "at the right time and in the right place". Some people are born in central cities (Tbilisi, Kutaisi, Batumi, etc.), and others in remote districts. Some are born in "their" time, and others precede it. This is the objective side of the problem of self-positioning of one's abilities. The subjective side of the problem is: will, character, and passion.

The gift of strong feelings is one of the sides of giftedness and talent, – said the great Georgian scientist Dimitri Uznadze, without it, – he wrote, – without this feeling, there is no genius, there is no talent, there is no mind, – there remains one unseemly a "common sense"².

Undoubtedly, advancing one's abilities unknown to everyone for public recognition requires a greater emotional tension of sensitivity. Scientists, artists, and writers are people whose life is usually an example of such strong and deep sensibility (passion).

The marketing aspect of this element of self-positioning lies in the fact that in the future, by transferring it to the consumption process, it involves mixing of interest (from the ability as an ideal state) with an object, materialized opportunities. This relationship is dominated by two personality orientations: introversion and extroversion.

During introversion, the movement of energy is carried out in the direction of the inner world. During extraversion, the interest is directed to the outside world.

In extraverted determination, external factors are the decisive driving force in sensory perception, affect, and judgment of action. This sharply contrasts – writes psychoanalyst Darrell Shart – with the psychological nature of introversion, where internal or subjective factors are the leading motivation³.

Self-determination reduces the concept of success to personal capacity and therefore always and in all cases introduces a creative initial element into the consumption process.

Thus, consciously or unconsciously, a person seeks in consumption an analogue of their abilities, which has not yet been recognized.

Often people focus on consumption as an end in itself. It is about collectors and hobbyists.

¹ Freud, Z. (1989). *The future of one illusion*. W. W. Norton & Company.

² Uznadze, D. (2014). *Theory of attitude and set*. Springer.

³ Sharp, D. (1987). *Personality types – typology models*. Inner City Books.

How is the mechanism of psychological reactions formed at the level of perception? At the level of perception, there is a specific reaction mechanism. Z. Freud, A. Adler and their followers allow this process to be interpreted as follows. The subconscious becomes the main basis of reaction to goods, products and processes when they begin to form what people call "inferiority complexes". Inferiority complex, reason, etc. – these are, from the person's point of view, unresolved problems. Their number is large and diverse. If, in self-positioning of one's abilities to work, it turns out that a house and a car are fundamentally unattainable for a person, then the process of meeting these needs acquires the form of unresolved problems of the socio-economic plan. If physical health is irreparable, and lost, and all attempts to restore it are related to insufficient income (the same anti-stimulus) or the absence of the necessary medicine, then we are talking about a problem of an ergonomic nature. Specific psychological complexes begin with the realization of the inability of the subject to achieve success, i.e. to achieve recognition from society. This problem is especially difficult for extroverts. But this does not completely mean that emotional reactions "do not switch", in cases where the nature of complexes is related to insufficient income or health.

Self-determination to succeed (as a form of active reaction of consciousness) is also interesting in the sense that it provides an opportunity to objectify a significant part of individual abilities of activities not recognized by society, and in this sense, it is a constant "supplier" of unsolved problems for the vast majority of people.

It is necessary to mention the most important among them: a set of physiological complexes (defect of health, constant fear of death, sexual complexes, the unrealized feeling of love, etc.); Social and intellectual set of complexes, arising from the public, group inferiority and legal rules of the game.

Unsolved problems are stated by human consciousness to "pull" it to the periphery of consciousness. It is about the fact that an unresolved problem puts a person in front of an unpleasant feeling and exhausts them by causing unbearable pain. Sometimes it is said: time heals. To a certain extent, this is true, but consciousness cannot take a position against suffering for a long time and "turns" the problem-solving mechanism into the cell of the subconscious. The problem "wrapped" in the subconscious continues to exist in the form of a psychological complex.

Overcoming the problem is one of the most difficult problems of human existence. We understand it like the following: the complex, wrapped and covered for foreign eyes, does not disappear from life. It continues to affect a person little by little and destroys their corporeal organization. In such cases, people talk about disturbed spiritual balance.

A method of treating physically ill people from Freud's teachings is noteworthy. According to him, it is necessary to find the root of the deepest cause of illness together with the patient. The essence of such an illness is complex, sometimes deeply hidden in one of the many cells of the subconscious. The negative reaction of consciousness to suffering is directly proportional to its depth and intensity. Knowing the cause of this depth and thereby trying to solve the unresolved problem is a prerequisite for recovery.

Attention should be paid to the fact that overcoming the complex is its treatment. According to Freud, this treatment cannot be organized if the patient does not know the cause of their illness.

All this has a direct relationship with the development of criteria by which the marketer is obliged to be guided by using the achievements of psychoanalysts in advertising and other areas of consumer influence. These criteria are simple and clear. The consumer, who does not have freedom of choice, will be reduced to the level of an animal, and marketing using appropriate methods will turn against himself.

A. Adler's doctrine acquires special importance. Adler went further by developing Freud's idea. He does not share the point of view according to which dissatisfaction and fear of death are considered the origin of subconscious motives. In his opinion, – and the author of the study also admits the correctness of this view – the content of complexes is measured mainly by "power complexes", i.e. realizing the ever-increasing disproportion between the self-determination to succeed in life and real-life¹.

Therefore, the pursuit of success divides people into two groups. One belongs to the behaviour model:

$$M^y \rightarrow S_{100}^y; \text{ Second } M^y \rightarrow \Delta H^y.$$

Where:

M^y – Motivation to succeed.

S_{100}^y – The determination to succeed for groups of people striving to saturate a traditional consumer niche.

¹ Adler, A. (2014). *Theory and practice of individual psychology*. Routledge.

ΔH^y – The determination to succeed for groups of people who aspire and advance to a higher level of success than their original level.

In the author's opinion, the models of behaviour discussed above would be more complete on particularly important stimuli: competition, struggle, and rivalry, taking into account the reaction of people.

The end of the era of universal scarcity undoubtedly removes from the agenda such an objective function as the "struggle for existence". Such a goal is inherently humiliating for a civilized person, however, from time to time again it appears as an unwanted companion of modern civilization (natural disasters, wars, etc.).

The nature of success in the modern world is changing. Its target function is moved from the sphere of meeting the needs of the physiological spectrum to the sphere of social needs.

Shortages now appear as a reflection of an event known to marketers as anticipation of demand for new goods depending on the relatively slow response of the manufacturer. Finally, the motive of struggle and rivalry is opposed by "delivery" so-called in the form of prestigious goods and services. In the absence of a given motive, prestige as a phenomenon would have no basis.

The motive of rivalry is genetically characteristic of a person, it is their spiritual reflection.

Because of this, the purchase of goods is preceded by the conscious striving of a person to form their goals in such a way as to first of all provide the needs of insufficient resource provision.

The fact of existence or surplus diverts the attention of consciousness to new goals where there is no such provision. Therefore, it is appropriate to add the above models to the behaviour.

The part of the consumer order that we define as necessary involves a limited circle of prestige goods in the process of satisfaction, on the other hand, another part of the consumer order ("luxury" privilege, consumption, etc.) on the contrary, involves an ever-expanding circle of prestige goods in the process of satisfaction.

The presence of the consumer's income in the amount that is sufficient to satisfy any needs transforms them into an active figure in the economic and not the psychological aspect ¹.

The consumer appears as a subject, they can promote prestigious goods based on their consumer goals in case of insufficient income provision – this is the object of research on active – psychological consumption.

It is this consumer who can get sensual pleasure not by the mere fact of satisfying the need, but by going beyond their goals to a higher qualitative level of awareness.

Therefore, the "internal" conditions of consumption predetermine the structure of the consumer order, which consists of two parts: traditional needs and "surplus" needs. The latter acquires the form of expectation of the seller or consumer. It is the expectation of "surplus" needs that represents the search form of the consumer order.

Studying the consequences of the "external" conditions of consumption allows for characterizing the structure and content of expectations. The formation of its lower limit is determined by the socioeconomic conditions of consumption, and the upper limit – is natural, ideological or psychological conditions. As a result, the structure of monetary accumulation is considered as a quantity derived from the structure of consumer expectations. From here:

$$K_{cu} = K_{\alpha}.$$

Where:

K_{cu} – The coefficient of the expected growth of utility based on the results of the "inner" conditions of consumption.

K_{α} – Summarized assessment of accumulation growth taking into account all external factors.

The logic of the evaluation of usefulness is such that it is the fact exceeding its socio-economic base, it is a proof of both the manifestation of the active position of the consumer and the existence of thorough evaluations depending on each "external" factor.

¹ Nanitashvili, M. (2013). Some aspects of consumer behaviour as an object of marketing. *Bulletin of the Georgian National Academy Of Sciences*, 7 (3), 140-144.

Therefore:

$$K_d = (K_d^{e/\alpha} [K_d^1 + K_d^2 + K_d^n])$$

Where:

$K_d^{e/\alpha}$ – Accumulation surplus ratio following the expectation of the worker.

$K_d^1 + K_d^2 + K_d^n$ – The rate of a surplus of accumulation is following the expectations of a "rational", patriotic person who strives for public success.

The active position of the user takes place when:

$$K_d^1 + K_d^2 + K_d^n > K_d^{e/\alpha}$$

In its turn: $K_d^{e/\alpha} / K_d = d^{e/\alpha}$ etc. acquires a quality that allows them to play an influential role.

Thus, the consumer order, which is formed under the influence of external conditions of the consumer, takes the following form:

$$C.O = (\Delta C \cdot d^{e/\alpha} + [\Delta C \cdot d^1 + \Delta C \cdot d^2 + \Delta C \cdot d^n])$$

Therefore, the "inner" conditions of consumption determine the very idea of creating a consumer. Therefore, its main purpose is related to the formation of consumption, and in a broader sense, consumer order in people's consciousness. And the "external" conditions of consumption play a completely independent and extremely important role as they connect consumption and production and form a single organism called the economy.

Consumer behaviour embodies, on the one hand, the objective beginnings of economics, and on the other hand, it gives marketing dynamism at the expense of cognitive ability towards independent behaviour.

The consumer is characterized by the motivation of their action, which derives from the perceived rationality assessment. These estimates are determined entirely by the objective functions of consumption¹.

The present state of the study of "consumer behaviour" provides an opportunity to note the existence of the largest economic, social and psychological research in this field. Many laws and rules have been found that govern certain aspects of consumer behaviour.

At the same time, the process of deciding to purchase is presented to us today as a predominantly descriptive process. It is not expressed at the systemic level.

In the author's opinion, one of the main reasons for such a situation is inattention to the processing of the results of the internal function of consumption. Forming a consumer order is an internal function taking into account the factor of active awareness at all its stages.

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