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RESEARCH OF CONSUMER BEHAVIOR PATTERNS

By defining the place of consumption in the marketing system, as well as the general content of the problem, we consider the areas of research where the active role of the consumer is manifested.

Consumer behavior as one of the directions of marketing research corresponds to the study of the active role of consumption in the market economy. This topic has found its place in the research, mainly in modern foreign authors of the West, such as P. Kotler, B. Berman, J. Evans, D. Shandezon, A. Lancaster, J. Lamben, etc.

Representatives of marginalism laid the theoretical foundation of the issue of consumption, on the basis of which the views on the goals and objectives of consumer behavior in modern marketing are developing. Briefly speaking, this heritage is reduced to the theory of rational behavior as the basis for optimizing choice under conditions of resource scarcity. Marginalism opened the way to quantitative assessments of utility, thus turning consumption into an object of study of specific economic sciences, including mathematics, without considering the analysis of expectations of consumer behavior, included in the development of economic thought by the same Marginalists. B. Pareto and J. Hicks, authors of the ordinalist utility function, developed these ideas and came to the concept of the indifference curve. In essence, later marginalists helped the consumer discover the utility of individual objects, but asserted such ability with respect to the consumer set.

A. Livshits sharply criticizes V. Pareto and J. Hicks. "In their interpretation of the utility function there is already a preference function, in many consumer sets," he writes, "a certain order is obtained, which breaks down by the degree of their desire and says almost nothing about how useful this or that combination is compared to another" [2].

A. Livshits believes that J. Hicks's works mean the gradual expulsion of the very concept of "marginal utility" from economic science. In its place arose the category of the marginal rate of substitution of one good for another. But what is important is that the analysis of the indifference curve found opportunities to study the behavior of consumers when changing commodity prices.

Consumer behavior is a component of marketing research, not an end in itself. For marketing, consumer behavior opens up a shorter and faster way to deliver goods to consumers. Therefore, consumer behavior in the marketing aspect is primarily an assessment of the consumer's readiness for the buying process as a whole, as well as in terms of the influence of a number of objective and subjective factors on the purchase.

"Consumer research in the marketing system is aimed at determining the entire set of factors that guide the consumer when choosing a product", – conclude the authors of the manual "Marketing" [3]. In addition, the process of modeling the end user should be carried out by P. Kotler (the authors of the manual practically summarize the search for options for processing consumer behavior and stop at the point of view of this authoritative scientist – P. Kotler). These stages are as follows:

- ❖ Knowing the need;
- ❖ Searching for and evaluating information;
- ❖ Making a purchase decision;
- ❖ Evaluating the correctness of the choice;
- ❖ Consumer research.

The question concerns the description of the processes preceding the purchase and the evaluation of the correctness of the choice based on the results of consumption. Of course, the logic of the approach to problem solving is flawless, as it includes all the events accompanying consumer behavior on the way to

making a purchase decision and the possibility of reevaluating their decisions. After all, without demand for goods, a move to purchase is impossible. A person cannot decide for a second on the best purchase option without participating in the selection process, etc.

At the same time, it is striking that with this formulation of the question, consumer behavior shifts on one of many marketing problems, along with which there are many others: principles, functions, segmentation, economic policy, etc.

We believe that such a policy does not fully meet the realities of practice when the agenda is to handle marketing strategy issues from the customer's point of view.

A. Diane [1] explains consumer behavior using a model in which a number of factors influence the purchase process. These factors include: marketing variables (product, packaging, price, advertising, etc.), and external and situational factors. They combine with individual factors (acquired experience, motivations, perceptions) and according to A. Diane and other authors, lead to the act of purchase. The peculiarity of the position to be noted is that the leading element of behavior here is a personal factor, while the role of external factors is specifically emphasized.

The work "Strategic Marketing" by French author Jean-Jacques Lambin is a definite step on the way to an in-depth study of consumer behavior. Firstly, the content and structure of this work clearly prove that consumer behavior should be considered as a basic element of marketing in general and, of course, of marketing strategy in particular. Secondly (which is especially important) – according to Lambin, the process of making a purchase decision is considered not as a descriptive model, but as interrelated fragments with quantitative characteristics. Firstly, the content and structure of this work clearly prove that consumer behavior should be considered as a basic element of marketing in general and, of course, of marketing strategy in particular. Secondly (which is especially important) – according to Lambin, the process of making a purchase decision is considered not as a descriptive model, but as interrelated fragments having quantitative characteristics. Into the analysis of purchase decisions the author introduces the consumer's ability to make utility judgments and demonstrates and analyzes this ability. Thirdly, J. J. Lambin raises the issue of the unambiguous importance of consumer reactions. In fact, he was the first among Western specialists to raise the question of the need to divide the latter into relatively passive and active states. "He sees the central objective of the theory of motivation as the investigation of the question of why an organism moves into an active state". Thus, the point is that the theory of motivation should be realized in this direction.

In the field of consumer behavior, summarizing the works of the mentioned authors, we can say the following: the largest research material has been processed. The scientific opinion of economists, sociologists and psychologists of recent years has been collected about consumer behavior. At the same time it is them who dominate as creators of the idea of modeling the decision-making process of purchase. It seems that a peculiar vision of describing such an action is being formed. Judging by the recent works of economists, descriptive models are validated by methods of quantitative analysis of the purchase decision making process. The latter is studied, among other things, with the help of a "stimulus-response-consciousness-result" model.

All authors agree that the decisive value in the model of behavior should be given to the ability of a person to carry the totality of external relations across himself.

No author, starting with the first marginalists, questions the thesis that the basis of the purchase decision is the ability to perceive compared to what the seller offers in the form of desired consumption.

Why does the study of patterns of consumer behavior remain a pressing problem? First of all, because of the weak construal of consumer economics in general. It is clear that the current state of the national economy testifies to the ability of reformers to formulate their strategy in such a way as to make it rely on the growing demand for goods in conditions of market saturation. It is quite clear what place the patterns of consumer behavior have in solving this problem.

The level of handling in the field of consumer behavior does not yet allow for a complete solution to

the task at hand. The major still unsolved problems are the complete uncertainty in the question of using some complex (synthetic) indicators, with the help of which it is possible to judge the willingness to buy even within the framework of rational motives of behavior.

There is still no clear assessment of rational and irrational motives in the literature. All this is the object of psychological research beyond predictive (rational) behaviors.

There is no description of the mechanism of purchase decision making in the order in which the consumer order, i.e., a fixed quantitative condition of consumption is formed. There are no models that investigate the effectiveness of marketing influence on the course of goods movement in a competitive environment, that is, the models for managing the competitiveness of goods taking into account the patterns of consumer behavior. The solution of the above problems, in the author's opinion, can be realized in the following direction:

- ❖ Develop a clear understanding of the nature of consumer order formation as a starting point for developing purchase decisions;
- ❖ Analyze active consumer behavior and its role in the process of consumer order formation and at all stages of purchase. It is in the active position of the consumer, in the author's opinion, that the main secrets of consumer behavior lie;
- ❖ Improvement of models for managing the competitiveness of goods by using elements of consumer behavior in them.

Abstract

By defining the place of consumption in the marketing system, as well as the general content of the problem, we consider the areas of research where the active role of the consumer is manifested. Consumer behavior as one of the directions of marketing research corresponds to the study of the active role of consumption in the market economy. Representatives of marginalism laid the theoretical foundation of the issue of consumption, on the basis of which the views on the goals and objectives of consumer behavior in modern marketing are developing. Briefly speaking, this heritage is reduced to the theory of rational behavior as the basis for optimizing choice under conditions of resource scarcity.

Consumer behavior is a component of marketing research, not an end in itself. Consumer behavior in the marketing aspect is primarily an assessment of the consumer's readiness for the buying process as a whole, as well as in terms of the influence of a number of objective and subjective factors on the purchase.

Some steps towards in-depth study of consumer behavior were made by A. Diane, J. Lambin, J. Hicks, V. Pareto, P. Kotler and other scientists, whose works contain great research material. The scientific opinion of economists, sociologists and psychologists of recent years has been collected about consumer behavior. At the same time it is them who dominate as creators of the idea of modeling the decision-making process of purchase.

Study of patterns of consumer behavior remains a pressing problem. First of all, because of the weak construal of consumer economics in general. The level of handling in the field of consumer behavior does not yet allow for a complete solution to the task at hand.

There is still no clear assessment of rational and irrational motives in the literature. All this is the object of psychological research beyond predictive (rational) behaviors. There is no description of the mechanism of purchase decision making in the order in which the consumer order, i.e., a fixed quantitative condition of consumption is formed. There are no models that investigate the effectiveness of marketing influence on the course of goods movement in a competitive environment, that is, the models for managing the competitiveness of goods taking into account the patterns of consumer behavior.

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