

THE ROLE OF ECONOMIC AND PSYCHOLOGICAL KNOWLEDGE IN CONSUMER BEHAVIOR TO SOLVE THE PROBLEMS IN MODERN BUSINESS

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Abstract:

The paper is to brief the content of economic and psychological knowledge in consumers to solve the issues in modern business. A consumer is more complex in nature and creates many psychological processes in their activities. The idea behind the psychological knowledge and economic factors of the consumers are properly applied. This involves not only acquainting the community and businesses with a number of existing issues, but also inspirational the conversion of attitudes in line with modern necessities. The endeavor is to identify the situation points for working out a complete theoretical research model that will be empirically experienced and will serve to achieve some optimistic changes in the activities of the profitable organizations.

Key Words: Consumer behavior, psychological, economic knowledge, commercial Activity.

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Introduction:

Consumer behavior is compared with individual human behavior to determine the process in different factors. The factors are similar for suitable the cause for the movement. The consumer behavior factors are processes, occurrence and circumstances that advocate people to make decisions to buy goods and services. The result of some of them can be comparatively easily recognized and deliberate because they are situated on the noticeable range of the services. Others are apparent by some other means and act less than cover, but their collision is solid with the psychological aspects.

The different factors have a positive or negative impact on buyer movement. Studying them donates to a better indulgent of certain regularities and working out approaches and detailed methods for growing or restricting the controls. Accepting them enables the harmonization of the profitable policy with the purpose causal phenomenon so as to attain the desired consequences It is important to reduce impulsiveness in the demonstration of forces, to control and use dissimilar trends in customer markets. The purpose of this article is to clarify the pressure of psychological factors on the behavior of buyer markets based on convinced views on the instrument of inspiration. Achieving the investigate objective is probable when binding the consumer behavior theory more strongly with the modern achievements of the psychological science general in its significance. That absolutely brings a constituent of interdisciplinary in the study.

Consumer Behavior and psychological factors

The psychological factors are independently important in each person. Their pressure is brawny, but difficult to study. The specific of that group of factors is that they symbolize consumers exclusive behavior and ways of counters. In their consciousness, the external influences are reflected and distorted so as to activate the process of enthusiasm.

To clarify in deepness the way of manufacture purchasing decisions and to conclude which factors play a important role in customer performance requires a particular approach to the issue of inspiration. This is a input issue and many sciences focus on the formation of the descriptive model of human behavior.

Inspiration is a system of desires the result of multifaceted connections between the purposes and prejudiced the mutually underneath and reciprocally contradicting motives. Alert on the origin of reasons.

The intellect of motivation is the justification and regulation of behavior. Consumer motivation is understanding and connecting needs, interests, values, norms, goals in such a way that they can be included as reasons (motives) for the activity. In consumer behaviour motivation is linked with the needs that can be satisfied as a result of a purchase.

When identifying the basic arrangement of the occurrence three components are highlighted: stimuli, motives, needs. Incentive is presented in the form of exterior, mainly beleaguered impact on the personality, which has to activate all. Motivation is a factor presumptuous the quality of an internal driving force. This is an impulse, the foundation for an achievement. The motive is a reflection of needs. Unsatisfied needs are the major motivator. Requirements themselves are the most profound basis, the source of inspiration, its actual foundation. It must be taken into account that every need is specifically conditioned.

When inspiring customers, the direction and natural history of the collision must be appropriately defined, the poles apart thought-provoking instruments must be synchronized, the motivational effect must be taken into explanation by comparing the outcomes with the objectives of the collision. It is significant not to fail to notice some other rudiments in the motivation of patrons unleash the thoughts, activating inquisitiveness, inducing the effect of anticipation. It should also be borne in mind that the purchase of many goods is poly-motivational and the pressure of a multifaceted set of factors should be in use into explanation.

Consumer Inspiration in to different modes

The unfeasibility to present a combined view of researchers leads to a most general overview of the dissimilar perceptions of the concerns. The different emotional theories search for to recognize what the pouring forces are the sources of person movement. The basic thought is that human behavior is strong-minded by the lowest point of the human consciousness. According to this psychologist the communal comatose is leading, the traces in the memory, which through the

experience of past generations are deeply encoded below the level of awareness. Behaviorists are inclined to eradicate the role of awareness as a go-between between incentive and rejoinder and to take into explanation the touching moments in behavior. In the science of managerial behavior, behaviorism is overriding. In the discipline of consumer behavior, though, their views are gravely argued touching by the cognitive tendency, which sets the center on awareness.

The cognitive constituent contains the so significant consumer cleverness, confidence and information of the given objects of business. in addition the responsibility of the realization and sub consciousness, sometimes the attendance of super consciousness is exposed. It refers to a superior level of individual expansion bound with the communal and moral standards, with imminent and perception. Thus the feature of the modern customer is concluded.

As a substance of fact, each constituent of the arrangement of the person consciousness has its role in formative behavior at that with a unreliable value for the dissimilar types of personality. It is a information that the subliminal precedes hereditarily the cognizant, hence its strong influence on the buying performance. In neurobiology there is the sympathetic that awareness as super structural and secondary cannot control what is located below it as a bottom.

In this observe, it can be argued that customers are not well aware of the services that administer their behavior and are not capable to fully comprehend the motive for their proceedings. When consumers buy a definite product of a exacting brand they announce the need to please their mainly practical needs, but they scarcely understand their sincere motives related to a subliminal desire. It should be noted that the concept of the no conscious today have changed in judgment with the original psychoanalytic description. It is no longer a warehouse of instincts and desires, but plays a role in solving problems in imagination.

The following stand out as basic concepts of his famous theory:

- The satisfaction of needs follows in an rising order.
- The satisfaction of some needs motivates an individual to seek other needs of the next hierarchical level respectively higher rank requirements.
- Satisfying a need ceases to be a inspiring factor.

- The closer to the base of the pyramid the need is the superior inspiration it creates.
- The trend is that the numeral of customers decreases towards the superior levels.

The hypothesis of Maslow takes into account some important moments which commercial organizations offering products to different target audiences have to comply with. Product supply should correspond to the nature of potential consumers, their needs and preferences. However, the real world situation is too complex and, therefore the theory can be used mainly as a general reference point.

Cognitive psychology illumination consumer behavior as a development.

As regards the explanation of the psychosomatic factors of consumer behavior scholars express a partiality for the concept and procedural formulations in cognitive psychology. The concluding helps to improved appreciate the nature and instrument of the cerebral processes and states original the processes of creation consumer decisions.

Cognitive reproductions as utensils for studying consumer behavior.

Psychological factors affect categorically and enduringly consumer behavior. They all construct an entire set connecting the elements of inspiration and mental conditions. None of the psychological factors is absolutely independent and its manifestations are not separated from those of the rest. However, some of the factors could have a significantly greater weight than the others in certain situations of purchase or be decisive in certain types of individuals.

With regard to the psychological aspects, the growing importance of psychological methods and approaches should also be mentioned. They can have a serious impact on consumer behavior. Some irrational moments in making consumer decisions come to the fore, revealing opportunities for psychological intervention from outside. This fact is significant, but given the adherence to the norms of business ethics it is unacceptable to use to manipulate consumers. From a purely practical point of view in a highly competitive environment a similar behavior of abuse of consumer trust would lead to negative consequences.

The increase in the proportion of the subconscious raises the interest in understanding the complex relationships between the various elements of the human psyche. This is in line with the

trend to strengthen the role of psychological science in clarifying and solving important problems in economic practice. We can expect in the future even tighter binding between commercial activities and psychology and getting the idea of forming a special, meaningful sphere in practical terms neuro-commerce. It will further develop and enrich the understanding in neuro-marketing, which is already gaining ground in developed societies.

The psychological models of consumer behavior have methodological significance for carrying out the study on the impacts of the factors. The cognitive models are the most commonly used at present. They place particular emphasis on the mental processes in the mind and on highlighting the key view of the 'black box' hypothetical construct. The consumer's 'black box' consists of two parts two types of processes, summarized in the following categories: perceptual process and learning process.

Cognitive models represent the movement of multiple streams of influences. They are reflected in the mind of the consumer as: attention, information retrieval, predispositions and biases, the formation of consumer selection criteria, trust, motives, intentions, attitudes, etc. In cognitive models every element of psychological nature appears as a validating construct.

In terms of psychology, consumer behavior is influenced by factors such as: convenience, affordability, situational influences at the time of purchase, the level of risk. Thus, for example, characteristic strategies are formed in various types of products depending on the risk. In low-risk products, such as foodstuffs, the decision-making mechanism is greatly simplified and the process of buying is accelerated over time. The very perception of 'risk' differs too much in different individuals. In countries such as Bulgaria the weak economic potential of a significant proportion of consumers is the reason for higher consumer anxiety and sense of insecurity.

Conclusion

In finale it must be accentuate that affectation the issue of psychosomatic factors in influential consumer behavior aims to increase interest in significant and topical problems. It is done in three ways: in terms of the scientific community, in terms of the general public and especially in the real business practice in Bulgaria. This could help to raise awareness of the situation and

carry out the complex task transforming the attitudes of retailers and consumers. It is associated with the need to ensure the prerequisites for specific changes in Bulgarian commercial practice and to bring it in line with the international requirements. As long as a recipe does not exist, it is important to define the priorities and guidelines for work. Bulgarian commercial business should go its own way to success based on a new understanding of the nature of the consumer and their role for success.

Despite being important, psychological factors are not manifested in isolation and do not define the consumer behavior per se. This behavior is complex, dynamic and comprehensively conditioned. In it the psychological factors are linked to the operation of socio-economic, demographic, territorial, cultural, organizational and many other factors. Under the modern conditions of collision of national and global trends it is necessary to pay more attention to the psychology of the market, proper identification of needs, attitudes and intentions. The specifics of consumer behaviour, its dynamics, moments of controversy, satisfaction and other aspects have to be studied in depth, and ultimately to work out flexible approaches to stimulate consumer activity. This will ensure a timely adaptation of the activities of commercial companies to the changes in the environment and the current consumer preferences of Bulgarians. We see this as a fundamental condition for achieving competitive advantages, survival and prosperity.

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