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**ПСИХОЛОГІЧНИЙ АСПЕКТ ПОВЕДІНКИ СПОЖИВАЧА ПРИ
ФОРМУВАННІ СТРАТЕГІЇ ПОЗИЦІОНУВАННЯ ПРОДУКТУ
PSYCHOLOGICAL ASPECT OF CONSUMER BEHAVIOUR IN
FORMING A PRODUCT POSITIONING STRATEGY**

Анотація. Вступ. В сучасну епоху в компаніях, що швидко розвиваються, успішність продукту залежить не лише від його функціональних та продуктивних характеристик, а й від його стратегічного розміщення на ринку. Концепція стратегії позиціонування продукту передбачає створення унікального іміджу продукту або бренду, що закарбовується в сприйнятті продукту споживачем. Такий результат

досягається через ідентифікацію його потреб і бажань, а також подальшу розробку маркетингових стратегій, спрямованих на виконання цих вимог. Ця багатовимірна стратегія складається з різних важливих компонентів, включаючи вивчення поведінки споживачів, що має багату історію і суттєво впливає на створення ефективної стратегії позиціонування. Сама поведінка споживачів концентрується на процесі прийняття рішень з одним з головних його етапів - етапом пошуку інформації споживачем. Тому постає необхідність глибшого дослідження даного етапу задля збільшення лояльності покупця до продукту.

Мета. Метою статті є дослідження впливу психологічного аспекту на формування стратегії позиціонування товару та аналіз шляху прийняття рішення щодо здійснення покупки продукту споживачем. В теорії прийняття рішень розкрити зону пошуку інформації споживачем задля визначення додаткового елементу «кілець знань споживача» та способів впливу на покупця для збільшення лояльності до продукту.

Матеріали і методи. Матеріалами дослідження є: 1) особисте дослідження поведінки споживачів в рамках курсу «Consumer Marketing» Бізнес-школи Айві, Західний Університет, Канада; 2) праці вітчизняних та зарубіжних авторів, що провадять свої науково-практичні дослідження у царині стратегічного маркетингу, зокрема стратегії позиціонування продукту, та царині нейромаркетингу, а саме поведінки споживача та прийняття ним рішень.

В процесі здійснення дослідження було використано такі наукові методи: теоретичного узагальнення та структурного групування (для характеристики процесу прийняття рішення споживачем, а також елементів впливу на нього); аналізу та синтезу (для побудови схеми розширених «кілець знань» споживача); логічного узагальнення результатів (формулювання висновків).

Результати. У статті здійснено дослідження впливу психологічного аспекту на формування стратегії позиціонування товару. Зроблений аналіз шляху прийняття рішення щодо здійснення покупки продукту споживачем. Заангажована нова область вивчення до даної теорії прийняття рішення у вигляді розширення зони пошуку інформації та додати способи виокремлення цього доповнення з ряду існуючих маркетингових практик.

Перспективи. В подальших наукових дослідженнях пропонується зосередити увагу на детальному дослідженні кожного інструменту для створення ніші «те, що робить нас щасливими», а також розробки відповідної методики контролю лояльності даного сегменту споживачів. Це надасть змогу покращити лояльність покупців до продукту та зменшить витрати на одного клієнта в майбутньому.

Ключові слова: поведінка споживача, прийняття рішення споживачем, CJM, карти емпатії, кільця знань.

Summary. *Introduction. In today's fast-growing companies, the success of a product depends not only on its functional and productive characteristics but also on its strategic placement on the market. The concept of product positioning strategy involves the creation of a unique product or brand image that is imprinted in the consumer's perception of the product. Such a result is achieved through the identification of his needs and desires, as well as the further development of marketing strategies aimed at fulfilling these requirements. This multidimensional strategy consists of various important components, including the study of consumer behaviour, which has a rich history and significantly influences the creation of an effective positioning strategy. Consumer behaviour itself focuses on the decision-making process, with one of its main stages being the stage of information search by the consumer. Therefore, there is a need for a deeper study of this stage to increase the customer's loyalty to the product.*

Purpose. The purpose of the article is to study the influence of the psychological aspect on developing the product positioning strategy and the analysis of the decision-making process regarding the purchase of the product by the consumer. The theory of decision-making, reveals the zone of information search by the consumer to determine the additional element of the "rings of consumer knowledge" and ways of influencing the buyer to increase loyalty to the product.

Materials and Methods. The research materials: 1) a personal study of consumer behaviour within the course "Consumer Marketing" of the Ivey Business School, Western University, Canada; 2) works of foreign authors conducting scientific and practical research in the field of strategic marketing, in particular product positioning strategy, and the field of neuromarketing, namely consumer behaviour and decision-making.

In the process of carrying out the research, the following scientific methods were used: theoretical generalization and structural grouping (to characterize the decision-making process by the consumer, as well as the elements of influence on it); analysis and synthesis (to build a scheme of expanded "knowledge rings" of the consumer); logical generalization of results (formulation of conclusions).

The results. The article examines the influence of the psychological aspect on the formation of a product positioning strategy. An analysis of the way of deciding on the purchase of a product by the consumer was made. A new field of study is involved in this decision-making theory in the form of expanding the information search area and adding ways to distinguish this addition from several existing marketing practices.

Prospects. In further scientific research, it is proposed to focus on the detailed research of each tool for creating a niche "what makes us happy", as well as developing an appropriate methodology for controlling the loyalty of this segment of consumers. This will improve customer loyalty to the product and reduce costs per customer in the future.

Key words: *consumer behaviour, consumer decision making, CJM, empathy maps, rings of knowledge.*

Defining the problem. Consumer behaviour plays an important role in marketing because it forms the basis for deciding on a product positioning strategy. Various factors influence this behaviour. In today's era of globalization, the needs, wants and purchasing paths of individuals change over time. To timely determine changes in the buying habits of consumers, it is necessary to conduct research in the direction of marketing, namely in the direction of their behaviour. Research in one of the branches of psychology in the field of buyer decision-making is a canon of behaviour analysis during the product purchase process. This field has in-depth analyzes of its effectiveness, therefore, the study of the path of consumer decision-making is an opportunity for companies to create an impact on the neuro-perception of a product. A detailed examination of how a buyer searches for a product will provide an accurate understanding of the reason for purchasing a particular product and reveal opportunities to influence consumer behaviour to increase their loyalty to the product.

Analysis of recent research and publications. To highlight the latest important scientific materials in the field of marketing, psychology, neuromarketing and neuropsychology, the works of well-known authors were analyzed. American authors Kotler F. and Shes J. reveal the main concepts in developing a market offer strategy for a product [1; 3]. Fishbein, M., Dichter, E., and Kanon, D. provide an understanding of the principles of consumer social behaviour and dependent economic theories [2; 5; 8]. The American author Bauer RA sheds light on the complex interaction between risky consumer behaviour and decision-making processes [7]. The works of A. Kohli and P. Dole emphasize various advantages of market orientation, including improved customer satisfaction, increased profitability, and increased branching of segmentation innovations [4; 9]. Thanks to the analysis of data and other works, an important

theoretical knowledge base of the consumer's decision-making process was created and the insufficient depth of the term was determined. Also, the question of consumer behaviour in different segments of the "rings of knowledge" and how to ensure transitions from a long ring to a narrow one remains insufficiently researched.

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Main research material. Product positioning on the market is one of the most important components of the marketing strategy, as it determines consumer perception of the product and its popularity on the market. To form an effective positioning strategy, it is necessary to reveal all the competitive advantages of the product, choose one that is significantly different from others on the market, and choose a comprehensive positioning strategy that will correspond to the structure

of the organization and its goals. These tasks are an important component of the entire positioning process, which includes identifying competitors, studying the perception and evaluation of competitors, identifying their position, analyzing the target audience, choosing a position and controlling it in the market. For strategy formation, it should be noted that positioning has three main tasks.

1. To present all possible competitive advantages.
2. To choose among them the one that is significantly different from those available on the market.
3. To select a comprehensive positioning strategy that will correspond to the organization's structure and positioning goals.

These tasks are necessary to pass the entire path of creating positioning, such as:

1. Definition of competitors.
2. Study of perception and assessment of competitors.
3. Identification of the position of competitors.
4. Analysis of the target audience.
5. Choosing a position.
6. Control of market position.

According to Kotler, positioning involves plans to develop product images, so "being different from competitors" is a necessary condition for creating a successful and strong brand. Such a difference makes it possible to build a single concept of the product in the head of the consumer. People tend to immediately put labels on other people, places, and products (in the first 3 seconds we form an attitude towards anything), so this is the leading idea of positioning - creating a clear image that will remain in the mind of the recipient and provide "added value" for the company because it differs significantly from the positioning of competitors [9].

It follows that the positioning of the product on the market depends to a greater extent on the attitude of the target segment towards it. If such an attitude

is negative or neutral, then the product and slightly the characteristics of the target segment change significantly.

A neutral attitude can be triggered by ignorance about the product. Therefore, it is necessary to position the product as the one that solves the pains of the potential client.

If it is negative, find out what affects such a perception - the attitude towards the company, the brand or the product itself. Having found the problem, rethink it and understand whether this negative state of the product is the cause of the company's mistake. A person may simply not understand something and reject it, or may not be our target audience. In this case, we can note that the internal conventions and actions of the company under its name also affect its values, which makes the product positioning strategy directly dependent on the brand.

A positive attitude shows the loyalty of an already well-received client. With this path, it is necessary to support the client, because his loyalty has already been bought, and therefore it will cost us less than attracting a new potential consumer.

Summarizing, it should be noted that the product is completely subordinated to the consumer, therefore the main goal of positioning is to emphasize the distinctive characteristics or features of the product that make it different from competitors and attractive to its target audience. Such characteristics are primarily the definition of product positions from three sides:

- product leadership;
- working advantage;
- closeness to the client (his pain) [10].

Positioning is a multidimensional concept that emphasizes the features, characteristics and benefits of a product. This is an important marketing decision that affects the entire marketing process. Based on the analysis of different positioning strategies, five factors were identified that influence the formation and implementation of the positioning strategy.

1. Features and characteristics of the product.

Emphasizing the unique features of products and services is a common approach to product positioning. In this case, the firm uses one or more attributes, features or benefits of the product as a basis for positioning its product. For example, a Toyota car emphasizes economy and reliability.

2. Product class

When close substitutes exist, a firm can focus on the advantages of its product class over other product classes. Benefits are what a product offers to consumers, mostly an increase in their comfort, happiness, well-being, etc. Benefit-based positioning has greater appeal than feature-based positioning. For example, an ATM has the advantage of convenience, because it offers customers to withdraw money and perform other operations 24/7 from their account.

3. Use and application.

This option highlights a specific application or use of a product or service. Products can be positioned as the right product to use for a specific occasion or purpose. For example, meat pies can be targeted for consumption at school sports or cultural festivals.

4. Product competitors.

Some firms deliberately compare themselves with competitors as a means of obtaining the desired position for their product in the mind of the consumer. KIA Motors has used this approach to position some of its cars as comparable in design, gas mileage and price to some of the leading imports.

5. Price and quality of the product.

Two key aspects that consumers use when evaluating alternative brands are price and quality. Some companies use a high price strategy (premium pricing) to indicate that their product is of superior quality. Other firms use a lower price. For example, Lagos Business School's executive development programs are rated very expensive but perceived as good value for money. But the Industrial Training

Foundation of Nigeria emphasizes the accessibility of its training and development programs [11].

These 5 factors build the basis for the implementation of a clear positioning strategy, which will not only focus on the key advantages of the product but will also influence the direction of its strategic development.

Therefore, an effective strategy is a key element of the functioning of any element in the company. A product positioning strategy is formed based on the company's main strategy and with certain strategic management. At the core of product positioning lies a detailed analysis and description of the product itself, highlighting the problems and opportunities of this product relative to others on the market. Based on this data, conduct research on changes that the company can make, generate effective strategic decisions, build a plan for implementing these decisions, and monitor their implementation and consequences.

The aspect of consumer behaviour is an element of customization and the basis for developing a modern product strategy. It is through the prism of neuroscience that the accuracy of the strategy is deepened, which turns into its effectiveness.

Consumer behaviour is a relatively young concept, it is only 50 years old. Just as marketing began to separate itself from economics (with a focus on distribution channels), consumer behaviour began to separate itself from being included in the marketing concept. The biggest change occurred when the very term consumer behaviour borrowed both explanations and research methods from the behavioural sciences (social and clinical psychology). George Katona's (1951) paper on the distinction between the rational consumer advocated in economics and the behavioural consumer observed in psychology was key to the beginning of consumer behaviour as a separate discipline. In general, the discipline was also called economic psychology [5].

Herbert Simon's "Satisfaction vs. Maximization" [6], Leon Festinger's "Cognitive Dissonance" [11] and Raymond Bauer's "Risk Reduction" [7] made

the greatest contribution to further development. However, it was the publication of the work "Theory of Buyer Behaviour" by Howard-Sheth that singled out consumer behaviour as a separate component of marketing [12]. This was further cemented by the establishment of the Association for Consumer Research (ACR) and later its first journal on consumer behaviour, the Journal of Consumer Research (JCR).

The scheme of the consumer decision-making process was created by John Davey in 1950. It is built on 5 stages that the consumer goes through when choosing a particular product or service.

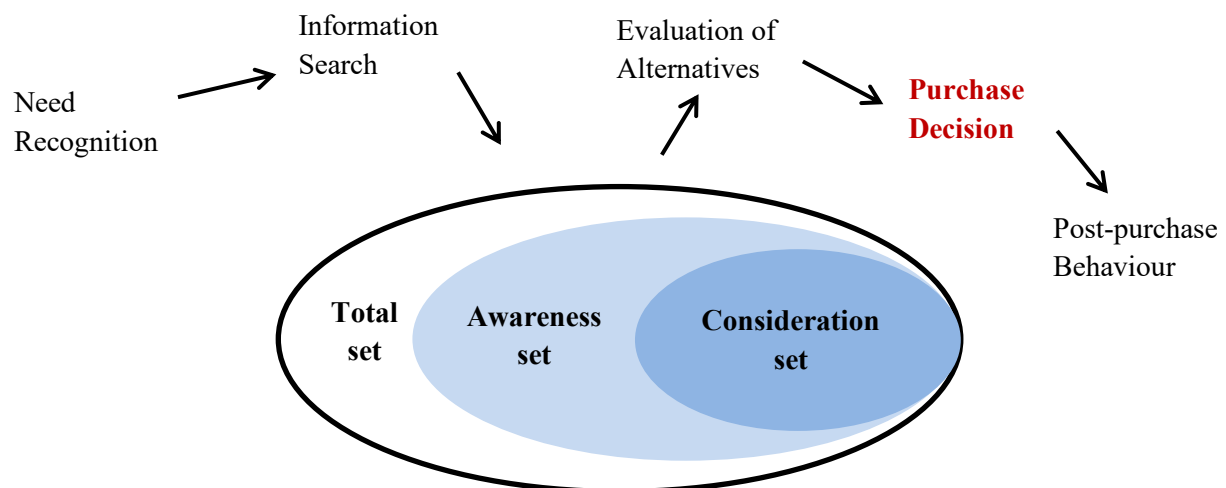


Fig. 1. Consumer decision process

Source: created by the authors according to [15]

1. Recognition of the problem

The first step in the consumer decision-making process is recognizing a need for a service or product. Recognition of a need, both internal and external, comes from the internal motivation to satisfy it. As soon as the consumer has a level of motivation high enough to satisfy a need, he recognizes that this need is turning into a problem. In this step, information must be gathered to understand how this need can be met, which leads to the second step.

Ways to influence the consumer at this stage: focus marketing on external incentives. Because internal stimuli include basic needs such as hunger. In

addition, it is necessary to create an image that only this product of the brand solves the existing problem.

2. Search for information

When exploring possible solutions to a problem, consumers again rely on internal and external factors, as well as previous interactions with the product or brand, both positive and negative. At this stage, the consumer looks at possible options offline in a store or online, in customer reviews or through word of mouth.

The brand's goal is to provide potential customers with access to the right information. The best thing is to create a sales funnel according to the scheme and plan which group of people will need which information.

3. Evaluation of alternatives

At this point in the process, the buyer has already weighed the criteria of what he wants in the product. Now he is weighing his prospect against comparable alternatives. Alternatives may present themselves as lower prices, additional product benefits, product availability, or something as personal as colour or style.

A company's marketing role should be to convince consumers why their product is better than other alternatives.

4. Making a purchase

This is the final moment for the consumer and the penultimate moment for the company. The company can no longer influence the purchase of its product, but it is possible to influence loyalty to its brand. Making a purchase is a very short and important process. The repeat purchase of the consumer depends on its success. Therefore, one of the company's tasks is to research other consumers during the purchase and increase the success of the purchase.

5. Behaviour after purchase

This part of the consumer decision-making process involves reflection by both the consumer and the company. For the company, it is necessary to analyze several issues:

- Did the purchase process satisfy the need identified by the consumer?
- Is the customer satisfied with the purchase?
- How can you increase customer loyalty at this stage? [2].

The main part of this stage is to create a guarantee that the consumer continues to have a positive impression of the product. Post-purchase interactions may include follow-up emails, discount coupons, and newsletters to encourage the customer to make an additional purchase.

One of the most important stages of consumer decision-making is the stage of information search. It is this element that "acquaints" our consumers with the product and gives the first impression of the information provided. It is known from studies that the first impression is formed in 50 milliseconds, therefore the approach should be formed at the level of the consumer [13]. To get into the appropriate niche of consumers, it is necessary to analyze this stage more.

To specify this niche, it will be appropriate to single out another part of the "rings of knowledge" - what makes us happy (Fig. 2.)

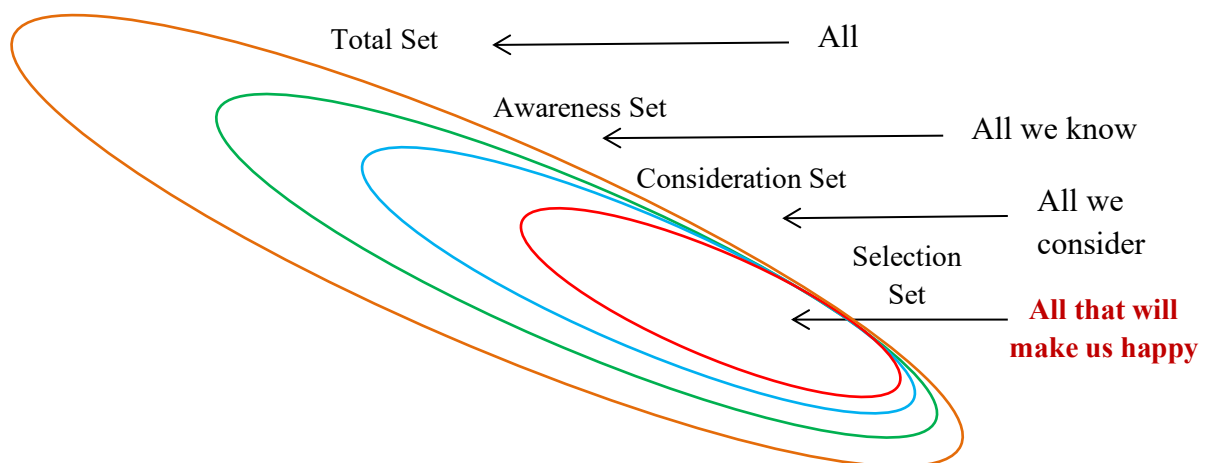


Fig. 2. Expanded "rings of knowledge" of the consumer

Source: created by the authors

Analyzing the previous scheme, it can be seen that the consumer stops only at the phase when he sees "what we take into account" as a set of choices for which he is willing to spend money. That is, the consumer only has attention to something, but is not interested in obtaining satisfaction of his needs.

To resolve this dissonance, it is necessary to introduce a new ring that will single out the best goods/services. With such a choice, the consumer will have maximum satisfaction with his problems and match according to his criteria. For the selling company, this means that the consumer will have a direct strong positive return on the purchased product. Because of this, the company will have a return on investment in the form of a loyal customer.

In the presence of such a niche in the brand, several positive points can be singled out. Firstly, it is a reduction in the cost per customer due to the lack of a permanent customer support campaign. Secondly, through the element of improving the tools for spreading information about the product - "word of mouth", positive reviews, etc. In addition, it can be noted that the own niche of loyal consumers will increase the percentage of product/service penetration.

Although this approach has a drawback in the form of formation. To create this niche, it is necessary to incur significant expenses under the column of research. After all, for so many people who get happiness from the product, it is necessary to invest a lot of effort in consumer analysis tools.

The first tool is a customer journey map (CJM) or a map of the consumer's path - it is a visual representation of the client's visit to the brand. These visuals tell the story of how the customer goes through each phase of the interaction and experiences each phase. A customer journey map should include touchpoints and moments of truth, as well as potential customer feelings such as frustration, satisfaction, or confusion, and the actions that are conveyed to the customer.

CJMs are often based on a timeline of events, such as a customer's first visit to a company's website or store, and continue through the progression from the first experience with the product to the actions after the purchase is made [14].

To distinguish the niche of people who will have the product as something that makes them happy, it is advisable to make such a path in the form of emotions that the consumer feels. With this option, it is possible to identify exactly what types of emotions the consumer has and what problems the company has with the consumer's path to purchase. After such an analysis, it will be clear exactly where the consumer's loyalty can be lost and at what stage he will switch to another product/service.

The second tool is the empathy map. It helps the company understand the mindset of the customer when working with a product or service. It can be used for personal or specific types of customers. Empathy mapping is often most useful when starting a new project or creating a new campaign. Regularly updating such a map following the trends and movements of society will help to maintain the product/service in the perception in the category "what makes us happy".

Empathy maps are useful when you need to get into the consumer's mind or clarify market segments and identify those consumers who will feel happy using the product/service [15].

With these two tools, it is possible to fully understand and delve into the consumer's emotional commitment to the product at hand. In this way, it will be immediately clear which niche of consumers will fall under the category of those whom the product will make happy.

This consumer niche will improve the existing target audience in terms of its loyalty and increase the effectiveness of the company's product strategy.

Conclusion and prospects for further research. Having analyzed the work of many scientists in the field of marketing, neuromarketing, psychology and neuropsychology in this work, the following conclusions can be drawn.

The field of behavioural economics has a very large theoretical and methodological basis, which should be the basis of the science of consumer behaviour. With this foundation, many areas of development of modern science

can be found. Taking into account the generalized information about the consumer's decision-making process, it makes sense to delve into one of the components of the scheme - "Information search". When analyzing this part, an additional niche of people was created, whom the product or service will make happy.

To separate this niche, it was recommended to use 2 neuromarketing tools - a customer journey map and an empathy map. These maps will help not only to distinguish a given niche but also to create an accurate and effective product strategy.

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