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PSYCHOLOGICAL CHARACTERISTICS OF THE CONSUMER

Currently, a distinctive feature of most unsuccessful companies is such factor as a mismatch between characteristics of goods offered by manufacturers and consumers' needs. Namely, it means that most of the manufacturers still prefer the model of marketing that focuses on the promotion of manufactured goods instead of production of goods needed by the consumer. Even if we take the adherents of the second model, there are still a significant percentage of those who are not particularly delves into the nuances of its process. Thus, it appears that, to date, the actual problem is a lack of understanding of the needs of consumers and companies report incomplete product characteristics.

The fact, that consumers do not come to shop after shampoo, cream and toothpaste, but after beautiful hair, healthy skin, snow-white smile and fresh breath, is no longer a secret.

By purchasing detergent «Mr. Proper», consumer doesn't simply buy a bright bottle of soapy liquid, he buys a clean apartment. That is, the cleaner has a precise set of characteristics which consumer requires at the moment.

Accordingly, it is necessary to produce exactly those goods, which consumer needs, and provide them with precisely those characteristics which consumer prefers.

Another common manufacturers' mistake is incorrect report of goods' characteristics to the customer. Manufacturer looks at the product from one side and customer looks from the other side, but those sides may not be similar. For example, by looking at the bottle marked as "energy drink ", consumers are likely to think that it is necessarily based on caffeine, but it can be average lemonade, since it is known that its components are safer for health and more energy intensive then caffeine. On the one hand the segment of consumers committed to "caffeine" is unlikely to purchase this product for the second time due to the stereotypical association - "energy - caffeine " , and on the other hand the segment that is carefully monitoring their health may not even pay attention to this product , and all because of the "energy drink" label.

Thus, we can conclude that the manufacturer needs to select his product feature set more carefully and assign exactly those features, which consumer desires the most. It's also important to properly inform the consumer what exactly are the features of the goods. In both cases such tools as market research, segmentation and planning become essential assistant tools to identify what the consumer needs, which customers the goods will be directed to, determinate the scenarios, write strategies and other elements of the marketing activity.