

BEHAVIORAL DESIGN AS A DRIVER OF TRIGGER-MARKETING INNOVATION

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The psychological direction of behavioral design formed the basis of one of the areas of modern marketing – trigger-marketing.

Trigger-marketing is based on the use of triggers as a means of psychological influence on consumer's subconscious, motivating him to perform a targeted action. Such a method of influencing a potential client can be called one of the most effective in marketing, as it is inexpensive in terms of investment, but brings profit.

To use triggers correctly, you need to have a good understanding of the psychology of a client. Usually he is inclined to believe that when making a purchase he is guided solely by his own logic, but this is not always true. Quite often, the client does not notice an action of the "trigger" that affects his emotional sphere and encourages him to take action. Such an inconspicuous assistant (selling trigger) is actively used in building a modern marketing strategy in order to positively influence sales growth.

Triggers came to marketing from the psychology of behavior design (behavior design, or behavioral design) – a modern direction in psychology, founded by B. J. Fogg, head of the psychological influence laboratory, doctor of Stanford University [1].

The psychologist claims that to initiate any action, the presence of three terms is necessary:

- motivation to act (in marketing – motivation to make a purchase);
- a real opportunity to perform an action (in marketing – the absence of financial barriers);
- psychological incentive (in marketing – an emotional push to make a purchase).

The main rule of behavioral design is: «Place hot triggers in the path of motivated people».

Student of B.J. Fogg, Nir Eyal, co-authored with Ryan Hoover a bestselling book for businessmen «Hooked: How to Build Habit-Forming Products» [2]. In his work, he considers triggers as a signal for the consumer to take an action and the first stage of taking him “on the hook”. N. Eyal changed the behavior management model of B.J. Fogg, taking into account his own observations and carried out a deeper classification, dividing them into external and internal.

When using triggers, there is an acute ethical problem. Behavioral design founder B. J. Fogg hoped that his teachings would make the world a better place, but he concluded that businesses turned his ideas inside out and made

money from them, turning consumers into hostages of their instincts. N. Eyal believes that cost-effective triggers used for commercial purposes are evidence of progress, not a problem, and sees nothing negative in this modern marketing tool.

Another student of B. J. Fogg, Tristan Harris, is of the opinion that his teacher and N. Eyal overestimate the ability to change human life for the better using the tools of the psychological theory of behavior design. He is sure that the manufacturer, wishing to impose his products, uses triggers in marketing as manipulators of consumer behavior, which are based on the exploitation of a person's psychological vulnerability. T. Harris believes that triggers infringe on the possibility of free choice and are a powerful force on the scale of the global economy.

Behavioral design as a component of a modern marketing strategy is actively being introduced into the daily life of the consumer. Promotional emails, banners, and website ads capture his attention and use instincts and human behavior to achieve the desired result. The methods that are used in this case become more and more subtle, veiled over time.

It should be noted that before psychological manipulation works, work must be done to popularize the subject of marketing, to motivate a potential buyer, to form his conviction that the purchase is profitable. In addition, the company itself must be able to satisfy consumer demand as efficiently and quickly as possible. In addition, the emotional component of communication is also important.

Thus, the trigger itself does not motivate and does not work for a consumer who is not prepared for action (purchase). With low motivation and complexity of the purchase (high risk, high cost, duration of the procedure), the use of triggers will be unsuccessful.

List of sources used:

1. Eyal, N. *Hooked: How to Build Habit-Forming Products* / N. Eyal, R. Hoover. – NY, 2014. - 362 p.
2. Fogg Behavior Model [Electronic resource] / Blog Dr. BJ Fogg. – Access mode: www.behaviormodel.org. – Date of access: 17.02.2022.