

на создание конкурентоспособного промышленного комплекса в регионе и переход к инновационным моделям регионального развития, развитие конкурентной среды, работу с крупными малыми и средними предприятиями, повышение уровня образования в регионе, развитие региональной инфраструктуры.

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ИННОВАЦИОННЫЙ МАРКЕТИНГ: ПСИХОЛОГИЧЕСКИЕ СТИМУЛЫ НА СЛУЖБЕ ВЗАИМОДЕЙСТВИЯ С ЦЕЛЕВОЙ АУДИТОРИЕЙ

INNOVATIVE MARKETING: PSYCHOLOGICAL INCENTIVES IN THE SERVICE OF INTERACTION WITH THE TARGET AUDIENCE

Annotation. The article discusses triggers as an innovative psychological tool for influencing the behavior of the target audience, used in marketing to increase sales. The authors give recommendations for improving trigger-marketing in order to increase its effectiveness.

Аннотация. В статье рассматриваются триггеры как инновационный психологический инструмент влияния на поведение целевой аудитории, применяемый в маркетинге для увеличения продаж. Автором даны рекомендации по совершенствованию триггер-маркетинга в целях повышения его эффективности.

Sales mechanisms are different: price reduction, quality service. But there are also effective psychological methods of receiving orders, based on the peculiarities of the work of a person's emotions and instincts and prompting him to make a purchase decision. These methods include triggers – a modern, innovative and actively developing direction in marketing.

Trigger-marketing is a marketing industry based on the use of triggers as psychological methods of influencing person's subconscious, motivating him to perform a targeted action. This technique of influencing a potential buyer can be called one of the most effective in marketing.

The relevance of trigger-marketing is due to the fact that triggers lead to the effective stimulation of business development.

Trigger goals in marketing are the following: to get a conversion; remove psychological barriers between a seller of the product and a consumer; to increase product sales; to track consumer behavioral factors; to build a long-term relationship with a client; to attract additional traffic based on customers' recommendations.

The mechanism of action of triggers is the following: human body reacts to a number of external factors that provoked the trigger, and an automatic response begins without significant energy costs. And only after completing an action, a person can come to his senses and begin to realize what he has done. When exposed to triggers, it is easier to manipulate.

Marketers in their work use the fact that any manipulation, which is accompanied by triggers, brings the client out of balance. He loses control over his emotions and, in pursuit of the satisfaction of desires, makes purchases, most often unplanned. A satisfied consumer usually returns for new purchases, informs his friends, acquaintances, relatives about his purchases, while attracting new customers and, accordingly, increases the seller's profit.

Consumers tend to think they're shopping with logic, but this is often not the case. The trigger acts as a stimulus, switching on the emotional factor, prompting the target action. That is why this tool is widely used in Internet-marketing to increase sales [1].

The highest probability of a purchase is when three factors coincide: a suitable emotional state of the consumer, his logical decision, the action of psychological triggers.

The origins of the use of triggers in marketing lie in behavioral design (behavior design) – an innovative direction in psychological science, the founder of which is Dr. B.J. Fogg, Head of the Psychological Influence Laboratory [2]. It follows from his behavioral model that a trigger, along with motivation and skill, acts as a component to initiating actions. B.J. Fogg hoped behavioral design would make the world a better place, but concluded that commerce had turned his ideas inside out and made money out of them by turning users into captives of their own products. N. Eyal believes that triggers that effectively influence the consumer are progress, not a problem, and does not see anything negative in this marketing tool [3]. T. Harris, another student of BJ Fogg, adheres to the point of view that his teacher and N. Eyal overestimate the ability to change human life for the better through behavioral design [4]. He is confident 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 in the global economy.

In marketing, the term "selling triggers" is actively used – these are incentives that induce to perform an action, causing a variety of emotions in the consumer.

The main rules for using triggers:

- Triggers cannot be used simultaneously in large numbers: the user will be scared off by obsession.

- Triggers should be skillfully combined.

As a result of summarizing data from different sources, we have identified the types of triggers according to the principle of antagonism:

- external and internal;
- direct and indirect;

- predictable and unexpected;
- productive and unproductive;
- simple and complex [1; 3; 5].

Triggers are distinguished by the nature of the stimuli. On this basis, they are of the following varieties:

- objects and life situations that cause an emotional response based on past events;
- stimuli that affect the senses (smells, music, shades, tactile sensations, visual images);
- influence through words (some phrases can strongly influence human behavior);
- deeply subconscious triggers (dreams, desires, memories).

Psychological triggers in marketing are also divided according to the criterion of emotional coloring. As a rule, trigger advertising acts on the principle of "stimulus - reaction to stimulus", therefore, reactions to the effect on a person can be the following:

- negative;
- positive;
- neutral (cause ambiguous emotions to the stimulus).

By source, the following types of triggers are distinguished:

- working with human instinct;
- working with qualities inherited from parents;
- acquired and working with human behavior.

You can distinguish and organize the types of triggers by the frequency of use:

- actively used;
- used less often.

The authors conducted a survey on the research topic (100 people were interviewed). To obtain objective data, 5 age groups were taken with an equal number of respondents and gender parity: 20 people in each age category, of which 10 were males and 10 were females. The age categories are as follows: 18-25 years old, 26-35 years old, 36-45 years old, 46-55 years old, over 56 years old. The interviewed consumers have different social status and income levels and live in Belarus.

The purpose of the survey is to identify consumers' attitudes towards trigger-marketing, to analyze the errors in the use of triggers in marketing, to highlight certain patterns and trends in the strategy we are studying. Summing up the overall result of the survey, it should be noted that the majority of respondents are most sensitive to the triggers "greed", "fear" and "scarcity", they welcome the company's policy of loyalty to the client and the use of incentives to purchase a product. These data confirm the relevance of the use of triggers in marketing, and therefore the relevance of the research topic.

In practice, some triggers are used so often and incorrectly that they gradually lose the power of their impact on the audience. In this regard, the authors have developed recommendations for improving trigger-marketing in order to increase its effectiveness. Their source was research materials and consumer opinions studied based on the results of a questionnaire survey.

Some tips for improving trigger-marketing:

- It is necessary to take into account the gender factor, since male and female types of psychological thinking are different.

– Pay attention to user behavior on the site. With the correct analysis and competent collection of information, you can understand which of the customers is already really ready to make a purchase. You can help them with the choice and give useful advice.

– It is especially necessary to work actively with those customers who added a product to the cart, but never bought it. You can offer them to deliver all the products in the basket at once for free. If you pay attention to the fact that the offer is limited in time and it will be possible to use it only for two days, then the information will work as a trigger for the lack of time.

– Pay attention to wishlists and bookmarks of the site users.

– The study of statistical data on the demand for goods (services) and the use of the knowledge gained when using psychological incentives in working with a client will bring effect.

– Rationally accompany the launch of a new product with marketing triggers based on the trigger of curiosity.

– It will be effective to tell the client how he will feel if he buys your product.

– The presentation of information should be simple and understandable for the consumer.

– It is advisable to offer the site user an interactive animation that will not only attract and entertain him, but also unobtrusively demonstrate the product.

– It will be effective to conduct a story about a product on web pages in a special genre of storytelling.

As a result of the study, one can come to the following conclusions. Triggers are a modern, new and constantly evolving direction in marketing. Trigger-marketing is a multifaceted tool for psychological stimulation of consumers to perform certain actions, effectively influencing the behavior of the target audience in order to successfully develop a business. Triggers in marketing are used purposefully: for each segment of the target audience there is an incentive to make a purchase, order delivery or leave contact information. For their effective use, certain rules should be observed, a variety of species and types should be taken into account.

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