

IRRATIONAL CONSUMER BEHAVIORAL MODELS

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Classical economic theory studies the consumer decision-making, which is based on rational choice and rigorous calculation. Modern economists believe that the decision-making includes an irrational element of behavior - the emotions of the consumer.

There are five models of irrational consumer behavior in the economy choice: model of research experience, prior behavior, hedonic motivation, experience and training, affective behavior that identify institutional features and develop new approaches to marketing.

In the process of buying individual has a feeling of excitement and creates an emotional image of the entire complex situation. This image is recorded in the memory of the

consumer and it is his experience, which is used for subsequent purchases of goods or services.

The model of preliminary consumer behavior includes external and internal incentives, consumer motivation and their optimal ratio.

The model of hedonistic consumer behavior means that the basis of behavior is motivation, and motivation of hedonistic purchase corresponds to the desire to please consumer.

Affective behavior model includes emotions, feelings and mood of consumer at the time of purchase.

These models irrational consumer behavior only give outlines and further ways of research, they require formalization and development of the assessment system, which, in turn, will improve as a marketing tool and will help consumers to make the right decisions.

Key words: consumer behavior, models of economic behavior, irrational behavior