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## **THE RELATIONSHIP BETWEEN HUMAN TEMPERAMENT AND MARKETING TOOLS**

### **Взаимосвязь темперамента человека и средств маркетинга**

For every marketing specialist it is important to understand what is the relationship between the temperament of the consumer and his decision in choosing a product or service. Human temperament is a pronounced peculiarity of character and behavior of each person, which form the features of his personality and affect his actions. Thanks to the psychology of human personality, marketers can study such important aspects of their consumers as, behavior and motivation when making a purchase.

The purpose of this paper is to study the characteristics of the behavior of consumers with different temperaments, as well as to find appropriate marketing activities and means under their characteristics to increase the sales of the enterprise.

Thus, there are different types of mental reaction – the reaction of the mind. It is expressed in consumers through the ability to read the meaning and the main message, to switch between tasks. In parallel with it, also essential role is played by the reaction of personality, which is characterized in preferences in the formats of perception of goods or services, or any marketing strategy. While in physical reactions, i.e. body reactions, there are differences in the speed of perception of the marketing message. The latter are mental characteristics that a person shows through nervous system reactions. Here consumers are divided in terms of their ability to perceive structure and navigation [1].

Psychology identifies the main 4 temperaments: sanguine, choleric, melancholic, phlegmatic. Each person has a set of psychological and behavioral characteristics, due to which it can be attributed to a certain group. However, an individual may have traits of different temperaments, but, in any case, some of them will prevail over others, thereby attributing a person to a certain group of people of the same temperament.

For example, when making a decision to buy, people with sanguine temperament, as a rule, are impulsive buyers who often make purchases under the influence of a momentary desire, without first studying the goods. Bright, nonstandard design, unusual product format and consumer-intriguing positioning are the way to go for the sanguine. Thus, with the help of original marketing strategies and proposals, the company will get the attention and interest of consumers, which can push them to make a decision to purchase the product or services.

On the other hand, people with a melancholic temperament tend to be more cautious about spending money and prefer to do thorough research before making a financial decision to buy. Melancholics tend to listen to public opinion, which means that for them will be important product reviews and its popularity, i.e. brand recognition.

Marketers should also take into account the attitude of choleric consumers to purchase. These people usually value efficiency above all else, so clear instructions on where to buy a product can be helpful when trying to convince them to make a quick purchase decision. Choleric – results-oriented [2]. It is important from the point of view of marketing to attract the attention of choleric very quickly, because their vigor and activity along with not understanding their needs can help the brand to push the consumer-choleric to buy.

Finally, for phlegmatic comfort is above all, and therefore, creating comfortable conditions for buyers by offering free delivery, extended return policy, etc. can incline them to make a purchase, rather than to refuse a product or service because of indecision. A phlegmatic buyer will not be guided only by their emotions, as they are patient and wary when making a purchase.

In conclusion, it should be noted that understanding each type of human temperament is the key to developing successful strategies for the company's marketing team.

## References

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## FACTORS OF CHANGES IN CONSUMER DEMAND

### Факторы изменения покупательского спроса

Analysis of changes in consumer demand plays a crucial role in strategic business management and marketing decisions of companies. In today's world,