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CONSUMER PSYCHOLOGY

The purpose of our paper is to study consumer psychology and explain main factors that affect consumer behavior.

There are many psychological factors that influence psychological choice. A person strives to satisfy his/her physiological, social, emotional and self-fulfilling needs through the purchase of goods and services. The motives of consumers may be related to self-affirmation, pleasure, improvement of status or social belonging. Emotions such as joy, fear, excitement, or satisfaction can have a strong influence on consumer choices and preferences [1].

Social, cultural, personal and psychological factors are the main factors of influence.

The main elements included in social factors are reference groups, status and role, and family culture [2]. Social factors can vary across different segments, regions, and contexts, and can change over time. The importance of group influence varies across products and brands. It tends to be strongest when the product is visible to others whom the buyer respects [3].

Culture is simply what comes most naturally to a person – what fits within their values and belief systems, and what they see others around them doing. Culture influences what feels right, normal and desirable. People belonging to the same social stratum have similar values, lifestyles, interests. In addition, each family develops a certain decision-making model [4].

The behavior of consumers is also influenced by personal characteristics such as the buyer's age, occupation, economic situation, lifestyle, personality. Consumer age can significantly impact one's shopping decisions [5]. While younger generations choose the latest trends, older consumers prefer timeless classics for their classic, ageless appeal.

A person's buying choices are further influenced by four major psychological factors: motivation, perception, learning and beliefs. Finding out how to motivate the

buyer and recognize the need for the product is the first step [6]. Perception and learning are related to how your customer looks at things or learns about your product accordingly. The behavior of customers will be influenced by the opinion they have formed about a particular brand.

We conducted a consumer-oriented survey among the students 17-20years. The purpose of our research is to determine what the consumer pays attention to when entering the store, what influences their buying decisions. Let us consider each of the psychological factors. The first is motivation. According to the results of our survey, for 78.8% of respondents, the opportunity to save money motivates them to purchase a product. What concerns perception, cleanliness of the shop is important for 76.3% of consumers when entering a store, and the least important was the dress code, which was voted for by 12.5%. The third factor is learning. For 17.5% of the respondents, the most important thing is to learn product reviews. However, only 10% noted that the "manufacturer" is the decisive factor. The last factor is beliefs. Based on the results of our research, consumers are convinced that the three main qualities in the staff are politeness, quick service and readiness to communicate with each client.

The practicality of our research lies in the fact that the understanding consumer psychology allows marketing entrepreneurs to create more effective promotion strategies and increase sales. In order for the producer to understand which products are better to produce and which are profitable to sell, one needs to get used to the role of the consumer yourself. It means that you should imagine your potential buyer (for example, his age, gender) and understand what he would pay attention to when making a buy decision. A manager who knows the psychology of consumer choice can use this information to create better marketing strategies and promotions. He can tailor his product line and promotional messages to reflect these preferences and attract more customers. A manager who does not know the psychology of consumer choice may miss opportunities and make mistakes in their strategies.

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APPLICANT TRACKING SYSTEMS

Due to the increases in technological developments, most companies now require applicants to submit their applications electronically. These companies find it easier to sort out the numerous numbers of applications, through the use of applicant tracking systems. The purpose of our analysis is to explore how ATS works and what impact it has on modern HR management.

Applicant Tracking Systems (ATS) is a software utilized in the recruitment process to manage and structure data related to job applications.

The main purpose of ATS is to form a unified database of applicants in the company. The recruiter monitors the statuses and history of each candidate in the system, and also groups the data according to the desired attribute — this increases the efficiency of the HR department. The functionality of some ATS allows you to set up automated resume filtering, and thereby "filter out" unsuitable applicants for a vacancy without the participation of specialists.

ATS collects candidate data from the company's official websites, job boards like hh.ru, professional portals and even from social networks. Modern systems have the ability to integrate with the main job search sites to save candidate data, post vacancies and collect feedback.

Recently, ATS has been increasingly using technologies related to artificial intelligence and natural language processing. They facilitate the intelligent semantic search offered by various cloud platforms. As a result, companies can sort and evaluate resumes according to the requirements and job descriptions [1].

According to the survey reports of JobScan, over 98.8% of Fortune 500 companies use ATS, while 66% of large companies and 35% of small organizations rely on them. The top ATS software preferred by Fortune 500 companies is Workday, Taleo, SuccessFactors, BrassRing, and iCIMS. As per the latest survey of ATS market share reports, Workday has effectively overtaken the market value leaving the other four software in the same league.

The recent survey of the usage of ATS and its growing trends indicate that only 36% of small to medium-sized companies (maximum of 100 employees) have adopted the software for the recruitment process. On the other hand, organizations with a workforce bigger than 500 employees have a higher ATS adoption rate of 89%.