

The study showed that the psychological contract remains an unconscious phenomenon: most employees are not familiar with the concept, although more than half have experienced its violation. Employees expect fair pay and good team relationships; employers expect quality performance. The main factor for maintaining the contract is open dialogue. Violation leads to decreased initiative and thoughts of quitting. Regular feedback, clear responsibilities, and recognition of achievements are key management strategies. The type of contract directly affects employee loyalty and their willingness to stay.

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DOOMSCROLLING AS AN ECONOMIC FACTOR: HOW NEGATIVE CONTENT CONTROLS CONSUMER BEHAVIOUR

Nowadays, digital technologies are developing rapidly; as a result, social media is widely promoted. Users are immersed in an endless flow of information every day. It is important to note that negative and shocking news attracts more attention. Algorithms record and analyze user data to personalize content [1]. As a consequence, new patterns of behavior are formed in this environment. They build a feed of recommendations so that the user is “trapped”. “Doomscrolling” or “doom surfing” describes the habit of endlessly scrolling through bad news online, even if it causes you stress and anxiety [2]. Spending hours immersed in distressing news can fuel anxiety and depression and interfere with sleep [3]. The psychological consequences of doomscrolling have been studied in detail, in contrast to its impact on economic behavior.

The main aim of this study was to identify the correlation between the consumption of negative news and emotional state. By focusing on this relationship, we tried to determine whether doomscrolling is an indirect regulator of consumer demand.

The theoretical background to the study is research in the field of consumer psychology. A new study has proven that shopping has a long-lasting effect on mood, removes negative feelings and promotes happiness [4]. On the one hand, the feeling of instability and anxiety encourages savings. On the other hand, spontaneous pleasant spending compensates for negative emotions.

We conducted an online survey for consumers of different age groups. This approach made it possible to conduct a comparative analysis. More than a hundred people took part in the survey.

The results of the survey have established age differences in news consumption. For instance, young people are mainly focused on social media and Telegram. In contrast, the older age group is more likely to turn to traditional websites and television. More than 41% of respondents mention the dominance of negative content, while 52% describe content as neutral. Furthermore, we discovered that young people are more vulnerable to the emotional impact of news. This indicates a lower level of psychological resilience compared to the older group.

The key result of the study is the discovery of a correlation between doomscrolling and consumer behavior. Among respondents over 37 years old, more than 60% react to negative news by saving money. In the age group under 21, about 70% of respondents use spontaneous purchases to relieve anxiety. Impulse purchases are made mainly in the categories of food, inexpensive goods, and entertainment. About 40% of respondents are aware of the impact of news on their own spending. Moreover, about 30% observe this correlation on the example of their surroundings. In fact, almost half of respondents highlighted that advertising catches the wave of popular content.

Based on the data obtained, we can give some practical recommendations. For young people who are sensitive to negative content and impulsive spending, it is important to develop media literacy programs. Older groups that are more saving inclined, financial planning will suit. Respondents are advised to abandon alarming news, check information, consider purchases, and comply with the budget.

In light of the above, a negative information background can be both a destructive and stimulating factor for the economy. All depends on how companies build their marketing strategies. However, the importance of studying the phenomenon of doomscrolling as an economic factor cannot be denied. Its impact on consumer behavior is beyond doubt. This lays the foundation for further research in the field of economic psychology and marketing.

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