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FEATURES OF FORMATION OF SUBJECTIVE SURPLUS IN CONDITIONS OF PERFECT ECONOMY: FIRST RESULTS OF PILOT STUDY

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From the point of view of economic psychology, formation factors of the consumer and the producer of economic activity inspire big interests. Apparently, formation of expectations in the market has significant effect on behavior of economic agents during the subsequent periods. On the basis of a ratio of price expectations and the real developing price consumers and producers can arise a surplus. This received the name "consumer's rent", "rent of the producer" in neoclassical tradition of economic science (A. Marshall, Ge. Dupuy, R. Auspits and R. Liben, etc.) [3,4,7].

Today too less attention is paid for the process of emergence of the economical and psychological phenomenon. Material of textbooks published by A. Marshall's are based on the graphic model. His works appeared at the end of the 19th century [1, 2, 4, 5]. The reflecting theoretical model of surplus conditions of perfect economy does not offer a description of the procedure of its measurement. Literature on measurement of surplus in the conditions of perfect economy was not detectable. Establishment of basic dependences between expectations of agents and results of market transaction are necessary for the development of the procedure of measurement of surplus in today's practice of managing. As a result a problem was set to find experimentally the emergence process of subjective surplus in the conditions of perfect economy. It is necessary for the formalization of the obtained data and an exit to empirically relevant procedure of its measurement in the conditions of real economy problems.

We chose the experiment model developed in the Center of psychology-economic researches of SNTs RAS which consider these factors, and psychological features of each economic agent researches, which are necessary for its carrying out. [6, 8]. The hypothesis of a research consists in the assumption that perfect economy has cumulative surplus of the buyer in conditions of general availability of information. The surplus in this market has to strive to positive values – the surplus of the seller (producer) for negative values.

School students of the 11th classes from schools in Saratov and the Republic of Crimea took part in pilot study.

The design of an experiment for examinees looked as follows. At the beginning of the experiment the rules of the game were explained to all participants. The cards for filling out were distributed: a) external cards of individual supply and demand in the commodity markets; b) internal cards of "the warehouse account"; c) the form for fixing of the expected prices. Examinees were in a different economic situation, with different starting monetary commodity assets. The starting commodity prices for unit were fixed: matches – 200 monetary units (e.); grain – 500 e.; cars – 1000 e.; oil – 1500 e.; gold – 2000 e. Examinees were pleased to make a series of operations on purchase and sale the above-stated goods. Market prices for transactions were formed on each step spontaneously as a result of interaction of supply and demand. Surplus of the consumer will be calculated by the following formula:

$$CS_{1,2...n} = Q_{d,1,2...n} * (P_{exp(1,2...n)} - P_{act}),$$

where $CS_{1,2...n}$ – surplus of the consumer; $Q_{d,1,2...n}$ – volume of demand for goods; $P_{exp(1,2...n)}$ – the expected price in the market; P_{act} – actually developed equilibrium market price.

Surplus of the producer (buyer) will be calculated by the following formula:

$$PS_{1,2...n} = Q_{s,1,2...n} * (P_{act} - P_{exp(1,2...n)}),$$

where $PS_{1,2...n}$ – surplus of the producer (seller), $Q_{s,1,2...n}$ – volume of the offer of goods.

Main conclusions were received based on carried out analysis of the obtained data:

1) There is dependence between the level of the most optimistic price expectations and dynamics of the real prices. Really putting price falls during long period of decrease in the maximum price expectations (from three iterations in an experimental session). The similar communication is absent between the level of the least optimistic price expectations and dynamics of the real prices.

2) Perfect economy has the most typical case surplus of the buyer. This is positive and the surplus of the seller is equal to zero. An experimental session has established that there is a situation when surplus both are positive. Such situation has extremely fragmentary character (12% of decisions). Though the microeconomic theory has theory about maximizing surplus of the consumer in the market of perfect competition [2], surplus of the consumer is negative in 48,9% of cases.

It is possible to tell that the surplus of the consumer and producer changes perfectly in dynamics from theoretical representations. Therefore, the received results cause a repeated experiment. The formation of the adequate concept of surplus of the consumer

will give the chance to understand how surplus of the consumer and seller (producer) will change when there is no government in perfect economy. All economic agents have full information on resource base of competitors.

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NOSTALGIA MARKETING AND ITS INFLUENCE ON CONSUMER PREFERENCE

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With the speeding pace of modern life, recalling the past is also a kind of luxury. Whether it's the smell of your mom's cooking, hearing a song from your senior year of high school, or seeing a pair of sneakers from your childhood, there are numerous occasions, sensory inputs, objects, and social situations that can ignite the yearning of yesterday to come flooding back. That sense of nostalgia is being used by