

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

A. Kirik
Scientific tutor L. Bedritskaya
BSEU (Minsk)

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

more and more marketers with a strategy that is appropriately called nostalgia marketing.

But, at first, we should decide on what exactly nostalgia is. According to Oxford dictionary, it is a wistful desire to return in thought or in fact to a former time in one's life, to one's home or homeland, or to one's family and friends; a sentimental yearning for the happiness of a former place or time.

Thus, the question arises: how a sense of nostalgia can be evoked? How does nostalgia marketing work? According to the model of consumer behavior, it can be divided into three reaction stages: emotional reaction, cognitive reaction and behavioral reaction. At the first stage people awake their inner memory through direct or indirect contact with merchandise. Feelings can be evoked by diverse nostalgia factors, including people, events, etc. These factors can be both physical stimulation and invisible stimuli [1]. At the second stage positive or negative attitude towards goods is produced by psychological mechanisms, and it is generally called nostalgic cognitive response. Typically, when people think that the situation in the past was more positive than it is now, they tend to feel positive nostalgia, whereas a negative perception of nostalgia also may occur. Nostalgia product preferences are usually active when nostalgia is positive. In that case, memories can inspire people to meet their emotional needs through the consumption of nostalgia product. At the third stage people start to implement nostalgic emotions. Their attitude towards the past will be linked with their behavior of buying the nostalgia product. Therefore, the more people loved particular things in the past, there is more probability that they will buy the product [2]. As the time passes, people continue to buy those goods to keep contact with the past, which is the direct cause of nostalgia consumption.

As it comes to the target groups of nostalgia marketing, it should be mentioned that each generation has its unique nostalgic memories, and different people have different needs to meet. Therefore, the target groups of nostalgia marketing can be divided into the following categories:

- Experienced, elderly people. In general, people of older mental age tend to recall the past more often than others. They like to use things they were accustomed to in youth.
- The group with special experience. People that have special experience or background, may have a convergence in some respects. They tend to have a common sense of identity.
- People who are away from the previous environment. These people often miss their motherland, family and friends, and everything that belonged to their original life. These nostalgic elements can easily influence them and trigger nostalgic consumption.

- **Young People.** These people face rapid social changes, the enormous psychological pressure makes them feel confused and uneasy. Therefore, they try to bring stability and a sense of belonging by purchasing nostalgia goods.

Nostalgia marketing strategy focuses on the appropriate combination of nostalgia stimuli and commodities. There are two main approaches in current nostalgia marketing. The first is nostalgic packaging. A “sense of history” or “original sense” is consciously created on the product packaging. This packaging is usually made of natural materials, and the decoration is simple, to present a unique historical flavor. The second approach is nostalgic advertising. Adding nostalgia factor in the design of an advertisement may attract consumers’ specific attention, arouse their nostalgia, stimulate their desire to buy [3]. For example, the advertisement of Microsoft's Internet Explorer in 2013 earned viral recognition. The commercial highlights all the things popular in the 1990s - fanny packs, Tamagotchi, bowl haircuts. This commercial was set out to reintroduce Internet Explorer to '90s kids. Another vivid example of successful nostalgic advertisement was presented by British grocery chain Tesco. It is known that nothing screams nostalgia like old home movies. In their Christmas advertisement we watch a family grow and age over the years through the lens of their Christmas home videos. Set to a poignant theme, the ad is intended to stir up fond holiday memories for viewers.

To conclude, nostalgia marketing as a new marketing tool, if used properly, can not only bring considerable income, but also can establish and maintain customers’ loyalty. Nostalgia marketing creates an emotional connection between one’s brand and audience. However, nostalgia can’t be forced. One has to make it genuine because our memories are too precious to be tinkered with – which is why one need to steer clear of moments or products that have a negative connotation. One may have to put a little extra effort when it comes to nostalgia, but the payoff will be substantial if you are able to make your customers happy and engaged.

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CONSUMER DECISION-MAKING PROCESS

E.N. Kondratyeva
Scientific tutor A.F. Drozd
BSU (Minsk)

Today it's rather critical to understand that consumers' product and service preferences are constantly changing. So, there is a need of researching consumer behavior, which is usually the way the consumer makes his purchasing decision, uses the product or service and evaluates his satisfaction of that purchase. Drawing on that fact consumer behavior is a complex phenomenon. It includes different factors that affect the consumer decision and product use. One of these factors is consumer decision-making process. The understanding of consumer decision-making process helps marketing managers to communicate effectively with their consumers.

Concerning the definition of consumer decision-making process there is one the most notable and the most commonly used. The buying decision process consists of a number of steps followed by consumers regarding market transactions before, during, and after the purchase of a product or service. It's essential to notice that all these steps sometimes can occur in no particular order and some of the stages can repeat a few times in a row.

Considering the stages of the consumer decision-making process in more details, five stages could be distinguished: need recognition, information search, evaluation of alternatives, purchasing itself and post-purchase evaluation.

The first stage in the consumer decision-making process is need recognition. It's important to highlight that need recognition occurs when consumers are faced with an imbalance between actual and desired states that arouses and activates the consumer decision-making process. A want is the way that a consumer goes about addressing a need.

Information search is usually recognized as the second step. It can occur internally and externally. Using an internal information search, the person recalls information stored in the memory. In contrast, an external information search seeks information in the outside environment. There are two basic types of external