

## BEHAVIORAL PSYCHOLOGY IN BUSINESS

Understanding how and why people think and act is a key to success of the company. Now the idea of business psychology is popular enough, because our world market widens and widens, companies should have clients to stand in this big variation of organizations. Today a consumer has so huge range of choices, products and brands, that businesspeople should be able to stay attractive and interesting among rivals. They should be able to inspire people to take action: buy products, use services, subscribe an account on Instagram, watch a video and so on.

So to influence people's mind businesspeople should have enough knowledge about their behavior.

There are 6 ways to understand human behavior:

1. Being aware of six human needs that drive all human behavior:
  - comfort,
  - variety of life situations,
  - self-significance,
  - connection,
  - growth,
  - contribution.
2. Personalizing people, which means treating people as individuals with their own history, opinions, interests and feelings.
3. “Do unto others as you would have them do unto you”. This golden rule works in each part of our life, even in business. If you treat people with kindness, they will treat you the same way.
4. Providing a novel experience. People always want something new in life, they want to get to know new people, face different situations, do new activities, find new hobbies and so on. So a company should be able to offer consumers novel experiences providing them with new products and services.
5. Knowing that you can't always get what you want. Sometimes you should simply wait for a bigger demand or better results, so businesspeople should be patient to everyone around.
6. Tell a story. Stories take us to another world and activate parts of brain that are associated with our senses, such as sight, sound, taste and movement. And they light up our emotional brains, which can impact on buying decisions. As well as that a product or service should also tell a story. It should be interesting for consumers because they will remember this story and come back to these products or services more and more. They will tell their friends, relatives and colleges about it and the company will succeed.

Understanding people's behavior in business help have an impact on people's making decisions in purchasing products or using services. Businesspeople should remember that each consumer is an individual with his own world inside. He or she wants to be satisfied with products or services not only in material way, but mentally.

#### **References:**

1. Entrepreneur [Electronic resource]: How understanding behavioral psychology can help your business blossom. – Mode of access: <https://www.entrepreneur.com/article/243733>. – Date of access: 28.02.2019.

Kseniya Bazhko  
Science tutor N. Kurbeka  
BarSU (Baranovichi)

### THE FEATURES OF MARKETING ACTIVITY OF THE «TIENS» COMPANY

Market in marketing can be defined as a set of socio-economic relations in the field of exchange, with the help of which people realize the sale of goods and services.

Network marketing originated in 1956, the founder is considered to be Karl Rehnborg. The essence of network marketing is that when selling a product, distributors of a company offer the consumer to become a distributor too. A distributor is a person or a commercial company that conducts its business activities through the commission of wholesale purchases from manufacturers for the purpose of reselling them mainly for use in the production process. [1, p. 218]

Network marketing is a way to make a profit, with two distinctive qualities:

1. Direct sales. The contact between the distributor and the buyer occurs anywhere and the beginning of the contact does not come from the buyer, but the distributor.

2. Direct training. The distributor has the right to independently attract and train other distributors.

In fact, there are three main ways to sell goods:

1. Retail

2. Direct sale

3. Multistage sales

4. Mail order.

5. Pyramid. This type of sale is often confused with multi-level marketing.

[2, p. 4]

«Tiens», one of the most popular direct sales firms, was launched in China in 1995 and, using network marketing as its basis, has achieved tremendous results in 16 years of experience in the international market. The company «Tiens» is