

PSYCHOLOGICAL APPROACH TO MARKETING COMMUNICATIONS

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All of us, without exception, sometimes suffer from different psychological states such as feelings of guilt and remorse. Guilt, feeling of guilt, remorse to bring down is a negatively colored feeling, the object of which is a certain act of the subject, which seems to him to be the cause of negative consequences for other people, or even for himself. If the consequences have a negative effect only on the subject, then there is a feeling of frustration, not guilt.

Feelings of guilt and gratitude could be used as a marketing tool. People are so arranged that we are all driven by feelings and emotions. And this is naturally used by everyone who is somehow interested in influencing a person [1-9]. For example, salespeople or marketers.

All our feelings originate from our childhood. How we grew up, in what family, what atmosphere reigned in the parental home, what kind of relationship was between the parents. All these factors influence the formation of feelings and emotions of a child. As you can see, a person suffers from this feeling, being not at all guilty. You were a child, you didn't realize a lot, and perhaps you didn't do what you are accused of. And you reproach and reproach yourself all your life. Yes, you may have done something that you may be ashamed of, but this is not a reason to reproach yourself and blame.

Getting rid of guilt alone is not easy, every psychologist will tell. There are six tips on how to get rid of guilt, prepared by psychologist T.N. Barsukevich [1].

Sigmund Freud viewed guilt as the perception of the "Self" of criticism of the "Superego", as a tension between the demands of the "Super-Self" and the achievements of the "Self". The super-ego mechanism is the source of guilt. Anxiety and fear can directly translate into feelings of guilt. In normal functioning, the "superego" condemns the "Ego" and this leads to the emergence of feelings of guilt. Freud believed that the feeling of guilt is predominantly characteristic of men, since it arises as a result of identification with the paternal figure, and the woman's "Super-ego" is inferior. Modern research shows that women are as capable of feeling guilt as men.

Existentialists raise guilt to the level of worldview, philosophical categories, as something that has an existential character and exists not in the soul, but in being. In their opinion, a person is imperfect from the beginning, therefore, it is impossible to avoid feelings of guilt. Existential guilt appears in a person if he realizes that he has obligations to his own being and understands how important it is to realize the existential potential given to him by nature [2].

Irwin Yalom emphasized the close relationship between guilt and responsibility. He singled out neurotic, genuine and existential guilt.

Neurotic guilt arises if a person thinks about a crime or commits minor offenses in relation to other people, for example, violates parental prohibitions. Genuine guilt comes when a person commits a real crime. Existential guilt arises as a result of a person's crime against himself and manifests itself in the form of regret, awareness of a life that has been lived incorrectly and the lack of fulfillment of his own capabilities.

Rollo May believed that feelings of guilt arise from the perception of the difference between who a person is and what he thinks he should be. This emotion occurs when a person denies his own potential or fails. May identified three forms of existential guilt (table).

Table - Forms of existential guilt

Guilt as a result of	Explanation
insufficient self-realization	People are endowed with intellectual, emotional, physical capabilities that they often do not realize
the impossibility of merging	the impossibility of merging the subject with a loved one, the lack of the ability to look at the world through the eyes of another person, to feel like another person
separation of man from nature	the loss of connection with the Absolute Man is not able to understand the whole divine plan, he is only a part of it

Critics of existential psychology write that in this approach the concept of guilt is generalized to such an extent that it is equated with human existence itself [3].

Gratitude (from "giving thanks") - a feeling of gratitude for a good done, for example, for the attention or service rendered, as well as various ways of expressing this feeling, including official measures of encouragement (for example, "declaring gratitude") [4]

Gratitude allows you to activate your attention to meaningful matters. The direct impact of gratitude helps to enjoy life, see the meaning of life, and feel happy and content. The feeling of gratitude actively affects the human hormonal system.

Gratitude helps to avoid anxiety, stress and depression as a person begins to trust the world and his destiny for everything that happens in it. Gratitude allows us to see the whole palette of options that life has prepared for us [5].

Gratitude - an expression of gratitude for what was done or donated, the desire to thank in return. One of the most positive and pleasant emotions that arise in response to noble and kind actions towards a person.

Gratitude is one of the most beautiful emotions. Gratitude strengthens any relationship, first of all - family relationships. Gratitude concerns not only relations between people: grateful people are grateful to life in general for the gifts that she gives them.

As A. Maslow wrote, "I have found that many people do not know how to appreciate the possibility of satisfying needs and desires, and sometimes with disdain for an already Satisfied need. Self-actualizing individuals are almost not characterized by this delusion, which is the source of many human suffering. In other

words, self-actualizing people know how to be “grateful.” They always remember about the blessings given to them by life. For them, a miracle always remains a miracle, even if they encounter it again and again. It is this ability to constantly be aware of the luck sent to them, it is this gratitude to fate for the opportunity to enjoy the blessings of life serves as a guarantee that life for them will never lose its value, attractiveness and novelty [6].

If one thinks of his\herself as a customer then one was looking at the thing one liked in the store, he\she couldn't afford it. It would seem that this is an everyday matter - there is simply not enough money. But for some reason it became uncomfortable in front of a completely unfamiliar seller. We experienced some form of guilt — shame for not having enough money, it is a pledged program. And we do our best to show that we would definitely buy a thing, but only there are objective reasons that prevent us from buying.

For example, the appraising words of the seller "You can find something cheaper" can spur the buyer to prove that he/she, the buyer, is able to afford this not the cheapest thing.

The filling of gratitude is involved to the process of the benefit of people or various charities. People come to you on the street or in a shopping center with an offer to participate in charity. And then there is that feeling inside that makes us feel obligated.

In particular, one can even participate in charity by buying a regular product with some kind of milk or beacon. And a percentage of the cost will be sent to help those in need.

Having analyzed these two feelings as tools of marketing communication, we can conclude that human psychology is directly related to the purchases and, using it competently, a marketer will easily "get into your pocket."

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SELF-PERESENTATION AND SELF CONCEPT IN MARKETING

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Success requires interacting with other people. We can't control the other side of those interactions. But we can think about how the other person might see us and make choices about what we want to convey.

Self-concept is how one perceives the behavior, abilities, and unique characteristics [1, 2, 7]. For example, beliefs such as "I am a good friend" or "I am a kind person" are part of an overall self-concept.

Self-concept tends to be more malleable when one is younger and still going through the process of self-discovery and identity formation. As you age and learn who you are and what is important to you, these self-perceptions become much more detailed and organized.

Humanistic psychologist Carl Rogers believed that your self-concept was made up of three different parts [1, 2] (Table 1)

Table 1 – Structure of self-concept

Self concept part	Description	Use in marketing
Ideal self	The person you want to be	Advertisement, ideal images that are promoted
Self-image	How one sees his\herself, including attributes like physical characteristics, personality traits, and social roles	Socionet accounts
Self-esteem	How much one likes, accepts, or values his\herself, which can be impacted by a number of factors including how others see you, how you think you compare to others, and your role in society	Advertisement, comparisons with ideal promoted images

As mentioned earlier, the self-concept is not always perfectly aligned with reality. When it is aligned, the self-concept is said to be "congruent." But when there