

SUMMARIES

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MARKET DEMAND AND CONSUMER BEHAVIOR: PSYCHOLOGICAL ASPECTS OF THE INTERDEPENDENCE

The article concerns the problem of consumer behavior in the context of market demand. The scope of application of the standard model of market demand for the analysis of markets for non-identical products is analyzed. The problem of application of the neoclassical model of demand in antitrust regulation is identified. Based on a comparison of economic and marketing approaches to the definition of market edges the conclusion about fundamental differences between theory and practice in this matter is made. The challenges of solving the problem of non-identical products markets through the concept of cross-elasticity are revealed. The main problems of the concept of cross-elasticity are: a narrow range of applicability, the dependence on the price level. The problems of neoclassical price theory in the psychology of perception attributive characteristics of the goods are examined. The implicit neoclassical assumption of comparability of heterogeneous goods is refuted. Post-industrial economy is characterized by a change in focus of interaction between seller and buyer. Classic marketing during mid-twentieth century was aimed at identifying the needs for subsequent satisfaction of it. Modern marketing is focused on creating needs. Improving the efficiency of this type of marketing is possible through retransmission of signals about good qualities from buyer to consumer on the market.