

IMPLICAȚIILE PSIHOLOGICE DIN SPATELE STRATEGIILOR DE MARKETING CARE URMĂRESC SĂ PREDETERMINE COMPORTAMENTUL CONSUMATORILOR

THE PSYCHOLOGICAL IMPLICATIONS BEHIND THE MARKETING STRATEGIES THAT AIM TO PREDETERMINE COSTUMER'S BEHAVIOR

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Abstract: The present paper attempts to prove not only that the psychological factors can be controlled by the marketer, but also that these factors are largely responsible for the success or failure of marketing actions undertaken by different companies. The bound implied by the establishment of long-term relationships with costumers results in a strong competitive advantage that cannot be copied by the competitors. Predictability and the irrational are the hidden forces that predetermine our actions and thus our behavior. Therefore it is imperative for marketers to identify the mobiles behind human reactions. It is this ability to predict the human irrational behavior that represents the key aspect that needs to be taken into consideration and exploited properly by a marketing strategy in order to achieve the desired success on the market.

Keywords: costumer behavior, customer value, relationship marketing, viral marketing, psychological manipulation, marketing strategy, perception management.