

## Socio-Psychological Mechanisms of Mutual Relations of Diade “Seller-Customer” in the Researches on Marketing Psychology

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### **Abstract:**

This article describes the relevant areas of knowledge in the relationship between the seller and the buyer, the analysis of extensive literature on marketing psychology, the analysis of research results, understanding the nature of today’s consumer behavior, understanding consumer behavior. Also, socio-psychological mechanisms of mutual relations of diade “seller- customer” in the researches of marketing psychology are analysed.

**Key words:** seller, buyer, behavior, diade, trade, market, marketing, social perception

**Introduction.** The interaction of human subjects in the diada is a unique example of pure “subject-subject” interaction, and in this respect it should have been the subject of a separate study of personality psychology and social psychology. However, even if the situation is not at this level, diada is considered in the psychology of relationships in terms of social perception (perception of the individual by the person) or as one of the types of intersubjective interactions in a small group.

As a result, the specificity of the subject in such interactions led to a significant principle in the psychology of the individual. It has been associated with the study of personal relationships (mostly empathic) or the study of an individual’s communicative abilities. From this point of view, it is expedient to generalize the issue of “seller-buyer” diada relationship with research in the context of economic sciences, in particular, marketing.

An analysis of the extensive literature shows that marketing in world practice did not appear suddenly. This is the result of many years of evolutionary views of managers on the goals, objectives and development methods of production and sales. For example, in ancient times, by hanging a pair of refurbished shoes on the roof of a shoemaker’s workshop, he used some methods of moving goods to the market, even though the marketing term and marketing concept emerged later.

Marketing is a complex, dynamic, multifaceted concept, which indicates that it is impossible to give a completely universal description of marketing. There have been many definitions of marketing in the classical literature on marketing published in recent years. We found it necessary to cite some of them.

**Literature review.** Well-known American scientist - marketer F. Kotler (English: Philip Kotler; 1931) defines marketing as follows: “Marketing is an economic and managerial process aimed at meeting the needs and requirements of certain individuals and groups based on the creation, supply and exchange of goods” [1].

One of the leading theoretical scholars on management problems, an American scientist of Austrian origin, P.F. Drucker (German: Peter Ferdinand Drucker, 1909–2005) describes this as follows: “The goal of marketing is to eliminate sales efforts. Its purpose is to study and understand consumers in

such a way that goods and services meet their needs and ultimately sell themselves” [2].

The definition used in the French school of marketing management, including Jill Marion (Giles Marion), is also very close to Drucker’s definition. According to him: “Marketing is a set of measures aimed at satisfying the needs of consumers by ensuring sales and launching goods and services in accordance with the needs of consumers” [3].

The American Marketing Association’s (AMA) definition of marketing in 1985 is as follows: “The essence of marketing is to plan and implement the production of goods and services in order to meet the needs of people and organizations, pricing, organization of movement and sale of goods” [4].

It's been tested before. In a study by Naomi Mandel and Eric J. Johnson, researchers extrapolated the background design of a website to see if it'd affect consumers' commodity choices. Participants were asked to choose between two products in one category (like a Toyota vs. a Lexus). According to available data today, “they found that visitors who had been primed on money (the website’s background was green with pennies on it) looked at price information longer than those who had been primed on safety. Similarly, consumers who had been primed on comfort looked at comfort information longer than those primed on money.”

Professor Jean-Jacques Lambin, a well-known Belgian marketer, describes: “Marketing is a social process that ensures the free competitive exchange of goods or services that are valuable to the customer, aimed at meeting the needs and desires of people, organizations” [5].

In the literature cited on Internet sources, G.L. Bagiyev, and A.N. Asaul in their textbook “Organization of Entrepreneurial Activity” provide a systematic analysis of the definition of marketing [6].

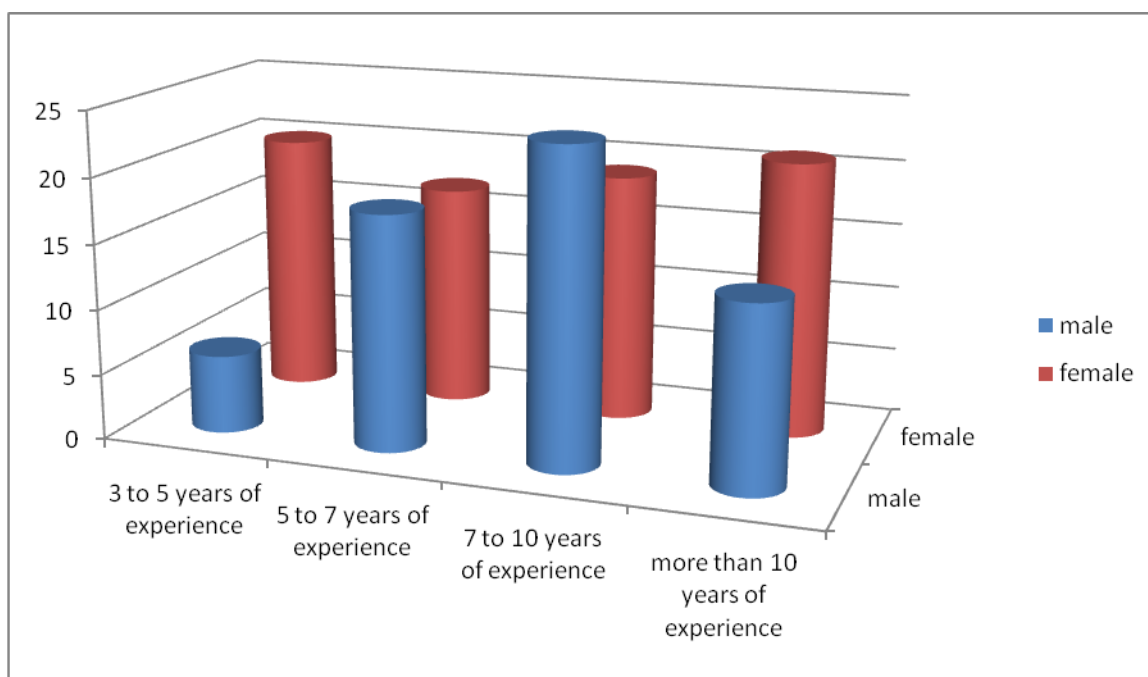
It is clear from the above tariffs that marketing is a multifaceted process. At the same time, it is safe to say that marketing is an activity of business philosophy, thinking strategies and tactics of the subjects of market relations (for example, sellers-buyers).

So marketing is both a process of observation and action. In today’s market economy, the principles of marketing are evident in processes ranging from the production of simple goods to complex technologies. There is no doubt that in today’s market economy, the only way for firms, enterprises and other market entities to compete and operate effectively is to make extensive use of marketing opportunities. At the same time, the role of socio-psychological mechanisms in highlighting the essence of the system of "seller-buyer" diada relationship is of particular importance.

**Methods.** In the course of our research, only “seller” respondents of the “X” and “Y” generations were interviewed by K. Leongard (82 people in total). The reason is that in determining the block of behavioral factors in the process of “seller-buyer” diada relationship, it is necessary to conduct a socio-psychological analysis of the knowledge, attitudes, products and reactions to the use of respondents.

We consciously did not select vendors with less than three years of work experience and who have just started work (because the early years will be a period of job adaptation). We were not interested in salespeople working temporarily or casually in the profession, but in professionals who owned their own profession, were experienced, and understood their job.

Analysis of the results shows that sales experience - from 3 to 5 years - 18.7%, of which 4.3% - men, 14.4% - women. According to their work experience in trade, they have 5 to 7 years of experience - 25.2%, of which 12.9% - men, 12.2% - women.



**Figure 1. Indicators of sellers by sales experience.**

Also, 30.9% of the test takers (17.3% and 13.7%, respectively), which means that the experience of the “seller” in the industry is equal to the period from 7 to 10 years. Finally, a quarter of our respondents, or 25.2 percent, have more than 10 years of “sales experience”. At the same time, out of the total number of tested “sellers”, 14 are male sellers and 21 are female sellers (see Figure 1).

Based on our research, in Table 1, we have summarized the qualities and characteristics that are of more or less interest to us in interpreting vendor responses in the context of individual competencies and qualifications. It turned out that the characteristics of the “seller”, consisting of 52 people “X generation” and 30 people “Y generation”, have the same differences. In particular, the calculation of points on the scales of the models is multiplied by the sum of the scores obtained on each scale to a certain number determined by the key. It should be noted that the high level of accentuation characterizes the brightly expressed behavioral features of the character, not the pathological condition.

**Table 1.**

**Results of the assessment of typological indicators of sales and respondents of the “X” and “Y” generations in accordance with their characteristics**

№	Typology of the person	“X generation” n = 52		“Generation Y” n=30	
		M	σ	M	σ
1.	Demonstrative type	6,76**	0,92	6,99***	-0,20
		t=-2,72		t=-3,13	
2.	Pedantic type	6,34**	0,86	6,76	-1,11
		t=2,74		t=-1,11	
3.	Light character type	5,67	0,93	7,67***	-0,76
		t=-1,39		t=-3,70	
4.	Driven type	6,48**	0,90	6,90	0,50
		t=2,42		t=0,50	

5.	Gipertim type	7,30	1,18	6,25	-3,14
		t=1,22		t=-1,14	
6.	Distimic type	7,02	0,90	6,67	1,23
		t=-0,14		t=1,10	
7.	Cyclotomic type	6,49***	0,51	7,22***	0,67
		t=4,33		t=4,23	
8.	Affective-exalt type	6,44	0,56	6,22	-1,18
		t=-0,34		t=-1,42	
9.	Impressive type	5,41***	0,61	6,74***	2,88
		t=4,33		t=4,11	
10.	Emotive type	6,91	0,83	6,52**	1,18
		t=-1,96		t=2,42	

Note: \* $p \leq 0,05$ ; \*\* $p \leq 0,01$ ; \*\*\* $p \leq 0,001$ .

The description and analysis of the accentuation properties on the Leongard test can be summarized as follows. In particular, the typological indicators of the sellers-respondents “X generation” and “Y generation” in accordance with the characteristics of the sellers were assessed within the framework of the structure of quality and characteristics of sellers in the context of competence and competence. According to him, in terms of personality traits (social information), the sellers whose typology is “demonstrative” - a positive quality, the desire to attract the attention and interest of others, the development of artistic abilities (respectively, 6.76;  $r \leq 0.01$ ; 6.99 ;  $r \leq 0,001$ ) is clearly visible. In this context, it is necessary to recognize that in the context of diada relationships, arrogant behavior, abnormal ability to achieve material wealth, the pursuit of excessive wealth, and the proliferation of lies between relationships are increasing. Hence, a high score on this scale indicates a tendency to demonstrate ability.

The most notable qualities of the “Generation X” sellers, who are the owners of the “pedantic” typology - goodness, accuracy, completeness, conscientiousness, extreme concern for their health and work, accuracy, are evaluated in a positive way (6,34;  $p \leq 0,01$ ). The circumstances associated with the persistence in the sellers of the “X generation”, the constant hedonism, the manifestation of the predisposition to the possession of something, the constant nervousness and the increased anxiety caused by it, can be distinguished as negative aspects in the relationship of the diada. Hence, a high score on this scale indicates the rigidity, inertia of mental processes, and long-term suffering from events.

It turned out that among the sellers of “Y generation” there are a lot of “light” typology. They need psychocorrective practice - it is expedient to highlight such negative qualities as stagnation in relation to the affective state, over-indulgence, hypersensitivity, suspicion.

But at the same time, the positive qualities of this category of subjects - self-love, satisfaction with their work, aspiration to the goal - can be used as an example to other typologists (7,67;  $p \leq 0,001$ ). Thus, sellers of this type are characterized by a tendency to excessive affect, instability in the formation of high values and concepts.

According to the study, the sellers of the “X generation” belonging to the “Driven” typology - differ from the rest with the qualities of perseverance and tenacity. (6,48;  $p \leq 0,01$ ). However, the negative qualities of this category of subjects - impulsivity, nervousness, inability to manage their interests, high probability of mastering, make it necessary to conduct individual corrective measures with them on a regular basis. This means that this category of sellers has strong agitation, inability to control themselves and their behavior.

**Conclusion.** Hence, using this methodology also allows the subjects to analyze the pros and cons of certain specific personality traits (natural data). In particular, it is noteworthy that both generations of “seller” respondents, who are considered to be the owners of the “hyperthymic” type, have positive qualities such as high mood, ability to cope with grief without any difficulties, high demands. The formation of the “seller-buyer” diad relationship is negatively influenced by the characteristics of the typology of this category of test takers - superficiality, violation of morals, starting several jobs at once and not finishing them. In general, the owners of high scores on this scale can clearly see the high mood, aspiration to the goal, entrepreneurial qualities.

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