



CHANGING BEHAVIOR OF GLOBAL CONSUMERS - MANAGEMENT TACTICS AND STRATEGY AND ITS TOOLS

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Abstract. *This article analyzes the changing behavior of global consumers, especially in the management process, the issue of ethics, the spiritual dimensions of management, which arise from business ethics, and the rules and methods of behavior that must be followed by managers, entrepreneurs, and their main requirements and laws, since they act on behalf of and on behalf of the body. Keywords: Behavior, ethical rules, management, personal qualities, codes of ethics, behavior, manners, ethics.*

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There are many opportunities to observe the parties entering into a conversation. You can see scenes of acquaintance and meeting in both movies and TV shows. Pay attention while watching. Pay attention to the voice, posture, and smoothness of movements. If you work in an environment where you can observe people in the process of communication, take advantage of this. You can also observe the beginning of a conversation, for example, in a restaurant. Here are business people meeting each other. How do they do it? What is happening? How do people join the formed groups?

What actions are used to achieve this? Draw useful conclusions from observing what is happening. Do not look at these things superficially, pay attention to their true essence. Imagine possible situations. In every convenient situation, you apply the ways and methods of communication in practice. Having time to analyze the situations in which you will now participate, and having clearly defined the goal you want to achieve in the communication process, you will gain a significant advantage. Perhaps you will not always be lucky and in every case, but the average level of your victories will be higher.

Emotional (mental) tools: Of the many emotional tools of management, we will focus on the following:

The relationship between “can do - do”. If you convince yourself and believe that the task can be completed: You will do it.

The influence of location. The feeling that “I am at home here. This is my space” also affects how behavior manifests itself. Self-confidence, the calmness that you feel in some familiar places, if you can evoke this feeling at will, will help you to be calm anytime and anywhere.



Choosing a type of communication. Often you have the opportunity to choose the type of communication: for example, you can talk on the phone or face to face. Choose the most convenient and effective for you.

The phone is good for starting - you prepare notes before the conversation and put them in front of you.

The appearance of balance. Your opponent believes in his superiority. Believing that you can pass his judgment on him, he is overcome by a feeling of firm self-confidence. You can twist his thoughts in the direction you need and, having reached a logical conclusion, end the argument in his own words, but at the same time emphasize what you need.

Social tools of control. There are some truths of social existence that, having understood their essence, you can use to your advantage. If we do not understand how such things affect human relationships, we can unwittingly fall under the influence of control tools. The following categories can be included in the social tools of management.

Lexicon. With what words do we express our thoughts? The words we use quickly reveal which category of people we belong to. This does not mean that we always need to speak in a "high style" - the words should correspond to the situation.

In the musical "My Fair Lady", Professor Higgins said: Eliza Doolittle was "condemned to the street" with her pronunciation. Her speech changed - Eliza became a different person.

Speak correctly, in good language - demonstrate your confidence, the ability to freely express your thoughts.

Jargon. This is a separate part of the language, a division of its lexicon. Each profession, ethnic group, people from the same place have such words and expressions, and it has become a habit for them to use them among "their own". Do you want to be "your own" - learn the jargon (public language) of this group, this person, and get ready to use it. If it is a very difficult, special jargon, your knowledge will be a surprise to your interlocutor, and this is your achievement. But use public words in moderation, do not overdo it. If you notice that the jargon has become too much, keep it as natural as possible, because you may be perceived as "fake". Do not pretend to be knowledgeable.

Mention a famous name. Whatever the purpose for which you use jargon, you can achieve the same result by mentioning a famous name that is respected by your opponent. If you mention that you know such a person at work, you will be provided with attention and even respect. However, you should not overdo it, do not include other strangers in the list of people you know.

Quotes, sources. Many people say, affirming their views and opinions, "I know..." However, you can not only state this knowledge, but also cite the sources of this knowledge. It will not be superfluous to demonstrate your knowledge in this area by citing quotes from specialized literature and information. Therefore, sometimes it is better to say "According to something." It is appropriate to add phrases such as "according to something." or "according to some law." This will increase interest in your speech. Of course, it is necessary to prepare for the use of such tactics. If you want to rely on authorities (scholars).





or quote from books, you need to make sure that your statements are correct. Prepare seriously for this. Read specialized literature, talk to knowledgeable people. Before using information, collect and analyze it. Mixed tools. Other means of control can be included in the mixed category, which consists of a wide range of methods. Some of them are: Notes. You can refer to your notes that you have written down in advance during the conversation. Quote from notes and you will have an undoubted advantage in any argument. At the most crucial moments of the argument, write down your opponent's words without hiding them. This way - you can completely disarm him by taking back what strengthens your position. Many people know the joke of the German writer Knobloch, which reflects how difficult it is sometimes for a leader to find his way in the behavior of a team: "If he comes to work on time, they say, "He rushed to work, he wants to deceive us." If he comes late, they cut him off and say, "The bosses are not late, they get caught." If he asks, "Are your wife and children okay?" - "He is poking his nose in someone else's business." If he doesn't ask, they say, "Is he such a coward?"

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"What kind of proposal do you have?" - he asks, - "He doesn't have any proposal." If he doesn't ask, - "He doesn't listen to the team's opinion."

If he solves the problem quickly - he is hasty, does not want to think. If he solves it slowly - he is indecisive, avoids responsibility.

If he demands a new state unit - he increases the state. If he says "We will do it with all our strength" - they are dissatisfied, saying "He wants to sacrifice us".

If he acts without the above instructions - he is arbitrary, if he follows the instructions exactly - he is an old bureaucrat. If he jokes - "He will not laugh if you do not tickle him". If he does not joke

They say "Have you ever seen him laugh?".

If he treats you in a friendly manner - he wants to gain trust. If he behaves separately - he is a hypocrite.

If things are going well, in the end, it is our work. If the plan is not fulfilled - he is to blame for his actions, they say.

Usually, leadership is divided into three types - authoritarian, democratic and liberal. What line of behavior does work etiquette advise you to choose? Decide for yourself.

An authoritarian leader makes decisions alone and strictly determines the behavior of subordinates, not giving them the opportunity to show initiative. Such a leader is characterized by an overestimation of his own personality and an insufficient assessment of the work ethic and human qualities of his subordinates. He usually equates himself with the



company he manages, himself with the team subordinate to him, often “burns out” at work, cannot imagine himself without it, forgets about his personal life, works tirelessly, but without caring about his subordinates. An authoritarian leader often seeks to achieve production goals at any cost, including people. With such a leader, people feel like they are in a “volcano”, in an emergency situation. They are unnecessarily disturbed, get on their nerves, and are used excessively. This type can be included in the manual "How a leader should not behave." However, an autocrat should not be confused with a strict leader.

The democratic style of leadership involves giving subordinates independence commensurate with their qualifications and work characteristics, solving production issues with their direct participation or at least after discussion with them, creating the necessary conditions for their work, objectively evaluating their actions, having a positive attitude towards people and thinking about their needs. Such actions of the leader not only destroy the principles of individualism and lead to anarchy, but also strengthen the real authority and authority of the leader, and help create productive working conditions in the team.

With this style of leadership, it is necessary to know the concerns and interests of subordinates. One of the large Japanese companies has such a rule: “An hour a week, a day a month.” It is with such a periodicity that the administration, including top management, comes to the workshop and works side by side with the workers on the conveyor. According to the initiators of such a practice, it allows you to maintain contact with employees, learn about their mood, work and living conditions. This style of leadership is considered the most desirable.

Conclusion: The variability of global consumer behavior is not a “mood”, but a multifactorial adaptation process. Of course, compliance with the ethical rules outlined above and, at the same time, the pursuit of sustainability and ethical compliance is in a constant negotiation with price pressures: the consumer often approaches sustainability through “efficient savings”. As a result, the main task for companies is to build a strategic architecture that simultaneously manages price, convenience, trust and values; and for public policy - to strengthen the regulatory environment that protects the consumer from manipulative digital practices and false “green claims”.

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