

ABSTRACT

The main objective of this paper is to present a model applicable to all aspects of marketing with separation of a primary and the strongest factors in the structure of internal and external factors that influence consumers when shopping.

This paper presents theories that had significance for the development of the individual, then it presents the consideration of the basic parameters of the personality and the personality of the consumer, and also it presents consumer behavior and purchasing decisions. Within the theoretical elements of this work it is formed a special classification of factors influencing the consumer's decision to purchase. Such a classification of internal and external factors is presented through a comparative analysis of existing classifications of factors.

Based on theoretical analysis and results of research, complex model called the 4S model is created. This model consists four marketing strategies: rational-emotive strategy (RES), the strategy of women (WS), in which a female population play a dominant role, strategy of specific factors (SF), which allocates specific internal and external factors affecting the consumer's decision to purchase and strategy of motives (MS) with a specially isolates motives influencing purchase and consumption structure.

Keywords: model 4S, strategies of marketing, consumer purchases, the factors that influence on purchase