

Language patterns that influence behavior

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Abstract

Consumer behavior has always been influenced by many internal and external factors regarding purchase decisions. However, when the dialogue with another person was considered the specific external factor which in the context of communication was named as an influencing element, information often got understood differently based on context and chosen words. In the world of NeuroLinguistic Programming, it is considered that people repeat specific actions when processing information and if one's language pattern is identified, then the chances for that person to understand correctly the information is higher. This research sets up its objectives for understanding the existing language patterns people have and how it influences their purchase behavior. For this to be concluded, there has been created a set of specific objectives which will guide the research: identifying the language patterns which have the power of influencing consumer behavior (OS1); measuring the impact one language pattern can have when applied to a pattern aligned person (OS2). The analysis will be conducted on a group of people of age 23-31 years old, all being students of the Marketing Faculty. Upon these specific objectives, a set of hypotheses have been established: it is assumed that people possess all language patterns, some being more dominant (H1); identifying the language pattern can be done within a survey (H2). Analyzing the results and interpreting them gives a clear understanding of the fact that language patterns are one of the main influencing elements of consumer behavior and purchase decisions.

1. Introduction

Consumer behavior, at its root a definition, is represented by the analysis of a person or group of people who decide on what to buy and how to do it. Because there are three types of needs for every human: basic like food and water, psychological like a loving relationship, and self-fulfillment when it all comes down to reaching one's potential in a specific action. (Appier, 2022)

NeuroLinguistic Programming (NLP) is a thought-provoking approach to personal development that helps individuals to gain a deeper understanding of the human potential and how to communicate effectively. (Kain, 2021).

NeuroLinguistics Programming is, however, the result of the expansion of neuroscience research which appeared for the first time in the mid-1960 to mark the beginning of a new era. The purpose was to combine various research majors that would form a new science. In current times, neuroscience is one of the fastest-growing disciplines in the entire world. For example, in 1971 1100 scientists participated in the first meeting of the Neuroscience Society, nowadays there are about 31,500 scientists who actively participate in such events. (Squire, et al., 2013)

From a behavioral point of view, the research of neuronal systems opens a door to understanding integrated behaviors. For example, multiple theories express the existence of the different types of memories which led to the possibility of altering the behavior or personality. Cognitive neuroscience represents with certainty the

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