

ON THE PROBLEM OF RATIONALITY OF ECONOMIC CHOICE IN THE CONTEXT OF PSYCHOLOGICAL FACTORS

KARLEN VOSKANYAN * 
One Planet Studios Armenia

The problem of economic choice and its rationality has now become the subject of research in social sciences. An economic choice is considered rational, as a result of which, by making certain expenses, a person satisfies his needs to the maximum extent. Limited resources force a person to use financial resources sparingly to satisfy as many needs as possible. The classical economic approach assumes that when making economic choices a person is not influenced by others because the needs and preferences which are determined by individual psychophysiological features, are mostly stable. Currently, there are three main trends in economic theory: neoclassical, institutional and evolutionary which are based on the principles of absolute or limited rationality of economic behavior.

In this article by the term “rational economic choice” we mean the choice that best meets a person’s expectations and in which case the expected utility function takes on a maximum value. By the utility function, economists mean the functions expressing the dependence of the amount of goods and services used by the economic subject in a given period and the costs incurred by him. The utility function expresses the relationships between the person’s preferences and actions aimed at satisfying needs. Preferences and actions in the article are considered in the context of psychological factors.

The article presents a number of approaches related to the rationality of economic choice. The problem of rationality is considered with the help of a utility function given on the commodity-money space $A^n \otimes \tilde{A}^n$. We proceeded with the economic principle that no matter what factors determine the economic behavior of a person, the solution to the problem of satisfying his material and spiritual needs will ultimately lead to the problem of cost reduction. We determined the effectiveness of the sample not only by the amount of financial expenses incurred by the realization of the selection, but also by the preference given to the sample, which is a psychophysiological feature of the person.

Key words: *economic choice, consumer, decision-making, rationality, economic behavior, psychological factors, commodity-money space, expected utility function*

* **Karlen Voskanyan** – Candidate of Psychological Sciences, Data Analyst at One Planet Studios Armenia
Չարլեն Ոսկանյան – հոգեբանական գիտությունների թեկնածու, Ուան Փլենիթ Ստուդիոս Հայաստան, տվյալների վերլուծաբան

Карлен Восканян – кандидат психологических наук, студия One Planet Армении, аналитик данных
e-mail: voskanyankarlen@gmail.com, ORCID: <https://orcid.org/0000-0002-1923-2691>.



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Introduction

The purpose of each person's economic activity is to obtain income corresponding to his ambitions and aspirations, and the motivations are the drives aimed at satisfying physical and spiritual needs. Any person involved in economic processes as a consumer often finds himself in situations where he is forced to make a choice. In economic psychology, a consumer is a person or an organization that buys, uses, owns a product or service¹.

An economic choice is a decision made by a person about the allocation of his budget. It is also browsing the range and testing the product which does not always end up with a product purchase. Selection can also be realized by visiting outlets, which is an external manifestation of the selection process. It is obvious that the choice, as a decision making, depends on the psychophysiological features of the person.

The term "economic choice", which is traditionally considered to be economic, today has also become the subject of research by psychologists. In psychology, it is seen as a crucial stage that predetermines a person's economic behavior which begins with the search of information, evaluation of alternatives, making a decision and ends with the implementation of actions aimed at implementing the decision. Psychologists regard a consumer's economic choice as both a process and a result of mental transformations accompanied by physical actions and examine it from two perspectives: as a mental process and as a behavioral action.

The status of concepts of rational choice and rational behavior in economic theories is absolute. In psychology and sociology, rational choice and rational behavior refer to situationally reasonable choice and behavior that do not necessarily involve mathematically calculable actions. Relying on the human economic model, modern economic theories (neoclassical, institutional, evolutionary) condition the uncertainties of the choice process with risky situations in which the probabilities of alternative outcomes are known. Only in those cases is it possible to apply the economic principle of maximization of expected utility, which, by emphasizing the role of a person's cognitive abilities, leads the question of the rationality of economic behavior to justifications that require mathematical calculations. All three mentioned economic trends consider that the consequences of decision made in risky conditions cannot be evaluated uniformly. Naturally, the questions arise as to how effective the decisions made by a person under risky conditions are, and if there are general indicators for evaluating the rationality of the choice in quantitative terms.

Available theoretical and methodological approaches

The results of theoretical and experimental researches of socio-economic nature prove that only the analyses based on economic factors do not reflect the true picture of the rationality of a person's economic behavior. When examining economic behavior, the individual's psychophysiological and socio-psychological factors, which can lead to an irrational manifestation of the individual's behavior, should also be taken into account.

In economic studies the role of economic factors is overestimated, psychological factors are considered non-deterministic and subjective. British economist John Keynes, for example, considers factors determined by external circumstances to be objective, and

¹ In this article, by the term "consumer" we mean any person involved in economic processes, regardless of his role in the production and consumption spheres, his status in commodity-money relations.

factors determined by the characteristics of a person's character to be subjective². American economist S. Lindenberg believes that although a person makes a decision on his own, it is society that, by giving a person a social role, controls his behavior and directs it with various restrictions³.

Russian psychologists O. S. Deineka, O. S. Pasipanova, T. V. Kornilova, V. I. Morosonova have also tackled the problem of the influence of individual's psychological characteristics on his economic decisions. According to O. Deineka, the consumer often makes his choice under conditions of uncertainty, therefore, the choice may not be made in favor of the best, but any of the advantageous options⁴. According to O. Pasipanova, consumer choice is a system of means of satisfying preferences, uncertainty and needs under existing restrictions, a process accompanied by the transformation of a person's mental states, the end result of which is the purchase action⁵.

T. Kornilova singles out in particular the willingness and rationality of a person to take risks. She views risk as a propensity rather than a characteristic of a situation in which a decision must be made. According to T. Kornilova, the listed qualities are determined by a person's ability to self-regulate and realize opportunities, are related to previous experience and a person's ideas about changing uncertain situations⁶. According to V. Morosonova, the elimination of uncertainty is possible through self-regulation to the extent that a person himself sets the goals of his activity, studies the conditions and ways to achieve them, controls and directs the results. Emphasizing the problem of researching the process of self-regulation of behavior, V. Morosonova notes that in this matter the person's orientation and self-awareness, including the demand-motivation sphere, are brought to the fore⁷.

American market researcher Philip Kotler divides the factors affecting consumer behavior and his choice into four groups: *cultural* (culture, subculture, social position), *social* (reference group, family, social role, status), *personal* (age, family life cycles, type of occupation, economic position, lifestyle, self-perceptions) *psychological* (motivation, perception, understanding, beliefs and relationships)⁸. According to Talcott Parsons, an American sociologist, in the selection process, consumer decision-making takes place under the influence of two groups of factors: existing social formats and existing situations⁹.

Economic interpretations of a consumer's rational behavior are based on the principle of self-centeredness and are considered to be the result of activities guided by individualistic motives¹⁰. This provision, which is unquestionably accepted and inductively applied to all situations, has been and is still being criticized not only by social scientists,

² Кейнс Дж. Общая теория занятости, процента и денег. - М.: Эксмо, 2007, - 960 с.

³ Lindenberg S. An Assessment of the New Political Economy: It's Potential for the Social Sciences and for Sociology in Particular // Sociological Theory. Spring, 1985. pp. 99-113.

⁴ Дейнека О. С. Экономическая психология / Учебное пособие. – СПб: Изд-во С- Петерб. ун-та, 2000. – 160 с.

⁵ Пасыпанова О. С. Экономическая психология: психологические аспекты поведения потребителей. // Монография.-Калуга: Изд-во КГУ им. К.Э. Циолковского, 2012, 296 с.

⁶ Корнилова Т. В. Психология риска и принятия решений: Учебное пособие для вузов / Т. В. Корнилова. – М.: Аспект Пресс, 2003. - 286 с.

⁷ Моросонова В. И. Индивидуальные особенности осознанной саморегуляции произвольной активности человека // Вестник моск. ун-та, серия 14, Психология. – 2010. – № 2. - С. 36-45.

⁸ Котлер Ф, Келлер К. Маркетинг менеджмент. 12-е издание. — СПб.: Питер, 2012, 816 с.

⁹ Parsons Talcott. The System of Modern Societies. Englewood Cliffs: Prentice-Hall (Foundation of Modern Sociology Series), 1971, 152 p.

¹⁰ Менгеп К. Исследования о методах социальных наук и политической экономии в особенности: монография. – М.: Директ-Медиа 2014, 216 с.

but also by economists. American economist K. Arrow admits that the economists themselves do not follow the principle of absolute rationality, because when faced with the existing reality, they often end up with contradictions¹¹. In order to resolve these contradictions, some economists put forward milder versions of the rationality of economic behavior (“limited rationality” (H. Simon), “organic or weak rationality” (C. Menger, R. Nelson, S. Winter), “organic irrationality” (G. Kleiner)), in which the imperfect rationality of economic behavior has different motives. According to these concepts, human behavior guided by various formal and informal rules and norms of social institutions may not be absolutely rational from the point of view of personal interest. Three types of rationality are distinguished: strong, which implies maximization, semi-strong, which is limited rationality, and weak, which means organic rationality¹².

Analyzing the structure of decision-making process, Russian economist G. Kleiner enumerates a number of factors due to which the rational choice of the economic person can be disturbed. Among them are the scarcity of information resources, the person’s incorrect or ineffective analysis of the situation, lack of inclination to perform mental or voluntary actions, failure to perform all necessary actions¹³. According to economist A. Auzan, the limited rationality caused by the mentioned factors is the reason why a person uses such algorithms of behavior that can be considered behavioral positions, and which a person adopts not so much as a result of a rational search, but as a result of choosing codes determined by socio-cultural values. According to A. Auzan, these socio-cultural codes predetermine the means of “permissible economic behavior” of a person¹⁴.

The rationality of the economic decision-making process is evaluated by the ratio of invested costs and received benefits. The certainty of the choice conditions is an important factor because with certainty the probability of taking risks decreases. There are situations when, not being able to accurately calculate his actions, a person is forced to act either subconsciously or follow the example of others.

The consumer’s choice can be significantly influenced by indicators accepted in society, such as fashionable appearance, originality, popularity, recognition, reputation, social role, social status, which contain elements of attitude towards values. According to some researches, in the conditions of market economy a person is exposed to various psychological pressures imposed by the society, under the influence of which he makes rash decisions, showing irrational economic behavior¹⁵.

The more important the significance of the choice is, the more value its efficiency acquires for the person. The more important the result of his own choice is for a person, the more he tends to calculate, weigh, search and just make a decision. Unlike mental

¹¹ Эрроу К. Дж. Экономическая теория и гипотеза рациональности. // Под. ред. Дж. Итуелла, М. Милгейта, П. Ньюмена: Пер. с англ. /Науч. Ред. Чл.- корр. РАН Автономов В. С. - М.: ИНФРА - М, 2004, 942 с.

¹² Уильямсон О. И. Поведенческие предпосылки современного экономического анализа, /THESIS, 1993, вып. 3, с. 39-49.

¹³ Клейнер Г. Б. Рациональность, неполная рациональность, иррациональность: психологические факторы // Homo institutus – Человек институциональный. – Волгоград: ВолГУ, 2005, с. 220-236.

¹⁴ Аузан А. А. Социокультурные коды в экономическом анализе. // Журнал Новой экономической ассоциации. № 1(17), 2013, с. 173-176.

¹⁵ Веригин А. Н. Теория психического отражения и экономическая психология. Экономическая психология в современном мире: сборник научных статей. – М.: 2012, с. 57-68.

decisions, emotional decisions, which are sometimes driven by stereotypes, save a person's time and effort. Therefore, instead of a decision accompanied by calculation of probabilities of outcomes (which requires more mental operations, time and effort), a person can make an emotional decision.

Thus, the economic decision-making process, which is accompanied by the influence of both cognitive and affective factors, is not a mechanical sum of regulated stages and actions. The stages of the selection process are so interconnected and interpenetrated that it is difficult to single out one of them as the decisive stage of decision-making act.

Estimating the efficiency of economic choice

The simplest indicator of the effectiveness of the choice is the average size (mathematical expectation) of the sum of the products of the consequences (outcomes) of the decision made and the expected benefits (or losses). This approach, which is based on the mathematical concepts of "risk perspective" $[(x_1, p_1); (x_2, p_2); \dots; (x_n, p_n)]$ (or "lottery") and "expected utility function" $U(\bar{x}) = \sum_{i=1}^n u(x_i) p_i$, where x_i -s are the outcomes of the perspective (in the form of profit or loss), $u(x_i)$ is the utility of the i -th outcome¹⁶ and p_i is the probability of its appearance, is the most common today not only in economic but also in psychological research¹⁷.

The utility functions have the indefinite form $U = f(x_1, x_2, \dots, x_n)$, where U is the quantity of utility and x_1, x_2, \dots, x_n are the quantities of goods consumed. Using expected utility functions, statistical numerical characteristics of economic behavior models are calculated. By means of function $U(\bar{x})$, the indicators of the rationality of the economic behavior of a person under the conditions of risk are interpreted, and the problem of identifying the indicators leads to the problem of optimizing the function $U(\bar{x})$. The approach is justified to the extent that, from an economic point of view, the question of the rationality of a person's behavior comes down to the relational distribution and use of limited resources, where the measure of utility is expressed in monetary units.

This monetarist approach, in which the price of risk is measured in money, is methodologically imperfect. Criticizing the calculation rule, according to which the expected value of a random variable should be calculated by the arithmetic mean of the sum of the products of all its possible values and their respective probabilities, D. Bernoulli put forward the thesis that the risk that depends on a person, cannot be assessed in the same way by everyone. The monetary value of the outcome and the probability of its occurrence are not always sufficient to determine the value of the outcome, as the assessment of utility varies from person to person. Therefore, responding to risk is determined by personal characteristics, and money, as a universal means of exchange, cannot be considered a criterion for evaluating a person's preferences¹⁸.

¹⁶ Utility is the ability of goods to satisfy one or more needs of a person.

¹⁷ **Белянин А. В.** Математическая психология как раздел экономической теории. // «Психология». Журнал Высшей школы экономики, 2004, т. 1, № 3, с. 106-128. **Шумейкер П.** Модель ожидаемой полезности: Разновидности, подходы, результаты и пределы возможностей. / THESIS, 1994, вып. 5, с. 29-80.

¹⁸ **Бернулли Д.** Опыт новой теории измерения жребий // Вехи экономической мысли. Т. 1. Теория потребительского поведения и спроса. – СПб.: Экономическая школа, 1999, с. 11-27.

J. Neumann and O. Morgenstern's "expected utility theory" is widely used in the studies related to the rationality of choice. It is based on a system consisting of a number of axioms introduced deductively, which regulates the decision maker's preferences¹⁹. The approach assumes the existence of certain preconditions that condition the rationality of the choice²⁰. Psychological expert research on the decision-making process has shown that people often act inconsistently with the axioms of Neumann-Morgenstern utility theory under risky conditions²¹. According to H. Simon, the reason for the controversy is that the theory does not take into account the role of a person's perceptive and cognitive abilities in the selection process²². When describing the choice process, it should be assumed that the alternatives and their possible consequences are not given in advance; rather than the opposite, as considered by the utility theory. In order to overcome the contradictions of the utility theory and to describe the mentioned phenomena, D. Kahneman and A. Tversky proposed to use functions $\pi(p_i)$ instead of functions $U(\vec{x})$, in which the behavioral characteristics of a person will be taken into account, and which will not be calculated by the rules of probability theory.

It was noted that the process of economic choice is full of risky situations. Risk is a decision-making step. It includes both the use of opportunities for the implementation of actions that emerge as a result of decisions, and the evaluation of quantitative characteristics of the consequences of the decision. A decision cannot be considered effective or ineffective until the risk is quantified. Therefore, there is a need to correctly determine the effectiveness of the decision made under risky conditions. Numerical evaluation of the probabilities of possible outcomes conceptually allows distinguishing risky situations from uncertain situations. The analysis of the problem of choice under conditions of risk should be based on the premise that the amount of risk always depends on the subject (person) and the decisions he makes. Even if two people make the same decision, they evaluate the risks related to the implementation of the decision with different approaches and different criteria. Each of them prefers the alternative that best suits their goals, preferences and value system. In other words, making a choice under conditions of risk is determined by physiological and psychological characteristics of a person and socio-psychological factors. Risk should be viewed not as a person's confrontation with circumstances beyond his control, but as an alternative situation requiring conscious and effective decision-making.

Depending on the situation, the ratio of the effects of individual and socio-psychological factors affecting a person's behavior changes. If under the influence of socio-psychological factors a person makes his economic choice based on the principle of situational determinism, his preferences and personal psychological characteristics have a secondary influence on his choice. Unable to accurately assess his economic interest, he

¹⁹ Нейман Дж., Morgenstern О. Теория игр и экономическое поведение». – М.: «Наука», 1970. – 708 с.

²⁰ Желазва С. Э. Методологические принципы исследования поведения человека в экономике // Вестник Тамбовского университета. – 2011. – № 1. (Гуманитарные науки). – С. 179-187.

²¹ Kahneman D., Tversky A. Prospect Theory: An Analysis of Decision under Risk. J. Econometrica. V. 47. No. 2 (Mar., 1979), pp. 263-291. Kahneman D., Tversky A. Choices, Values, and Frames. Russel Sage Foundation. Cambridge University Press, – 2000, 840 p. Kahneman D., Tversky A. On The Reality of Cognitive Illusions // Psychological Review. 1996, V. 103, No. 3, pp. 582-591.

²² Simon H. A. Theories of Decision-Making in Economics and Behavior Sciences. The American Economic Review, Vol. 49, Issue 3 (Jun., 1959), pp. 253-283.

makes his choice based on certain stereotypes, trying to avoid the uncertainty of the situation. In uncertain situations, he tends to be guided by emotional rather than cognitive motives, which influence the effectiveness of his economic choices.

A person's preferences also change over time. Interacting with the environment, a person goes through a complex process of adaptation, which affects his preferences. Fixed external parameters characterizing economic behavior can change in process of adaptation and, being internalized, influence the previously formed model of human economic behavior. As a result, a person may exhibit unpredictable economic behavior even if objective constraints have not changed. Economists consider such "violations" to be an anomalous phenomenon, and psychologists consider them to be an adequate human response to changes.

Our approaches to the problem

On the linear space of goods $A^n = \{x = (x^1, x^2, \dots, x^n)\}$ let us discuss the cost function $(x) = x^1\lambda_1 + x^2\lambda_2 + \dots + x^n\lambda_n = \sum_{i=1}^n x^i \lambda_i = x^i \lambda_i$, where x^i ($i = \overrightarrow{1, n}$) are the volumes of goods and $\lambda = \{\lambda_1, \lambda_2, \dots, \lambda_n\}$ is the vector of prices. For the space of goods A^n its conjugate space \tilde{A}^n is constructed, which is called the space of prices²³. The value of the cost function $\lambda^i x_i$, can be viewed as the scalar product $\langle x, \lambda \rangle$ of vectors $x = x^i e_i$ and $\lambda = \lambda_i f^i$. Between objects of spaces A^n and \tilde{A}^n , in a natural way the canon $\phi(x, f) = \langle x, \lambda \rangle$ defines a bilinear form which assigns a numerical value $\lambda^i x_i$ to each vector $x \in A^n$ and covector $f \in \tilde{A}^n$. The coefficients ϕ_i^j of the bilinear form $\phi(x, f) = \phi(x^i e_i, \lambda_j f^j) = x^i \lambda_j \phi(e_i, f^j) = \phi_i^j x^i \lambda_j$ are elements of space $A^n \otimes \tilde{A}^n$, which is called commodity-money space²⁴. For each of the consumers, consider all possible values of costs: $f_\alpha(x_\alpha) = \langle x_\alpha, \lambda^\alpha \rangle = x_{|\alpha|}^i \lambda_{|\alpha|}^i$, where ($\alpha = \overrightarrow{1, m}$). The minimum value of the α -th consumer's costs will be $f_\alpha = \sum_{i=1}^n \tilde{f}_\alpha^i$, where $\tilde{f}_\alpha^i = \min\{x_\alpha^{|\alpha|} \lambda_{|\alpha|}^1, x_\alpha^{|\alpha|} \lambda_{|\alpha|}^2, x_\alpha^{|\alpha|} \lambda_{|\alpha|}^3, \dots, x_\alpha^{|\alpha|} \lambda_{|\alpha|}^m\}$, i.e. the indicator of the rationality of the economic choice of each consumer will be determined by the values $f_1 = \sum_{i=1}^n \tilde{f}_1^i$, $f_2 = \sum_{i=1}^n \tilde{f}_2^i$, \dots , $f_m = \sum_{i=1}^n \tilde{f}_m^i$ respectively. The lottery model will take the form of $[(f_\alpha^1, p_1); (f_\alpha^2, p_2); \dots; (f_\alpha^n, p_n)]$, where f_α^i is the cost that the α -th consumer with probability p_i can produce for the i -th product.

In case of taking into account the influence of psychological factors on the choice of an economic entity, the values f_α^i involved in the expression of the utility function $U(x_\alpha) = \sum_{i=1}^n f_\alpha^i p_i$ should be regarded as values determined by the psychophysiological and socio-psychological features of the person²⁵. This means that in lottery model $[(f_\alpha^1, p_1); (f_\alpha^2, p_2); \dots; (f_\alpha^n, p_n)]$ the probabilities p_i will be determined by psychological

²³ Voskanyan K. V., Mathematical model of commodity-money space and its application in psychological research of economic behavior // Lraber of the Armenian-Russian University, Humanities and Social Sciences series, RUA publishing house, № 3 (36), Yerevan, 2020, pp. 58-84 (in Armenian).

²⁴ Ibid, p. 72.

²⁵ Voskanyan K. V., Characteristics of the Mathematical Approach to Modeling the Economic Behavior of an Individual Due to Psychological Factors // Journal of Yerevan University. Philosophy, Psychology, № 3 (33), Yerevan, 2020, pp. 62-77 (in Armenian).

factors²⁶. In other words, the probabilities p_i should be regarded as functions of the form $p_i = p_i(u, v)$, where u and v are variable vectors caused by personal and socio-psychological factors correspondingly.

Let us assume that in order to purchase the necessary food products f_1, f_2, f_3 (for example, meat, vegetable oil, dairy products), the consumer must pay respectively 9800, 6000, 5200 drams at the store A , 10500, 5400, 5100 drams at the store B , and 10200, 7000, 3800 drams at the store C . The issue of minimizing costs, which of course is an indicator of the effectiveness of behavior from an economic point of view, depends on which store the consumer would prefer to make his purchases²⁷. The choice of the store will be determined by a number of factors (financial capabilities of the consumer, priority of the product, quality of the product, period of production of the product, brand, trademark, time spent on purchases, location of the store, its reputation, specialization, commercial environment, service quality, the consumer's mood, his habits, etc.), the importance of each of which is determined by the consumer's psychophysiological characteristics and socio-psychological factors. Consider [(9800; 0.426), (6000; 0.279), (5200; 0.295)], [(10500; 0.336), (5400; 0.353), (5100; 0.311)] and [(10200; 0.385), (7000; 0.221), (3800; 0.394)] lottery models²⁸. The expected utility functions for these models will have the values $UA = 7382$, $UB = 7020.3$, and $UC = 6971.2$, respectively. As we can see, $UA > UB > UC$ which means that the most efficient choice from an economic point of view is UA , but no one can argue and justify that consumers whose utility function value is UB or UC have made a less efficient choice. It is obvious that the more important a need is for a person, the greater the proportion of expenses allocated to its satisfaction is. We should also not ignore the fact that from the point of view of economics, the usefulness of expenditure on demand is determined not only by the minimum amount of expenditure, but also by the satisfaction received by the consumer from the use of a certain amount of products intended to satisfy demand in a fixed period. Therefore, the order of expenses which is formed on the basis of the principle of the priority of demands and determined by the psychophysiological features of the person and socio-psychological factors mainly predetermines the efficiency of economic choice.

Conclusion

- The economic concept of the effectiveness of choice is relative in the sense that, being under the influence of psychological factors (stereotypes, habits, emotions, etc.), a person is not always able to calculate what the decisions he makes can lead to. His actions are mostly dictated by the logic of the situation. Each person considers effective the choice that is beneficial to him in the given situation.
- Since the efficiency of a person's economic behavior is determined not only by economic but also by psychological factors, the utility function, which is calculated only on the

²⁶ Voskanyan K. V., Methodological Basis for Identifying the Psychological Regularities of the process of Modeling the Economic Behavior of an Individual // Scientific Artsakh, № 2 (9), Yerevan, 2021, pp. 230-239 (in Armenian).

²⁷ We also do not exclude the case when the consumer can make purchases at all three stores, guided by the low prices of products.

²⁸ The models were formed as a result of scientific experiments carried out in 2022, based on the answers given by 122 participants.

basis of financial costs, and in which individual-psychological and socio-psychological factors are not included as variables, cannot be a real indicator of the effectiveness of a person's economic behavior.

- There are situations when, guided by the principle of situational determinism, a person makes his economic choice under the influence of socio-psychological (including political) factors. In this case, personal psychological characteristics act as situational dependent variables. Previously formed preferences recede into the background, having less influence on a person's economic behavior.

- Everyone has their own evaluation system based on individual preferences, therefore, there cannot be a universal algorithm and formula for evaluating the rationality of economic choices under risky conditions. The rationality of the choice should be conditioned not only by the amount of financial expenses incurred on the realization of the result of the selection, but also by the preference attributed to the choice by a person in a specific situation, which in dynamic economic processes is conditioned by the person's experience and relationships. Under the influence of political and socio-psychological factors, a person may not act as a perfect maximizer. Therefore, the principle of operational-dynamic efficiency should be the basis of the economic choice.

ԿԱՐԼԵՆ ՈՍԿԱՆՅԱՆ – Տնտեսական ընտրության արդյունավետության հիմնախնդիրը

հոգեբանական գործոնների համատեքստում – Տնտեսական ընտրության և դրա արդյունավետության հիմնախնդիրն այսօր դարձել է նաև հասարակական գիտությունների հետազոտության առարկա: Արդյունավետ է համարվում տնտեսական այն ընտրությունը, երբ որոշակի ծախսեր կատարելով՝ անձը առավելագույնս բավարարում է իր պահանջմունքները: Ռեսուրսների սահմանափակությունը ստիպում է մարդուն, ֆինանսական միջոցները խնայողաբար օգտագործելով, հնարավորինս շատ պահանջմունքներ բավարարել: Դասական տնտեսագիտական մոտեցումը ենթադրում է, որ տնտեսական ընտրություն կատարելիս անձը ենթակա չէ այլոց ազդեցությանը, քանի որ պահանջմունքներն ու նախասիրությունները, որոնք պայմանավորված են անձի անհատական հոգեֆիզիոլոգիական առանձնահատկություններով, հիմնականում կայուն են: Ներկայումս տնտեսագիտական տեսության մեջ շրջանառվում են երեք հիմնական ուղղություններ՝ նեոդասական, ինստիտուցիոնալ և էվոլյուցիոն, որոնց հիմքում ընկած են տնտեսական վարքի բացարձակ կամ սահմանափակ արդյունավետության սկզբունքները:

Հոդվածում «արդյունավետ տնտեսական ընտրություն» եզրույթի տակ նկատի առնվել այն ընտրությունը, որն առավելագույնս համապատասխանում է անձի ակնկալիքներին, և որի դեպքում ակնկալվող օգտակարության ֆունկցիան առավելագույն արժեք է ընդունում: Օգտակարության ֆունկցիա ասելով տնտեսագետները նկատի են ունենում տնտեսական սուբյեկտի կողմից տվյալ ժամանակահատվածում օգտագործվող բարիքների (ապրանքներ, ծառայություններ) քանակի և դրանց վրա կատարված ծախսերի չափերի կախվածության արտահայտությունը: Օգտակարության ֆունկցիան արտահայտում է անձի նախասիրությունների և պահանջմունքների բավարարմանը միտված գործողությունների միջև առկա կապերը: Նախասիրությունները և պահանջմունքները դիտարկվել ենք հոգեբանական գործոնների համատեքստում:

Բանալի բառեր - տնտեսական ընտրություն, սպառող, որոշման կայացում, ընտրանքի

արդյունավետություն, տնտեսական վարք, հոգեբանական գործոններ, ասիաներագնային տարածություն, ակնկալվող օգտակարության ֆունկցիա

КАРЛЕН ВОСКАНЯН – О проблеме рациональности экономического выбора в контексте психологических факторов.

– Проблема экономического выбора и его рациональности сегодня стала предметом исследования социальных наук. Рациональным считается экономический выбор, в результате которого, совершая определенные расходы, человек в максимальной степени удовлетворяет свои потребности. Ограниченность ресурсов вынуждает человека удовлетворять как можно больше потребностей, экономно используя финансовые ресурсы. Классический экономический подход предполагает, что при осуществлении экономического выбора человек не подвержен влиянию других, поскольку потребности и предпочтения, определяемые его индивидуальными психофизиологическими особенностями, в большинстве случаев устойчивы. В настоящее время в экономической теории выделяются три основных направления: неоклассическое, институциональное и эволюционное, в основе которых лежат принципы абсолютной или ограниченной рациональности экономического поведения.

Под термином «рациональный экономический выбор» в статье подразумевается выбор, который наилучшим образом соответствует ожиданиям человека и при котором функция ожидаемой полезности принимает максимальное значение. В экономических теориях, под функцией полезности экономисты понимают функцию, выражающую зависимость количества товаров и услуг и суммы произведенных на них затрат. Функция полезности выражает связь между предпочтениями человека и действиями, направленными на удовлетворение потребностей. Предпочтения и действия в статье рассматриваются в контексте психологических факторов. Показатель максимума функции полезности обусловлен не только числовыми значениями финансовых затрат.

Ключевые слова: *экономический выбор, потребитель, принятие решения, рациональность выбора, экономическое поведение, психологические факторы, товарно-денежное пространство, функция ожидаемой полезности*