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## FACTORS OF FORMATION OF HUMAN BEHAVIOR IN SOCIETY

## ЧИННИКИ ФОРМУВАННЯ ПОВЕДІНКИ ЛЮДИНИ У СУСПІЛЬСТВІ

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The scientific work is devoted to the problem of the formation of human behavior in society under the influence of various factors. It was established that the main factors affecting human behavior in society are everyday way of life, consciousness, needs, interests, values, ideology, goals and motivation. It was found that there is a relationship between these factors. It was established that the main factor influencing human behavior in society is everyday way of life, which includes the conditions, means and methods of meeting the material and spiritual needs of people in their everyday way of life. It has been proven that living has a significant impact on human consciousness, the author describes the components of everyday way of life that have the greatest impact on human consciousness. The "typical set" of a person's interests and needs is clarified, and how exactly they interact with each other is analyzed. The list of basic human values is given, it is established how ideology affects the formation and transformation of human consciousness and its behavior in society. It was established that each person has a unique set of motivations – "motivational mix". Therefore, in order to effectively predict and predict her behavior in society, it is important to understand both internal motives and external stimuli that influence her actions. The peculiarities of the manifestation of the relationship between the economy, politics and values and the peculiarities of their influence on the standard of living of the population are clarified. The main trends in the change of priorities in the life values of Ukrainians in peacetime and wartime have been studied. It was found that the most important values for Ukrainians at the moment are: human life, freedom and human rights, mutual aid, mutual trust, and social harmony. It has been established that residents of different regions of Ukraine have differences in their value orientations, which may be due to the historical past and geographical proximity to different states. The peculiarities of fueling ideology and manipulation technologies on human behavior and social and political processes in the state in general are analyzed. The main reasons that lead to differences between state and individual interests and how this affects the socio-political mood in the middle of the country are determined.

**Keywords:** way of life, consciousness, need, interest, ideology, goal, motivation, behavior, transformation, factors.

Наукова робота присвячена проблематиці формування поведінки людини у суспільстві від впливом різноманітних чинників. Встановлено, що основними чинниками, які позначаються на поведінці людини в суспільстві, є побут, свідомість, потреби, інтереси, цінності, ідеологія, цілі та мотивація. З'ясовано що між даними чинниками прослідковується взаємозв'язок. Встановлено, що основним чинником, що здійснює вплив на поведінку людини в суспільстві, є побут, який включає умови, засоби і методи задоволення матеріальних і ду-

ховних потреб осіб у їх повсякденному житті. Доведено, що буття має значний вплив на свідомість людини, автором описано компоненти побуту, які найбільше впливають на людську свідомість. З'ясований «типовий набір» інтересів і потреб людини та проаналізовано, як саме вони взаємодіють між собою. Наведено перелік основних загальнолюдських цінностей, встановлено як ідеологія впливає на формування та трансформацію людської свідомості та її поведінку в суспільстві. Встановлено, що кожна особа володіє своєрідним набором мотивацій – «мотиваційним міксом». Тому, для того, щоб ефективно прогнозувати та передбачати її поведінку у суспільстві, важливо зрозуміти як внутрішні мотиви, так і зовнішні стимули, що впливають на її дії. З'ясовано особливості прояву взаємозв'язку між економікою, політикою і цінностями та особливості їх впливу на рівень життя населення. Досліджено основні тенденції у зміні пріоритетів життєвих цінностей українців у мирний та воєнний час. З'ясовано що найголовнішими цінностями для українців на даний час є: життя людини, свободи та права людини, взаємодопомога, взаємна довіра, суспільна злагода. Встановлено, що мешканці різних регіонів України мають відмінності у своїх ціннісних орієнтаціях, що може бути обумовлено історичним минулим і географічною близькістю до різних держав. Проаналізовано особливості паливу ідеології та маніпуляційних технологій на поведінку людини та суспільно-політичні процеси в державі загалом. Визначено основні причини, які призводять до розбіжностей між державними та індивідуальними інтересами та як це впливає на суспільно-політичний настрій в середині країни.

**Ключові слова:** побут, свідомість, потреба, інтерес, ідеологія, ціль, мотивація, поведінка, трансформація, чинники.

**Formulation of the problem.** The change in the public consciousness of the population of Ukraine, due to the influence of various factors, significantly complicates the prediction of the behavior and actions of the political "beaumont". This is primarily due to numerous "mistakes" in economic and social policy, unforeseen consequences of transformational processes, information overload of citizens' consciousness through mass media, etc. Incomprehension and lack of desire on the part of the authorities to respond to the existing needs of citizens in a timely manner create a "vacuum" between political hegemony and their voters, which may ultimately cause social tension due to general dissatisfaction with social changes. Ignoring objective reality and underestimating it as an important factor influencing society can lead to unpredictable effects. Therefore, the study of the key factors shaping the behavior of individuals in society is a priority task.

**Analysis of recent research and publications.** The nature of the behaviour of citizens in society is relevant and is being studied by many scientists, which is confirmed by a large number of scientific works written by scientists from Ukraine and other countries. Among them, it is worth highlighting the works of I. Vladlenova [1], S. Matyazh and S. Berezyanska [2], K. Levchuk [3], S. Panasyuk [4], S. Rudnytskyu [5], O. Petinova [6], D. Tokarchuk and N. Yaremchuk [7], L. Shapovalova [9], V. Shpak [10] and others. However, these studies have a fragmentary nature, i.e. they related to certain aspects affecting human behavior in society. Therefore, further research on this issue is needed, which would logically systematize the main factors influencing human behavior.

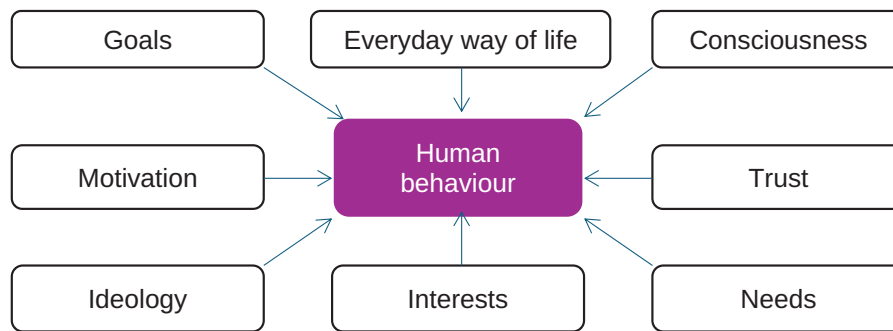
**Highlighting previously unresolved parts of the overall problem.** Therefore, despite the significant volume of scientific works devoted to the analysis of human behaviour in society and the factors that shape it, most of them have a limited and fragmentary nature, covering only certain aspects of this issue. Therefore, the issue of human behaviour in society remains relevant and requires the development of new methodologies for a deeper understanding of this social phenomenon and the development of effective ways of influencing human behaviour.

**Forming the goals of the article.** The purpose of the research is to establish the main factors affecting human behaviour in society.

**Presentation of the main research material.** A person's social activity consists of purposeful actions based on needs, interests, and values, which serve as an internal stimulus for the individual and are "primary causes" in his behaviour. The mechanism of formation of human behaviour is complex and contains numerous components that arise and transform under the influence of objective reality and become an integral part of its existence (Figure 1).

Each element of this system transforms human behavior in a certain way, as it has its own attributes and features of manifestation. Therefore, according to the authors, it is necessary to consider in detail the internal structure of each of the components of this mechanism in order to better understand and predict the reactions of citizens to various social events in the state, in particular in Ukraine.

According to O. Petinova, everyday way of life is a key factor in the formation of human behavior. It covers the conditions, means, methods and forms of meeting the material and spiritual needs



**Figure 1. The main factors shaping human behavior in society**

*Source: author's development*

of individuals in the context of their interaction with each other [6, p. 7]. Thus, the term "life" encompasses all aspects of a person's daily life, including the material and spiritual benefits that he receives through social interaction in society.

An important factor influencing human behavior is his consciousness, which is daily influenced by social processes. The English philosopher Thomas Hobbes in his work "Leviathan, or the essence, structure and powers of the ecclesiastical and civil state" noted that in the process of the evolution of humanity and the processes of state formation, man actually moves from his "natural state" to the state of a social being that lives and functions precisely because of the communication processes taking place in society [11, p. 253]. Thus, the evolution of mankind has "civilized" man, making his actions more humane, but at the same time increasing his social dependence. However, inequality and lack of justice in society, which are often only declared and not implemented in practice, lead to numerous conflicts. Under such conditions, people usually protect mainly their interests, which are mostly selfish. Today, in modern society, a certain degradation of the individual's consciousness can be observed, as a result of which it passes into the so-called "natural state", where the personal prevails over the social [11, p. 260]. Therefore, we share the views of the classic of political economy, K. Marx, who claims that "it is not the consciousness of people that determines their existence, but, on the contrary, their social existence determines their consciousness" [8, p. 10]. However, some scientists do not rule out the inverse nature of the interaction of consciousness and being.

Accumulated experience, customs, social environment in which a person is, as well as his fortune are factors that directly influence the formation of the unique consciousness of each

person. Various aspects of everyday way of life that affect human consciousness are presented in Figure 2.

This has a corresponding effect on the needs and interests of citizens, which have their own characteristics and are manifested depending on the personal development and abilities of a person (Figure 3).

A person's interests are manifested through certain types of activities that satisfy his personal needs. However, what is more important – interests or needs – depends on the personal beliefs, desires and priorities of each person.

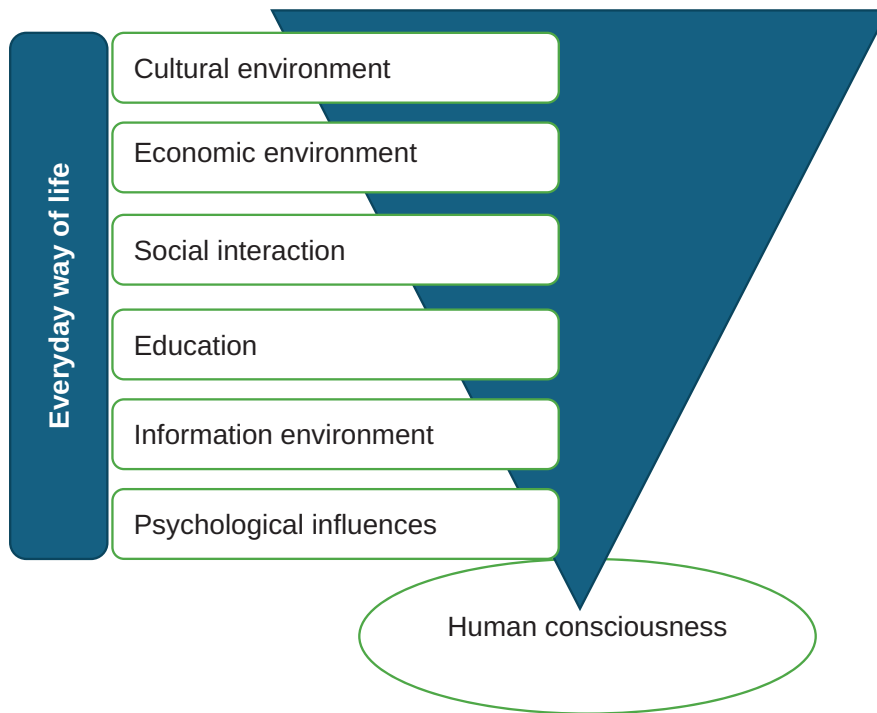
Interests and needs significantly affect a person's values, because they interact with each other, forming his own views and life priorities.

A person's values are formed on the basis of his beliefs, which determine what is important in his life and what is secondary. A generalized list of universal human values is presented in Figure 4.

Historian and publicist Ya. Hrytsak believes that democratization and modernization of social processes contributes to the improvement of the standard of living of the population. However, economic transformations affect political life indirectly, through dominant social values. Thus, the relationship between economics, politics and values correlates like a dilemma "which came first – the chicken or the egg?" [17] (Figure 5).

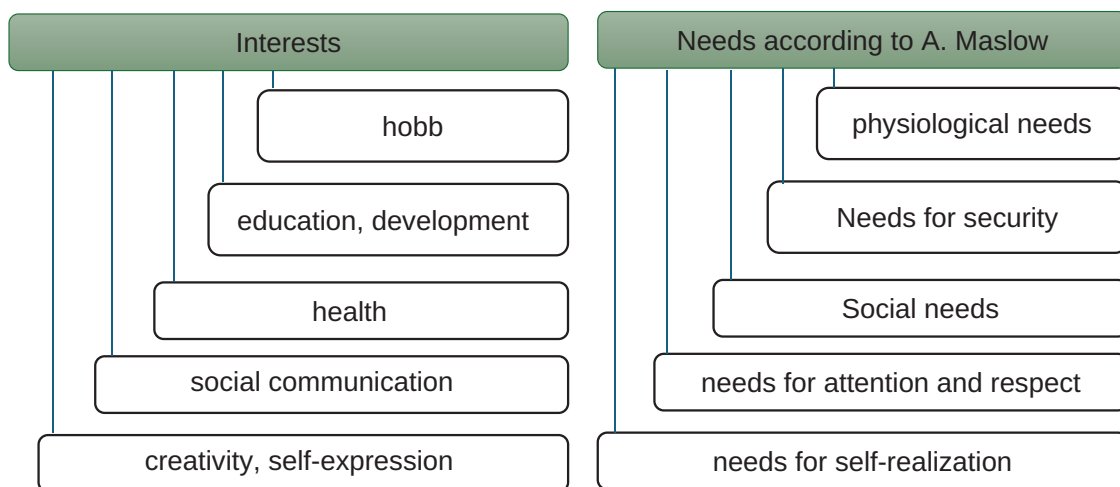
Today, as a result of the brutal aggression of the Russian Federation against Ukraine, the domestic society is experiencing certain transformations in the value aspect. The majority of citizens reviewed their priorities, determining what is primary for them and what is secondary (Figure 6).

In the conditions of martial law, the issue of personal wealth has lost its relevance for many Ukrainians, but interest in the activities of power structures and their effectiveness has increased significantly. According to a survey conducted



**Figure 2. Components of everyday way of life that influence human consciousness**

Source: built by the authors based on [4; 9; 12] and own research

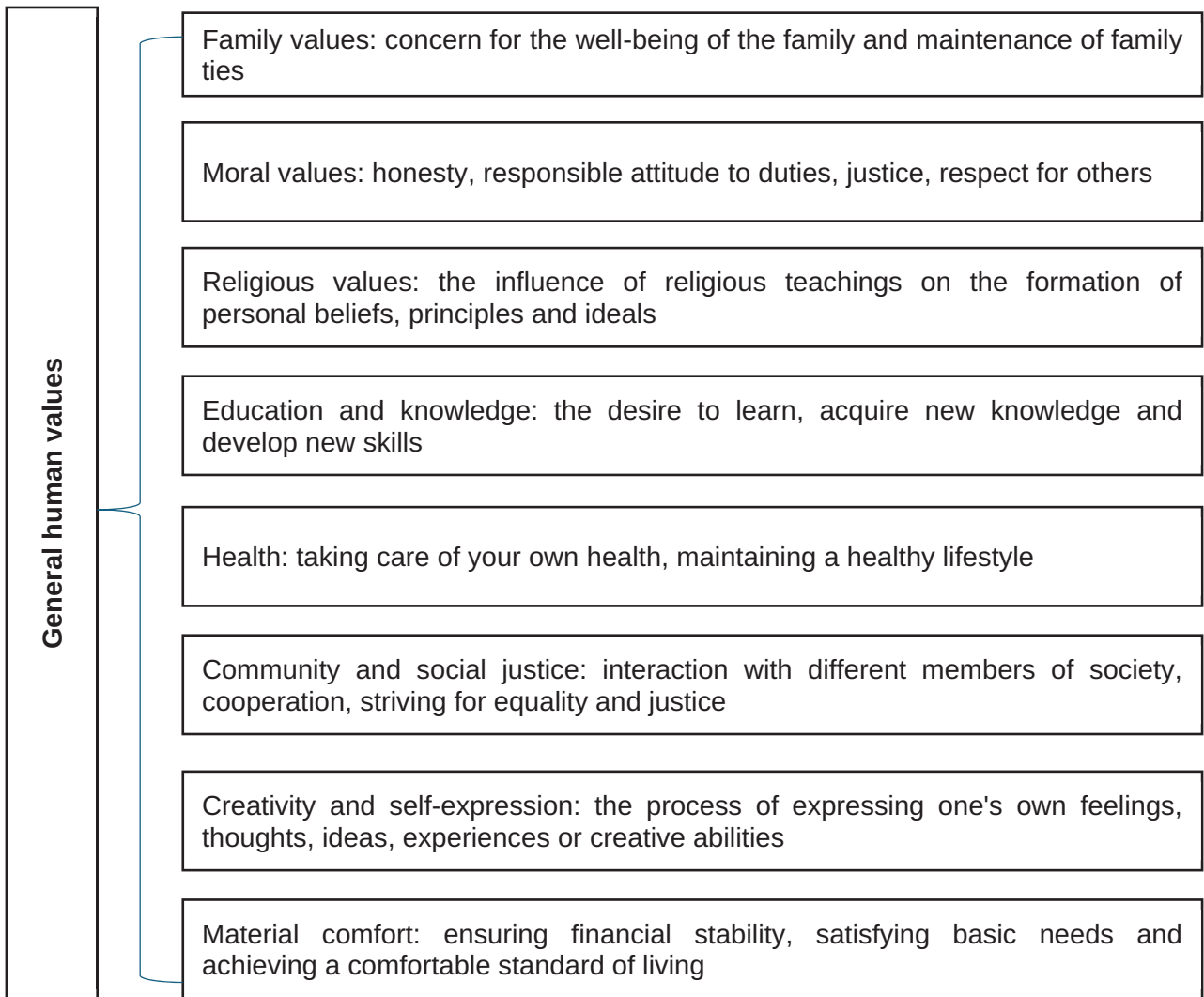


**Figure 3. Typical interests and needs of a person**

Source: built by the authors on the basis of [5; 7; 13; 14] and own research

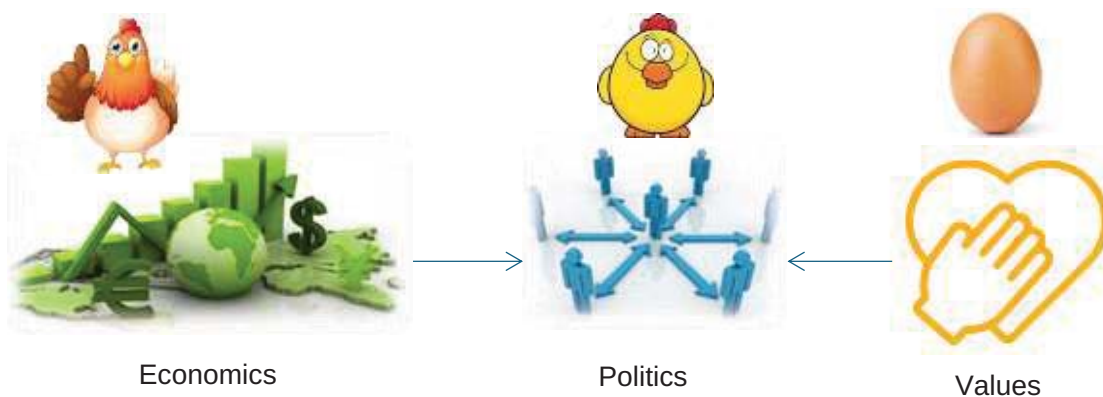
by Gradus Research in September 2022 among men and women aged 18 and older who lived in cities with a population of more than 50,000 at the time of the war, 92% of the survey indicated that the highest value for Ukrainians is human life, 89% emphasized the importance of freedom and human rights, 86% indicated the importance of mutual assistance, 82% – mutual trust, and 71% stated the importance of social harmony (Figure 7).

However, the importance of material comfort cannot be neglected, because in the modern world most people have economic interests and want to be wealthy in order to satisfy their own needs [21, p. 133]. It is also worth noting that residents of different regions of Ukraine have differences in their value orientations, which may be due to the historical past and geographical proximity to different states (Figure 8). These factors cause the so-called "imprint effect" in the behavior



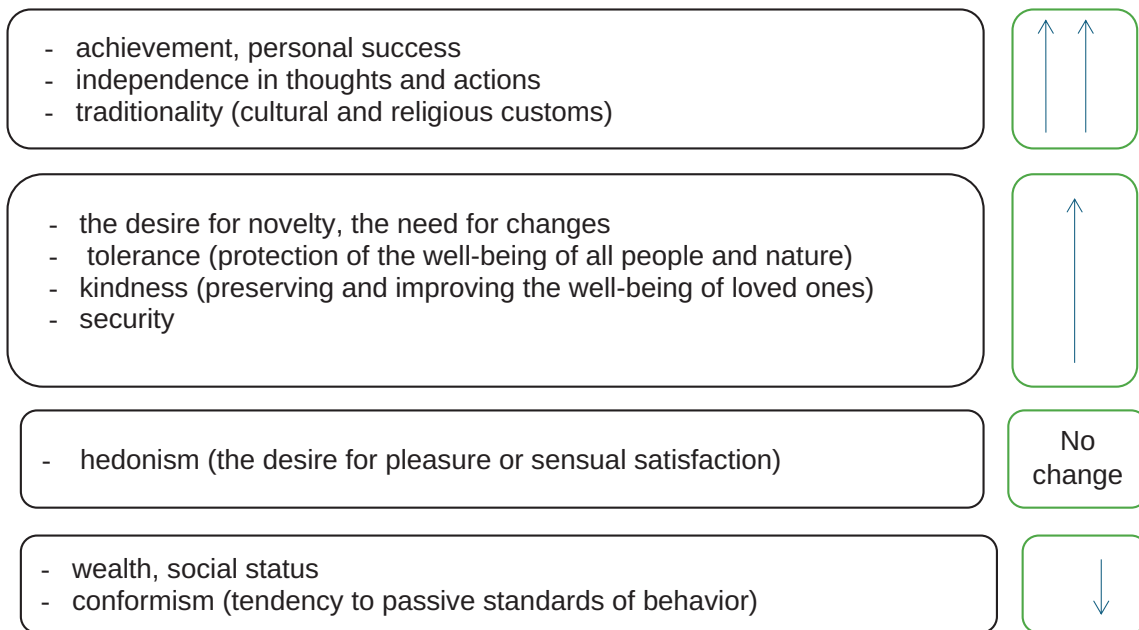
**Figure 4. Generalized list of general human values**

*Source: built by the authors on the basis of [2; 15; 16] and own research*



**Figure 5. The relationship between economics, politics and values**

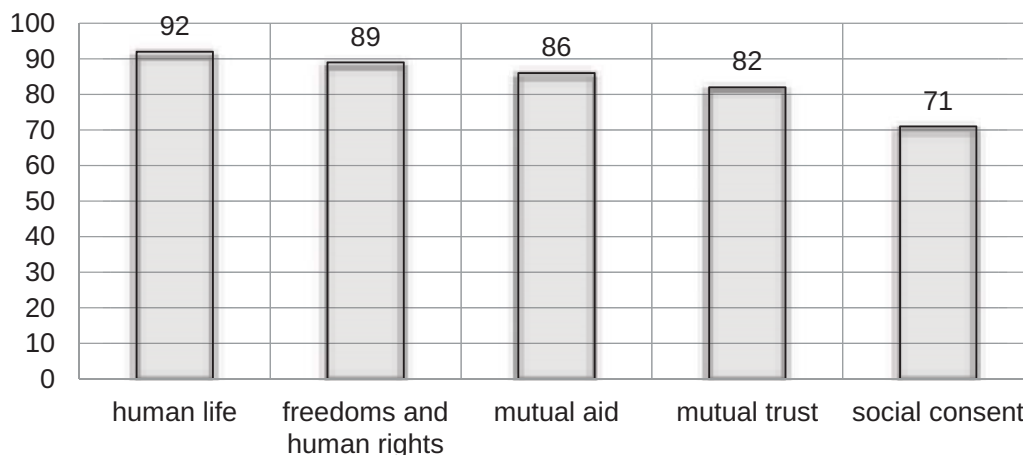
*Source: author's development*



**Figure 6. Change of priorities in life values of Ukrainians, 2021–2022**

\*↓ – decline, ↑ – growth, ↑↑ – increased growth.

Source: built by the authors on the basis of [7; 18; 19]



**Figure 7. The most important values for Ukrainians in 2022, %**

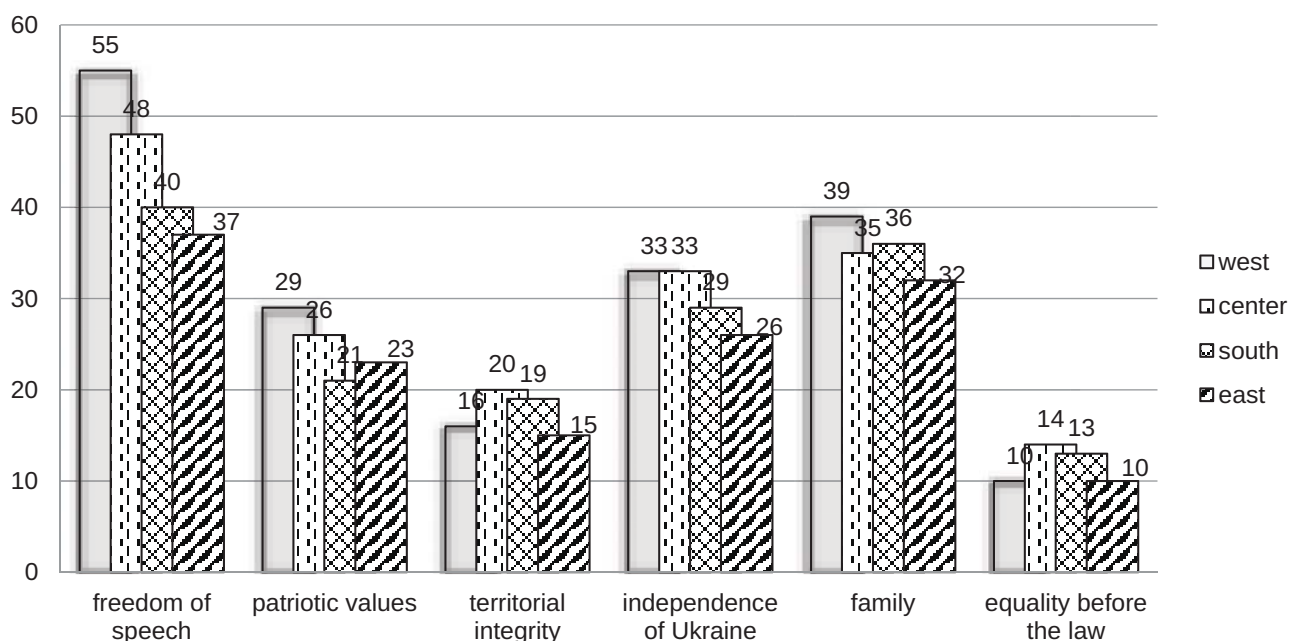
Source: built by the authors on the web [20]

of citizens, which significantly complicates the processes of transformation in our society.

A person's values play a key role in how he perceives different ideologies, which can encompass a wide range of views and beliefs and influence his understanding of society and the world as a whole. According to the researches of O. Behal, Y. Kolomiyets and A. Sukharyna, ideology can include political, economic, ecological, social, religious, philosophical and other aspects and serves as a basis for determining the goal and developing strategies for its achievement [23, p. 155; 24, p. 5; 25, p. 204; 26].

Ideology and the manipulation of public consciousness are often mutually dependent because ideologies can be used as tools to influence the masses. The absence of a clear ideology in the state may indicate a so-called "vacuum" in the political, social or ethical beliefs of the top leadership of the state, which negatively affects society, preventing its balanced development and consolidation of efforts to solve current problems. This, in turn, can lead to an increase in social tension.

Ukraine is currently facing a political crisis, which is expressed through constant changes in



**Figure 8. The importance of certain values for residents of Ukraine in different regions, in 2021, %**

*Source: built by the authors on the web [22]*

the integration vectors – sometimes we "move" to the west, sometimes we "move" to the east. Such changes are a consequence of the fact that different political forces, coming to power, offer fundamentally different approaches to the development of the country and society. The lack of a unified ideology and the manipulation of public opinion through the mass media contributed to the split in the minds of citizens who have radically opposite ideas about the desired direction of society's development. It is also important to note that the issue of family values is not reflected in the ideological discourse of the state, although the family itself is one of the key elements of Ukrainian identity. [27, p. 490]. It should also be noted that the issue of family values is absent from the ideological narrative of the state, although the family plays a key role in defining the identity of Ukrainians [22].

Various political parties use this situation for their own promotion, which primarily harms society itself, exacerbating the political crisis and endangering the realization of strategic goals regarding Ukraine's accession to the EU and other international organizations.

Ideology can greatly influence the formation of personal goals and methods of achieving them. At the same time, personal goals can outline actions that are consistent with a certain ideology. Today, the priority for any state is the achievement of balanced development, which is

the basis of stability and prosperity. This requires the development of a unified state ideology, which requires the establishment of clear strategic goals and methods of their implementation, as well as the understanding of its feasibility by all strata of the population. However, as domestic experience shows, individual goals can conflict with state goals, which can lead to conflicts due to different interests and perspectives of certain social groups.

Each person has his own goals in life that stimulate a certain type of behaviour. The interaction between goals and motivation determines the direction and strength of our actions. Motivation helps overcome obstacles on the way to achieving goals and can have internal (values, interests, satisfaction of needs) and external (recognition, rewards, punishments) sources. Therefore, it is important to understand what motivates a person and take this into account when communicating and interacting with them.

Motivation significantly affects human behaviour by stimulating it to certain actions or actions, such as rewards, punishments, expectations of results, social influences and other factors. Each person has his own unique "motivational mix" - a combination of motivational elements that he combines into a unique system. However, an important factor that significantly influences human motivation and behaviour in particular is trust. It should be emphasized

that motivation and trust are closely related. Today, the domestic political community is experiencing a crisis of confidence on the part of the public, which is associated with shortcomings in economic and social policy, Russia's military aggression against Ukraine, and other factors [28].

Thus, the main aspects of human behaviour in society are determined by the influence of social changes that occur in the environment and affect the individual directly or indirectly.

**Conclusions.** Management of human behaviour in society is a multifaceted process that requires attention to many aspects. Understanding these aspects allows you to transform human behaviour into the expected one and plan social changes more thoroughly and in advance.

The creation of a democratic society is a dynamic process and requires its members to observe certain behavioural norms and rules that were formed in the process of historical development. Factors influencing individual behaviour play the role of the so-called "building material" in this process.

An important characteristic of effective management of society is the ability of those in power to reform and innovate, as well as the involvement of citizens in making management decisions, which indicates the effectiveness of the management system. In the opposite case, the society will have the appearance of a "golden cage" and will inhibit the development of progressive ideas and views in it, which may eventually lead to an increase in social tension and a social explosion.

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