



## **PSYCHOLOGY OF ADVERTISING AND ITS INFLUENCE ON CONSUMER PURCHASING BEHAVIOR**

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### **Abstract**

Today's market is filled with a huge number of products that satisfy the same needs; most products are identical, and new products are easily copied by competitors. In such conditions, the main value of any company, the main factor that "sells" a product, is the relationship with consumers. It is the consumer who is the only subject of the internal, macro - and microenvironment of the company, which gives it his money. Consequently, if the relationship with the consumer is built, then the flow of funds in the form of turnover and profit is ensured.

Studying the psychological influence of advertising on a person, researching the influence of an advertiser on a consumer, it is necessary to understand that the effectiveness of such influence cannot be determined by some individual mental processes, psyche characteristics or characteristics of the advertisement itself, or only by its memorability, ability to attract attention or evoke positive emotions. To understand where to look for reserves for increasing the effectiveness of advertising on the consumer and what mistakes were made, it is necessary to study in detail practically the entire psyche of the consumer, all his mental processes.

**Keywords:** consumer behavior, consumer needs, consumer psychology, decision-making process, psychological influences in advertising.

### **INTRODUCTION**

Human psychology greatly assists in the study of customer behavior. The science of psychology gives out hidden information about the consumer and his purpose. Each person constantly makes decisions every day, from trivial ones (for example, what to dress for work), to more meetings (for example, where to invest their savings). In modern solutions, basic characteristics become important. Their still heuristic (unconscious inventive thinking), which refer to undetectable basic knowledge and apply it to make quick decisions. In most cases, heuristic solutions are successful. Making decisions quickly is a human error. In a rapidly changing world, it is very important to have its meeting. But even for heuristics, at least basic knowledge is





required in order to have some kind of idea in the decision-making process. We capture this knowledge due to our clarity. In human thinking, it is the perception of a certain amount of information at a particular moment in time, and only that which is easily remembered is assimilated from this information. When a customer sees a product on a shelf, he is unconsciously associated with an advertising video that informs about all the benefits of shopping. It is important that at the same moment the product is linked from three price levels: expensive, cheap, affordable. Psychological analysis of user behavior is only a small part of the psychology used in advertising campaigns, but it plays a very important role.

### **THEORETICAL ASPECT OF RESEARCH**

The influences, or influences, of people on each other in social psychology are given and have always been given great attention. The problem of influences in advertising, special attention is paid to perceived and unconscious influences, and also examines in detail the differences between rational influences, based on logic and persuasive arguments, and irrational ones, based on emotions and feelings.

At the same time, the existing system for studying demand, as a rule, is not considered as an integral part of the general system for studying the market; this is the main drawback of the existing situation. This deficiency must be eliminated, and, ultimately, market research must ensure that the supply of goods is such that the needs of buyers are satisfied in terms of volume, structure, price and quality. The offer of goods must be timely and take into account the regional characteristics of the market.

Thus, we can say that a very large number of different factors affect the behavior of the buyer. Different factors have different impacts on buying behavior. Among these factors are factors of a psychological nature, the degree of influence of which is great. Psychological factors of consumption include the properties and type of personality, cognitive processes, values, attitudes, motivation, self-education, mental state. Each person is a person, which causes relatively unchanged responses to influences from the external environment over a long period of time. The personality type is characterized by such traits as confidence, independence, aggressiveness, sociality, adaptability, inertia.

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Mental influences, or social influences, are widespread and manifested in the relationships between children and parents, students and teachers, men and women, bosses and subordinates, as well as people who do not know each other at all. Advertising activity can therefore also be viewed in terms of psychological influences, or social influence.

The problem of psychological influences (social influences) in the psychology of advertising as a branch of scientific knowledge is extremely relevant also because it is associated with a number of ethical issues. After all, any influence, or influence, presupposes a change in the consciousness of a person, may represent some kind of obstacle to freedom of choice. Many authors, for example the famous American psychologist BF Skinner, believe that we are all almost completely dependent on each other, and there is no absolutely free choice, even mental, at all. Therefore, this problem may not be discussed.

The problem of psychological influences in advertising is closely related to the problem of choice. Businessmen and advertisers choose ways of organizing advertising campaigns, for example, with the use of special technologies of influence or without them, and consumers face this problem when they are exposed to such influences or, conversely, find the need to make their own decisions.

Advertising in the business world is bombarding consumers with a wealth of information. The psychological impact of advertising information is manifested in the processes of processing advertising messages - emotions, thoughts, possible solutions that determine specific behavioral acts of the buyer. One way or another, the advertising process involves the phenomena of information processing - sensation, perception, attention, memory, etc.

Research by psychologists has proven that the perception and processing of advertising information is carried out under the influence of many different factors, but three of them are almost always present: these are cognitive (cognitive), emotional (affective) and behavioral (conative) factors.

## **METHODOLOGICAL ASPECTS OF RESEARCH**

This article examines the views of various scientists and provides a comparative analysis of their views on consumer behavior. Factors of a psychological nature that affect consumer behavior are considered and analyzed, and the theoretical aspect of the concept and essence of psychological factors is considered and the characteristics of consumer behavior are determined.







## **ANALYZE OF RESEARCH**

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Psychologists have developed several basic concepts of human motivation. The most famous of these - the theories of Sigmund Freud, Abraham Maslow and Frederick Herzberg - lead their supporters to very different conclusions regarding consumer research and marketing strategy.

The theory of motivation according to S. Freud. The great psychologist believed that people for the most part are not aware of the psychological forces that govern the behavior of an individual, which means that they are not able to fully understand the motives of their actions.

To find out the deep associations caused by the product, the researchers collect "in-depth interviews" using a technique that allows you to turn off the conscious self - word associations, unfinished sentences, explanations of drawings, and role-plays. As a result, psychologists have come to a number of interesting and strange conclusions, for example: consumers do not want to buy prunes because they are shriveled and remind them of old people; men smoke cigarettes because it subconsciously reminds them of thumb sucking in infancy; women prefer vegetable fats to animals, as they feel guilty before slaughtered animals.

Psychologists have found that any product initiates a unique set of motives for the consumer.





A. Maslow's theory of motivation. The scientist tried to explain why an individual feels different needs at different times. Why does one person spend so much time protecting themselves from all sorts of external threats, while another strives to earn the respect of others? A. Maslow explains this by the fact that the system of human needs is built in a hierarchical order, in accordance with the degree of significance of its elements: physiological needs, the need for a sense of security, social needs and the need for self-affirmation. The individual tries to satisfy the most important needs first. When he succeeds, the satisfied need ceases to be motivating, and the person strives to saturate the next in importance.

A. Maslow's theory helps manufacturers understand how various products correspond to the plans, goals and very life of potential consumers.

Motivation theory according to F. Herzberg. Frederick Herzberg developed the theory of two factors of motivation, one of which causes a person's dissatisfaction, and the other - his satisfaction. In order for the purchase to take place, the absence of the dissatisfaction factor is not enough - the active presence of the satisfaction factor is required.

In practice, the theory of two factors is applied in two ways. First, the seller must avoid the appearance of factors of dissatisfaction (for example, incomprehensible instructions for the computer or poor service). Such things not only do not contribute to the growth of sales, but can also derail the purchase. Secondly, the manufacturer must determine the main factors of satisfaction or motivation for buying the product and make sure that their presence in the product does not go unnoticed by the buyer. Consumer behavior is activities aimed directly at obtaining, consuming and disposing of products and services, including the decision-making processes that precede and follow these actions. Consumption is the process of acquiring, assimilating, using by people (consumers) of various material and spiritual goods that they need for life.

In the practice of firms, it has become important to study the mechanism for making decisions about purchases or refusal from them. The psychological characteristics of consumers are studied in order to determine the degree of influence on purchasing behavior of such factors as attitude to the product, motives and individual characteristics. The following social factors are also investigated: social status, marital status and their role in the consumer's decision-making process. Influencing the attitudes and behavior of buyers is one of the most difficult and fundamental challenges sellers face. Firms invest billions of dollars each year trying to transform consumer thinking and preferences. Therefore, it is very important for the marketer to understand the ways of shaping the views and behavior of the consumer.





Behavior shaping is the reinforcement of the behavior that preceded the desired response. Behavioral principles can be used to achieve market advantage. A retailer, for example, might give out gifts or unprofitable items at the entrance of a store to draw consumers in. A similar tactic is being followed by car dealers who offer free coffee and donuts to car dealerships. The seller may even invite individual consumers to experience the car in action.

Since the end of the 19th century, attempts have been made to develop a certain generalized theoretical model of advertising influence, to describe the stages and structure of mental processes on which an advertising strategy should be based. Researchers identify several of the most common schemes (models), on the basis of which certain advertisers tried to build an effective strategy of psychological influence on the buyer. The classification of such models was undertaken by the Ukrainian specialist in the field of advertising and marketing E. Romat.

Analyzing the proposed models, several conclusions can be drawn. For example, it is not clear how the elements of the AIDA model proposed by the American Advertiser E. Lewis in 1896 interact; how, starting with attracting attention, the advertising impact ends with the purchase of a product. The formula does not reveal the psychological structure of the advertising impact, as a system of interrelated elements or its stages.

In addition, this formula did not include such important variables as needs, memory, emotions, associative thinking, socio-psychological attitudes, etc., which plays a very important role in the process of making a decision to buy an advertised product or service. The introduction of the "motive" element and the transformation of the AIDA formula into AIMD also did not add anything significant. There are many more significant factors than they can be inserted into a short formula.

Currently, some authors still use the AIDA formula (AIMDA), believing that it reflects the dynamics of the consumer's mental processes under conditions of advertising. Although other researchers criticize it.

A little later, the ACCA model was proposed. This formula includes persuasion as one of the main elements of psychological influence. A certain disadvantage is the underestimation of the role of needs in the structure of advertising impact, as well as an over-focus on the persuasion mechanism. However, it is difficult to "persuade" or "make a person want" to do something. The obvious advantage of the formula is the introduction into it of a decision-making process, a comparison mechanism.

The advantage of the model described by the DIBABA formula, which was developed in 1953 by the German author G. Goldman, is an orientation towards the needs of the buyer, understanding the role of the decision-making process, comparison, conscious





choice, using the laws of thinking, introducing a "feedback" mechanism into the model, understanding the role of emotions and a positive attitude of a person to the product and the seller.

In 1961, the American advertiser Russell Colley proposed the DAGMAR model. This model differs from other models in the initial premise: making a purchase is determined by all the main elements of the marketing mix, which includes price, product, product distribution system, sales promotion system. Attempts to develop a model of the structure of the influence of advertising on the consumer with elements of psychology in the form of a simple and convenient formula for practitioners have been made repeatedly. But they, as a rule, turned out to be only a subjective reflection of the practical experience of the authors and did not explain the deep nature of this phenomenon from the point of view of scientific psychology.

For the psychology of advertising, like some other psychological disciplines, the problem of influences (or influences) is one of the most important, since today many advertisers and advertisers, as well as a large number of psychologists, believe that advertising and psychological influence are, in fact, same. In this area of psychology, a large number of unresolved controversial issues are found.

There are a lot of complex problems faced by the psychology of advertising in matters of psychological impact, influence, manipulation, etc. And here the first problem is the problem of ethics. As it turns out, few people can take the responsibility to determine the degree, forms and limits of psychological influences in advertising. That is, in essence, to answer the question: how and with what it is possible or impossible to influence the consumer. Therefore, in most cases, they refer to laws and judicial practice.

Another problem is already related to advertising technology and marketing. According to many marketers, in particular F. Kotler, single impacts allow solving particular sales problems, but interfere with long-term strategies of civilized production, when a businessman is guided by what is called branding in marketing. Here, the first place is not the psychological impact on the consumer, but his needs. Thus, in the psychology of advertising, one of the most important is the problem of the relationship between the external psychological influences that advertising has on people and the objective needs for the goods that it offers. Solution to this issue

## CONCLUSION

Advertising as a type of activity is included in the sphere of public relations and relations. Even the first carriers of the prototype of advertising in the prehistoric period set the task of stimulating demand. This basic task of advertising has remained





unchanged until now. A modern person all his life is "covered" by advertising, and advertising itself has become very diverse today and has a specific, genre, technological, instrumental and functional difference. In the advertising world, social, cultural, economic, environmental, political, legal and other aspects of human life now intersect.

Advertising is a special type of social communication carried out through the exchange of actions of generating and interpreting specially created texts and visual materials. Representing a certain social reality, advertising is a set of the most used patterns of behavior, activity, communication, interaction.

Advertising operates with institutionalized forms of public consciousness. By placing certain sign systems in the advertising dimension, which includes a space where both the advertising material and the object of influence are present at the same time, the advertiser translates models of behavior and interaction into this space. This synthesized space affects the way people think and act.

The result of the impact of advertising on society today is no longer limited to the regulation of consumer behavior of people and the dynamics of demand for goods and services. It carries both a certain culture and a certain set of knowledge. Advertising especially strongly influences children's consciousness. Advertising has an even greater educational and cognitive impact on children than advertising itself.

Today, many authors, considering the problem of influences in advertising, pay special attention, first of all, to the perceived and unconscious influences of the advertiser on the consumer, and also consider in detail the differences between rational influences based on logic and persuasive arguments, and irrational ones based on emotions and feelings.

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