

## **ADVERTISING AS A MEANS OF IMPACT ON CONSUMER BEHAVIOUR**

Vinnitsia National Technical University

### **Анотація**

*У сучасному світі реклама, безсумнівно, є одним з головних рушіїв торгівлі. Завдяки рекламі ми можемо дізнаватися про нові товари та послуги і робити власні висновки на основі наданої інформації. Незалежно від того, усвідомлюємо ми це чи ні, реклама має безпосередній вплив на споживчий вибір. Споживачі, як правило, неохоче визнають, що їхня купівельна поведінка є результатом певного психологічного впливу реклами, навіть цілеспрямованого програмування. Їм здається, що потреба в товарі, який вони купують, існувала задовго до того, як вони дізналися про нього з реклами. Тому ця тема є надзвичайно важливою сьогодні.*

**Ключові слова:** реклама, покупці, поведінка, ринок, інформаційний простір, вплив.

### **Abstract**

*In today's world, advertising is undoubtedly one of the main drivers of trade. Thanks to advertising, we can learn about new products and services and draw our own conclusions based on the information provided. Whether we realize it or not, advertising has a direct impact on consumer choice. Consumers are generally reluctant to admit that their purchasing behavior is the result of some psychological influence from advertising, even targeted programming. It seems to them that the need for the product they are buying existed long before they learned about it from advertising. Therefore, this topic is extremely important today.*

**Keywords:** advertising, buyers, behavior, market, information space, influence.

### **Introduction**

Today, the importance of advertising is beyond doubt. This is due to the fact that it plays an important role in the development of the market economy and is its key element. If manufacturers are deprived of effective communication with consumers in the form of advertising, they will stop investing in advertising. Advertising differs from ordinary informational messages in that it expresses an interest in the end result. The evolution of advertising led to the need to use various principles of influence on real and potential consumers, which led to a complex process that includes attracting attention, capturing the interest of others, the emergence and manifestation of emotions, persuasion, decision-making and effective actions.

### **Research Results**

Advertising can be defined as any paid, targeted, depersonalized form of providing information that influences consumers to market them for further purchase. The main functions of advertising in scientific circulation are the following:

- informative – informing about new products, services, or about changes in existing ones;
- persuasive – stimulation to purchase a product or service;
- reminder – maintaining awareness of an already known product or service.

A person's reaction to the form, content and idea of advertising can be ambiguous and depends primarily on the general display of objects and phenomena related to the source of advertising information. Physical stimuli (textual, artistic) design, color scheme, video series, language, musical accompaniment under the direct influence of physical stimuli on receptors, which may depend primarily on the general display of objects and phenomena related to the source of advertising information.

There are various ways and methods of influencing different mental structures – both on a conscious and unconscious level: hypnosis, psychoanalytic methods, neurolinguistic programming, language manipulation.

It should be also noted that advertising can influence the behavior of buyers at various stages of the purchase decision-making process:

- *need awareness*: advertising can help people realize that they need a certain product or service;

- *information search*: advertising can help people find information about various products and services;
- *comparison of alternatives*: advertising can help people compare different products and services;
- *decision-making*: advertising can push people to make a purchase decision;
- *post-sale behavior*: advertising can influence whether people will be satisfied with the purchase and whether they will recommend the product or service to others.

In Ukraine, as in other parts of the world, advertising is considered the main component of marketing communications and an informative force. The growing interest in the psychological factors of advertising influence is caused primarily by problems related to the creation of new products. This is due to the fact that against the background of a high standard of living, buyers have become more demanding and pay more attention to quality than to the price of goods. Markets for both consumer and industrial goods are close to saturation, and the potential for broad-based economic development is nearly exhausted. Today, advertising is understood as a special form of communication aimed at encouraging people to take certain actions in accordance with marketing goals. The basis of communication is the recipient, that is, the person who perceives the information (advertising message). His personal characteristics – conservatism, self-confidence, inclination to new things, mentality, etc. – influence the perception and evaluation of an advertising message.

### Conclusion

Advertising is a powerful tool that can influence consumer behavior. Therefore, it is important to understand how advertising affects people in order to be able to make informed choices about purchasing products or services. Also, advertising should be used ethically so as not to have a negative impact on people.

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**Шалак Ростислав Володимирович** – студент групи МР-22Б, факультет менеджменту та інформаційної безпеки, Вінницький національний технічний університет, м. Вінниця, e-mail: [rostik1.shalack2@gmail.com](mailto:rostik1.shalack2@gmail.com)

**Науковий керівник: Слободянюк Алла Анатоліївна** – старший викладач кафедри іноземних мов, Вінницький національний технічний університет, м.Вінниця, e-mail: [a.allavin@gmail.com](mailto:a.allavin@gmail.com)

**Shalakov Rostislav V.** – student, Faculty of Management and Information Security, Vinnytsia National Technical University, Vinnytsia, e-mail: [rostik1.shalack2@gmail.com](mailto:rostik1.shalack2@gmail.com)

**Scientific Supervisor: Slobodianiuk Alla A.** – Senior Lecturer of the Foreign Languages Department, Vinnytsia National Technical University, Vinnytsia, e-mail: [a.allavin@gmail.com](mailto:a.allavin@gmail.com)