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Analyzing Approaches in Robotics Advertizing

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Анотація: *У статті розглядається реклама як потужний інструмент просування товарів та послуг у процесі виробництва. Проаналізовано набір переваг промислових та освітніх роботів.*

Ключові слова: *робототехніка, виробничий процес, рекламна кампанія, сукупність зисків.*

Abstract: *The article considers the advertising as a powerful tool of goods and services promotion in manufacturing process. The bundle of benefits of industrial and educational robots is analyzed.*

Keywords: robotics, manufacturing process, advertising campaign, bundle of benefits.

Introduction

Advertising is really capable of many things.Many fundamental studies have been written on how to increase its influence on consumer decisions. Advertising is a very powerful weapon on the world market and that is why you need to have such a powerful weapon in your arsenal.

Basics

Advertising is presented to people in order to influence consumer behavior. Psychological models of the need-motivational sphere of personality are actively used in the development of advertising. According to O.M .Leontiev, the need is a material need, that is, the purpose of advertising is to create a desire of a potential and non-potential buyer to buy your product[3]. However, the question of the possibility of creating fundamentally new human needs for the sale of goods and services, the release of which is due to the rapid economic development of modern society, is the subject of discussion by many experts. The claim that advertising influence is able to form a new need is denied by many researchers. The development of the concept of the advertising model is built in such a way as to demonstrate the ability of the advertised product to meet certain needs of the target audience. However, the connection "need - the advertised product" is often artificial, far-fetched. This fact is confirmed by the analysis of modern television videos: thanks to psychological technologies, the same product is presented as a means of meeting different needs for many groups of people.

Thus, the effectiveness of the use of the need-motivational mechanism to enhance the advertising impact can be all the more significant, the more accurately the developers of advertising determine the general characteristics of the structure of motivation of typical representatives of the target audience.

The new age of computers has created many benefits for information society including vision and touch systems for robots, improved speech recognition systems, introduction of industrial robots in manufacturing process to increase labour afficiency. Robotics as a branch of the computer science, the mechanical engineering, and the electrical engineering deals with the construction, the design, the operation and the application of robots as well as the computer systems for their control, sensory feedback, and information processing.

Advertizing as a marketing strategy can be successfully used in promoting industrial robots in manufacturing and demonstrating their "bundle of benefits " to the customers. A promotical approach to demonstrate the advantages of robotics and to persuade the consumers to buy the goods can be analyzed on the example of Meltin avatar robot.
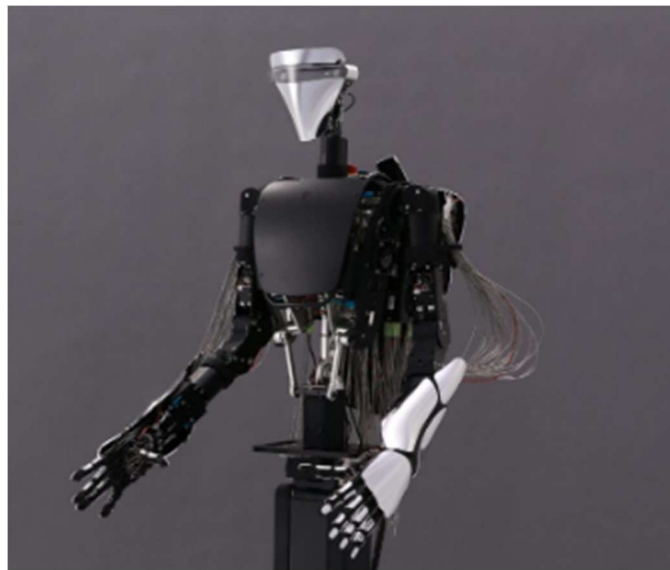

Figure 1 MELTANT-α

In advertising you need to specify the best qualities of your product:

1 The distance from which you can control the robot is 18900 km.

2 This robot can lift boxes weighing up to 4 kg.

3 The robot has touch sensors in the fingers and the feedback system provides a haptic return that allows for very precise movements.

4 It is operated by the operator through two gloves and handles.

On the example of a robot avatar from the company Telexistence one also define the main characteristics to show them in advertising.

Figure 2 The recent innovation of Telexistence

In advertising this robot, you can specify that this robot has already been tested as an employee of the FamilyMart store and coped perfectly with the tasks. Then you can specify that this work after testing the management of FamilyMart stores plan to buy and by 2022 they will work with people. This robot has the feature: that eventually reproduces the movements of people who control it, which eventually allows you to replace workers with machines, so for companies that will buy such a robot over time it will be advantageous to have these robots because they reduce the number of workers in production. This robot is planned to be purchased by FamilyMart to improve work efficiency.

The robot can also be used in production, it is a more modern model, this robot can work with customers, lift certain objects, can also turn the valves and switch switches. This robot is better because it has a program that analyzes the movements of the person who controls it and then reproduces it. During an emergency it analyzes it and can take the most optimal solution to the problem. On the example of these four characteristics, we can build our advertising and develop the script.

Conclusion

Therefore, we can conclude that on the basis of theoretical analysis, we understand that advertising as a type of psychological influence is based on a set of personality characteristics of potential consumers, as well as a number of general psychological factors that determine the effectiveness of this influence. Thanks to modern technology advertising is becoming the strongest weapon in today's market.

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