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CONSUMER CHOICE INFLUENCED BY ADVERTISING: SOCIAL AND PSYCHOLOGICAL ASPECTS

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In today's environment, the advertising industry has been a great success, as advertising is an effective tool for modifying customer behavior, attracting attention to products and creating a positive image of the company. Therefore, advertising gurus have begun to look for new approaches to creating the most effective advertising. So in advertising began to use psychological approaches to influence the human consciousness and his psycho-emotional state. This paper shows the essence of the concept of «advertising». The questions raised are how the colors, sounds, the text of the advertising message affect the consciousness and emotions, and how the behavior of the consumer changes. Positive and negative aspects of psychological influence on a person through advertising are reflected. People's attitude towards advertising. Priorities for both the manufacturer and the potential consumer of the product. Advertising effectiveness depends on two important prerequisites: it must be brought to the buyer, who in turn should pay attention to it; on- second, the buyer should understand it exactly as the advertiser wants it. The secret of advertising is to use the subtlest features of human psychology. In most cases it acts not on the logical level, not on the mind, but on emotions and the subconscious. It should also be noted that residents of the post-Soviet space are overly trusted with the printed word and everything they hear on the radio or see on television. An example of a successful banner and slogan is presented. Laws of Ukraine "On Advertising" and "On Television and Radio Broadcasting", which regulate the influence on the person from the advertising side. Research and methods of hypnotic effects on humans through advertising. Tricks of advertising specialists in sales points (sound, product placement). The results of the customer survey and the techniques that are used to enhance the suggestion effect are displayed. The effect of the 25th frame is to base the hypothesis and its use in advertising in our time.

Keywords: advertising, marketing. influence on consciousness, psychology of advertising, advertising and subconsciousness.

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Problem statement

Advertising is important in marketing. It is a chain between the manufacturer and the potential consumer, a thread for which the seller «pulls» to encourage the buyer to buy his product. Today, the sellers had to become more resourceful to find a buyer's approach. Specialists in the field of advertising began to take into account the same psychological approaches, to create such advertising, which would encourage the desire to buy the product of this manufacturer, and not some other, as competition in the market of goods each year is growing more

and more.

Modern advertising, with a stronger scientific base and equipped with research methods produced by sociology, has received a wide variety of tools and has achieved high efficiency: from informing – to persuading; from exhortation – to the development of conditioned reflex; from producing a conditioned reflex to subconscious suggestion and finally to designing a symbolic image. In this evolution, advertising has consistently sought at first a conscious, deliberate perception by the buyer of the advertising appeal, and then – an automatic purchase; it now

needs solid buyer consent, unknowingly, but still real.

Analysis of research of publications

The sphere of influence on human consciousness has not been thoroughly studied, therefore, is an actual and researched problem. The founder of the study of the psychology of advertising is called U.D. Scott. He is the first tried to apply the methods of modern psychology in business. Problems of the influence of advertising on the human psyche were engaged T. Kenig, B. Vitie, K.T. Friedlander. I. Lysinsky and M. Shtorn studied the influence of advertising posters on emotions, but O. KyulNpe studied the emotional perception of advertising. Every year there are new technologies of psychological influence on the choice of consumers.

Therefore, the study of this area will be relevant for many years.

The purpose of the article

The study of the psychological effect of advertising on conscious choice of consumers, tricks advertising specialists to achieve positive results, legislative regulation of this impact.

Statement of the main material

In recent years, advertising in Ukraine has played an important role in socio-economic life and plays an economic, social, political and even educational role in modern society. Advertising has firmly occupied a niche in the system of market relations and at the same time acts as their powerful regulator. The role of advertising has long gone beyond commercial communication, because, first, it is a means of communication through which a firm, enterprise or organization can pass on information to potential clients, with whom it is difficult to establish direct contact, and sometimes impossible at all. Secondly, advertising is a driving force, it encourages people to take certain actions that are in line with marketing goals, and, thirdly, it is agitation for the benefit of any product, brand, firm. Fourth, advertising creates jobs and thus increases the number of able-bodied people (specialists are needed to create advertising), and fifth, it is a source of information from the manufacturer, which is especially valuable to the consumer.

Due to the need of the public in advertising, the Ukrainian advertising market is developing, new ideas, developments and strategies are emerging. This is where advertisers can feel the positive impact of advertising on business – increasing sales and profits, raising consumer awareness of the company, its brands and products in general.

Advertising has indisputable value. The practice of using such a tool for doing business in Ukraine has been around for less than two decades. However, in spite of such a short period of time, the advertising

market is formed and functions effectively. Advertising is any paid form of non-personalized offer of goods and services on behalf of a designated sponsor, in order to influence the audience in a certain way. With the help of advertising formed a certain representation of the buyer about the features of the product or service [1].

The psychological aspects of the advertising perception process explain how it informs and convinces advertising that occurs when a viewer is shown, for example, a television video. That is why it is necessary to know the essence of these psychological processes and the different theories related to them. In order for an advertisement to convey information, create or change its image, create or change its attitude to something, or expedite its action, it must «fit in» with the potential consumer (recipient). Perception is an important part of the process of communication and persuasion.

The effectiveness of an advertisement depends on two important prerequisites: first, it must be brought to the buyer, who in turn must pay attention to it; second, the buyer should understand it exactly as the advertiser wants it. Each of these preconditions is a barrier to the perception that many advertisements cannot overcome it. Some advertisements do not stimulate the senses of the consumer (recipient) to the minimum threshold level, some are so distorted by the consumer that the effect of the advertisement appeal is completely different from what the advertiser hoped.

Advertising and communication market of Ukraine in 2018 will continue to increase volumes. The only question is the percentage of growth, the amount of media inflation. According to the forecasts of the All-Ukrainian Advertising Coalition, the market will grow by 26% in 2018 (Fig. 1).

This gives optimism to everyone involved in advertising. The volume of advertising grows. A certain reduction of advertising budgets in clients during the crisis years has led not so much to a decrease in the amount of advertising, but to its restructuring, a decrease in the cost of its individual media. For example, some television advertising vendors have lowered their prices so as not to lose their regular customers.

Consider the percentage contribution of each medium to the overall picture of the advertising market (Fig. 2).

For the past six years, TV has been the main source of information for Ukrainian citizens. The Internet became more active. According to market participants, the Internet advertising market in 2018 grew by 38% to 4 345 million UAH. Customers spent most of the money at the end of the year, when the remaining marketing budgets remained. According to market participants, advertisers are ready to

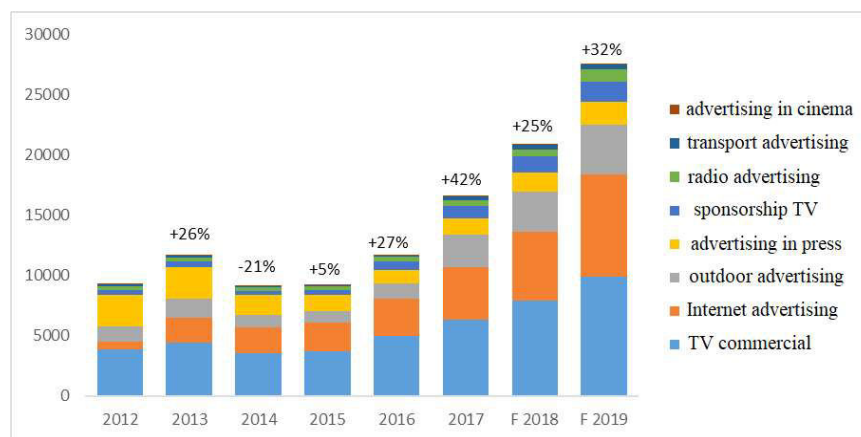


Fig. 1. Dynamics of advertising market volume

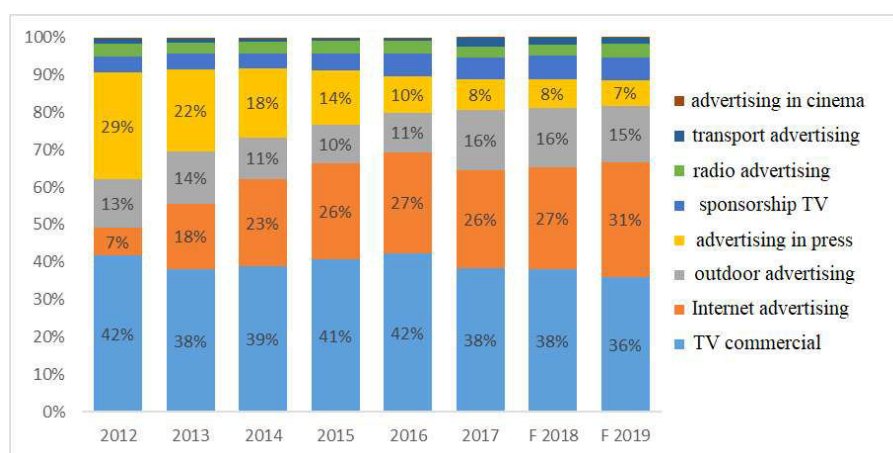


Fig. 2. Percentage contribution of each median

increase their budgets on the Internet by 50%.

The Law of Ukraine «On Advertising» specifies that advertising is a special information about individuals or products which is distributed in any form and in any way for the purpose of direct or indirect gaining profit. [2]

The basis for the legal regulation of advertising activity are 7 Laws approved for the period 1991–2008, 5 normative documents of the Cabinet of Ministers of Ukraine and an order of the Ministry of Health of Ukraine.

Advertising is a social manipulator of consciousness.

In people, the attitude towards advertising is not unequivocal. The positive side of advertising is that it informs people about new products, in consequence, the purchase of goods can simplify the solution of domestic problems.

The main thing in sales is that you can not make a decision for the client. Ultimately, the client himself will make a decision, but the task of a marketer to push him to make a «true» choice in favour of his product, this push is advertising.

A competently constructed series of images, audio, or a clinging and correctly formulated phrase

can play in favour of the manufacturer. Influence on the human consciousness the picture he sees, the text he hears. Correctly constructed advertising is programming buyer for purchase. Most often, purchases are impulsive, relying not only on daily needs when we buy bread or milk without thinking, but also on modern fashion and trends. Emotions, that's what guides us.

An effective (emotional) component of advertising influence determines the emotional attitude to an object of advertising information: whether it is a subject with sympathy, dislike, neutral or contradictory. Emotions are called mental processes in which a person directly and personally experiences his or her attitude to certain phenomena of the surrounding reality or who receive their subjective reflection of different states of the human body.

In psychology, it is believed that numerous human emotions can be described by several basic components of love, joy, happiness, wonder, sadness, suffering, fear, anger, rage, disgust, contempt, guilt, etc. They are expressed in a huge variety of individual features. Emotions are always personal, subjective. Psychologists note the connection of human

emotions with the experience of his own «I». Everything that surrounds a person causes him certain emotions. It is in the emotional form that numerous individual differences of potential consumers are revealed.

Methods of influencing consumer behavior are the influence of colour in advertising, image, content and style of the text in advertising, the influence of forms in advertising, the impact of corporate symbolism [3].

The emotional state of a person depends on the influence of colour on her.

Colour influences the psycho-intellectual state of a person and not only causes the corresponding reaction, but also forms emotions. With a certain colour you can manage the attitude of the consumer to advertising and cause the necessary emotions. The contrast of colour, brightness, saturation, and color combination are still an important area of psychological research in advertising (Fig. 3).

The picture clearly shows how one or another colour affects the perception of a person. For stocks,

sales, or, to simply attract attention, most often, use red, but to show the environmental friendliness of the product, use green colours, both in the design of the product packaging and advertising. To advertise children's goods, or goods for women, use pink or golden colours.

Let's consider this question in more detail on an example (Fig. 4).

In order to attract attention, the thinking of a potential buyer should correctly formulate the text, as well as pick up a slogan that would be quickly and easily memorized.

The influence of language allows you to influence the behavior of a person. That is why, an unsuccessful slogan or pronounced sentence can spoil the entire ad campaign. An example of a successful slogan is Nike's slogan: «Just do it».

In my opinion, there is no such person in the world that would not have heard at least once this slogan. He is so simple and understandable is his impossible not to remember.

For each he carries his call. As for me, he

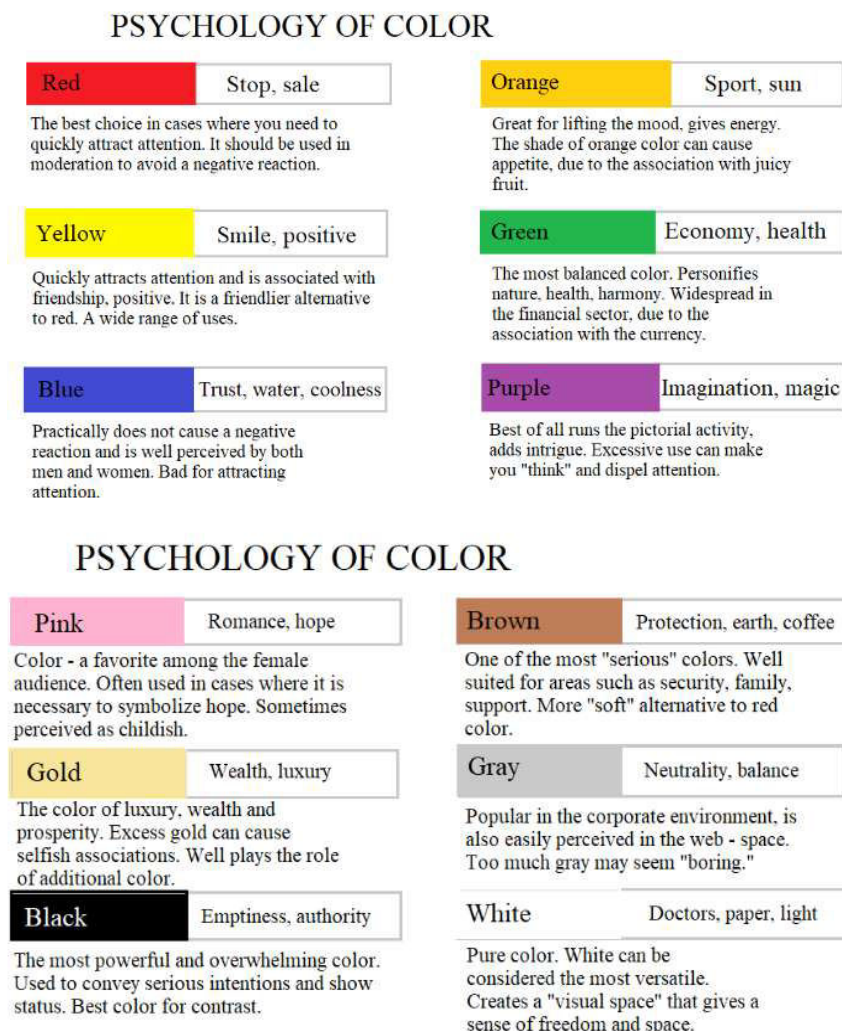


Fig. 3. Psychology of colour

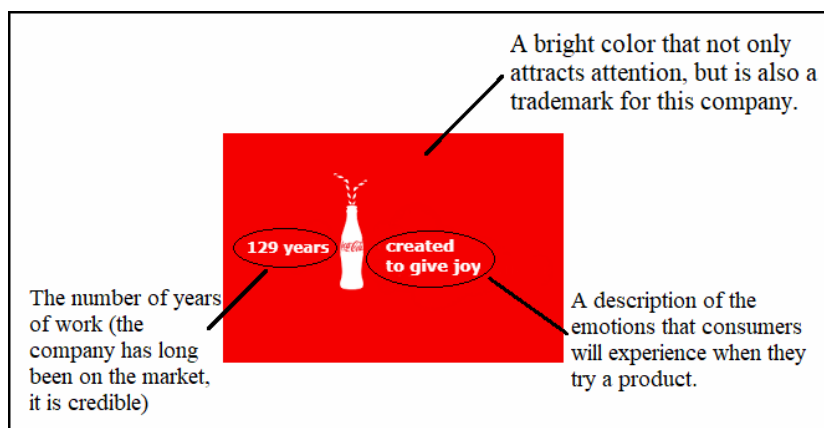


Fig. 4. An example of the design of an advertising billboard

encourages people to go in for sports, but not simply, but in trainers, or other clothes of this company.

If you use words that cause emotions or images in a person, advertising specialist can greatly affect the behavior of people, thereby attract attention to the proposed product.

As for the soundtrack, the stores and points of sale include slow music that subconsciously prompts a person not to rush. Also, the placement of goods is important. For example, more household goods, on which people most often come at the end of the store, so that on the way to them, the buyer put in his basket the goods that he did not need, but having seen them, and he had a desire to buy it.

US researchers estimate that there are 300–500 advertising messages per person per day, and this person only receives about 70 ads on television, radio and in printed publications. This filter operates at different levels of human consciousness. The first level can be called passive search. A person seeks information only from those sources that are available to him in everyday life. At this level, a person does not have an urgent need for information, but some information may still occur. The second level is the process of active search, when a person searches for information. He may be interested in the opinions of friends or browse magazines he normally does not read.

In the modern world, the manufacturer realized: it is not necessary to improve the product, because you can invest less money in advertising and get more results. Consumers actually underestimate how advertising affects consciousness.

It is important for the manufacturer to make a profit, and for many consumers to keep up with the crowd, not to be a «white crow», to eat something that others wear fashionable clothes, etc., and in this pursuit, a person does not have time to understand, but whether it is necessary for him to have this product, having considered his practical characteristics. After all, this influence has both

negative sides. For example, this «delicious advertising» of fast foods, alcoholic beverages, which can cause obesity in humans and dependence on alcohol. Active advertising of medications pushes people to self-treatment, because in advertising details are described all the symptoms and methods of the use of medicine. Advertising often uses methods of hypnotic influence on people, or suggestion. Submission implies the impact on the human mental state in order to reduce its consciousness, criticality and evaluation of the environment. The hypnotist affects the sense of a person through which he takes control of his will and mind.

Customer research showed:

- A person tends to make reckless, impulsive purchases. Similar actions when visiting a store or market make up 90% of all purchases. Thus a person acquires even very expensive things;

- The advertisement does not change the preferences of the person, but in the absence of the sale of the desired product, the buyer will instead buy the product that is currently being advertised;

- When a person sees a product that is ready and going to buy, he ceases to blink and swallow saliva, his breathing slows down, his pupils expand, his eyes become unfocused. All these are typical signs of a hypnotic state;

- Taking advertising, the consumer is inclined to identify himself with one of the person advertising. At the same time, he easily assimilates the behavioral character of the character, which will lead to the purchase of the product when he sees it.

The secret of advertising is to use the subtlest features of human psychology. In most cases it has an impact not on the logical level or the mind, but on emotions and the subconscious. It is also worth noting that residents of the post-Soviet space strongly believe in the printed information and everything they hear on the radio or see on television. Therefore, the media plays a leading role in the impact of advertising on humans.

The main negative aspects of this influence are that advertising causes stereotyping of thinking, and therefore – behavior, imposes ready models and standards of living. Advertising leads a person to think that if he or she buys a particular thing, he or she will become happier, more attractive, and more successful, which will increase his / her status. People value themselves and others according to what they own, not their personal qualities. This is how a value system, focused solely on consumption, is formed. But it is impossible to buy everything, especially due to the material status of the vast majority. In usual life, ordinary people cannot look as attractive and successful as the characters in commercials. All this leads to the emergence of many people, especially young people, the inferiority complex. Moreover, the work associated with the achievement of well-being remains «off-screen». Such perceptions often cause the asocial behavior of youth. However, even in law-abiding mature adults, the pressure of advertising, the inability to satisfy everyone, sometimes created by the very same advertising needs and requests, causes stress.

Consequently, the behavior of the buyer clearly shows the symptoms of a hypnotic trance. Currently, many creators of advertising set themselves the goal of trying to cause a consumer trance induction seeing the product and thus provoke it to commit impulsive purchases. To enhance the effect of suggestion in advertising using the following techniques:

- concreteness and imaginative of the keywords;

- concreteness and imaginative qualities;
- avoidance of negative particles «no» and «no»;
- speech dynamics;
- influence by sound combinations, etc. [4]

Also, I would like to mention the so-called 25-frame effect. It was first used in 1957 by James Weitory. He patented his technology after conducting an experiment during a film show in a movie theater. While the frames changed, the second projector was used on the screen, and using it, depicted a «25 frame» for advertising food and drinks that could be purchased in the cinema foyer. This principle is based on the hypothesis that the human eye can not distinguish more than 24 frames per second. Therefore, 25 frames can not be perceived by the consciousness, but directly affect the subconscious. In 1962, the author of the patent said that his experiment was false. Despite this, ad specialists believe in his work and use it in his ad on this day. Although, the Law of Ukraine «On Television and Radio Broadcasting» Art. 6.4. «It is prohibited to use in programs and programs on television and radio hidden inserts that affect the subconscious and / or have a harmful effect on their health» [5].

Such a law is valid not only in Ukraine, but also in other countries.

Conclusions

Advertising is a social and psychological phenomenon. It is always addressed to a specific consumer, without knowledge of the psychology of which an advertising campaign cannot be built. The staff of any advertising agency must include a psychologist specializing in advertising. The methods he uses in his work may be different, but they are necessarily based on some specific theory of psychology (psychoanalysis, behaviorism, gestalt psychology, humanistic psychology, etc.). The contribution of various theories of psychology to advertising is quite significant.

Summing up, we can say that the advertising and shreds of advertising professionals in the sales areas definitely affect the decision of people.

Such psychological influence should take place in advertising, but it should be reasonable. Next, there will certainly be new technologies impact on the mental state and human consciousness, but the main thing is that when designing advertising campaigns, experts are aware that the psychological effect of «slippery path.» It can affect the consumer in the positive side for the company (advertising will inform the client and pushes for the purchase), on the contrary.

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**СПОЖИВАЦЬКИЙ ВИБІР ПІД ВПЛИВОМ РЕКЛАМИ:
СОЦІАЛЬНО-ПСИХОЛОГІЧНІ АСПЕКТИ**

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В сучасних умовах індустрія реклами досягла великих успіхів, так як реклама є дійовим інструментом модифікації поведінки покупців, привернення уваги до товарів і створення позитивного образу фірми. Тому рекламні гуру почали шукати нові підходи до створення такої реклами, яка б давала максимальний результат. Так в рекламі почали використовувати психологічні підходи для впливу на свідомість людини та її психоемоційний стан. В цій роботі показана сутність поняття «реклама». Висвітлене питання, як впливають на свідомість та емоції кольори, звуки, текст рекламного повідомлення, та як змінюється поведінка споживача при цьому. Відображені позитивні та негативні сторони психологічного впливу на людину через рекламу. Ставлення людей до реклами. Пріоритети як виробника, так і потенційного споживача товару. Ефективність рекламного звернення залежить від двох важливих передумов: по-перше, його необхідно довести до покупця, який, у свою чергу, мусить звернути на нього увагу; по-друге, покупець має його зрозуміти саме так, як цього бажає рекламодавець. Секрет дії реклами криється у використанні найтонших особливостей людської психології. Адже найчастіше вона діє не на логічному рівні, не на розум, а на емоції та підсвідомість. Варто також зазначити, що мешканцям пострадянського простору притаманна надмірна довіра до друкованого слова і до всього, що вони почують по радіо чи побачать по телевізору. Представлений приклад вдалого рекламного банера та слогана. Закони України «Про рекламу» та «Про телебачення і радіомовлення», які регулюють вплив на людину зі сторони реклами. Дослідження та методи гіпнотичного впливу, що діє на людину через рекламу. Виверти рекламних спеціалістів в місцях продажів (звукове супроводження, розміщення товару). Відображені результати дослідження покупців та висвітлені прийоми, які використовують для посилення ефекту навіювання. Ефект «25 кадру» - заснування гіпотези і її використання в рекламі в наш час.

Ключові слова: реклама, маркетинг, вплив на свідомість, психологія реклами, реклама і підсвідомість.

**ПОТРЕБИТЕЛЬСКИЙ ВЫБОР ПОД ВЛИЯНИЕМ
РЕКЛАМЫ: СОЦИАЛЬНО-ПСИХОЛОГИЧЕСКИЕ
АСПЕКТЫ**

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В современных условиях индустрия рекламы достигла больших успехов, так как реклама является действенным инструментом модификации поведения покупателей, привлечение внимания к товарам и создание положительного образа фирмы. Поэтому рекламные гуру начали искать новые подходы к созданию такой рекламы, которая бы давала максимальный результат. Так в рекламе стали использовать психологические подходы для воздействия на сознание человека и его психоэмоциональное состояние. В этой работе показана сущность понятия «реклама». Освещен вопрос, как влияют на сознание и эмоции цвета, звуки, текст рекламного сообщения, и как меняется поведение потребителя при этом. Отражены положительные и отрицательные стороны психологического воздействия на человека через рекламу. Отношение людей к рекламе. Приоритеты как производителя, так и потенциального потребителя товара. Эффективность рекламного обращения зависит от двух важных предпосылок: во-первых, его необходимо довести до покупателя, который, в свою очередь, должен обратить на него внимание; во-вторых, покупатель имеет его понять именно так, как этого желает рекламодатель. Секрет действия рекламы кроется в использовании тончайших особенностей человеческой психологии. Ведь зачастую она действует не на логическом уровне, не на разум, а на эмоции и подсознание. Стоит также отметить, что жителям постсоветского пространства присуща чрезмерное доверие к печатному слову и ко всему, что они услышат по радио или увидят по телевизору. Представлен пример удачного рекламного баннера и слогана. Законы Украины «О рекламе» и «О телевидении и радиовещании», которые регулируют воздействие на человека со стороны рекламы. Исследования и методы гипнотического воздействия, действует на человека через рекламу. Уловки рекламных специалистов в местах продаж (звуковое сопровождение, размещение товара). Отражены результаты исследования покупателей и освещены приемы, которые используются для усиления эффекта внушения. Эффект «25 кадра» - основание гипотезы и ее использование в рекламе в наше время.

Ключевые слова: реклама, маркетинг, влияние на сознание, психология рекламы, реклама и подсознание.

CONSUMER CHOICE INFLUENCED BY ADVERTISING: SOCIAL AND PSYCHOLOGICAL ASPECTS

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In today's environment, the advertising industry has been a great success, as advertising is an effective tool for modifying customer behavior, attracting attention to products and creating a positive image of the company. Therefore, advertising gurus have begun to look for new approaches to creating the most effective advertising. So in advertising began to use psychological approaches to influence the human consciousness and his psycho-emotional state. This paper shows the essence of the concept of «advertising». The questions raised are how the colors, sounds, the text of the advertising message affect the consciousness and emotions, and how the behavior of the consumer changes. Positive and negative aspects of psychological influence on a person through advertising are reflected. People's attitude towards advertising. Priorities for both the manufacturer and the potential consumer of the product. Advertising effectiveness depends on two important prerequisites: it must be brought to the buyer, who in turn should pay attention to it; on- second, the buyer should understand it exactly as the advertiser wants it. The secret of advertising is to use the subtlest features of human psychology. In most cases it acts not on the logical level, not on the mind, but on emotions and the subconscious. It should also be noted that residents of the post-Soviet space are overly trusted with the printed word and everything they hear on the radio or see on television. An example of a successful banner and slogan is presented. Laws of Ukraine "On Advertising" and "On Television and Radio Broadcasting", which regulate the influence on the person from the advertising side. Research and methods of hypnotic effects on humans through advertising. Tricks of advertising specialists in sales points (sound, product placement). The results of the customer survey and the techniques that are used to enhance the suggestion effect are displayed. The effect of the 25th frame is to base the hypothesis and its use in advertising in our time.

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