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PSYCHOLOGICAL FACTORS OF ADVERTISING TEXT INFLUENCE ON CONSUMER BEHAVIOR

Barchi Beata, Dalekorii Yana

ПСИХОЛОГІЧНІ ЧИННИКИ ВПЛИВУ РЕКЛАМНОГО ТЕКСТУ НА ПОВЕДІНКУ СПОЖИВАЧА

Барчі Б. В., Далекорій Я. І.

The article analyzes, systematizes, and summarizes the most common psychological factors of influence on consumer behavior that can be used in advertising texts. It has been discussed advertising is one of the main means of influencing consumer behavior, obtaining benefits and an effective tool for the development of both an individual company and the industry. It has been proven advertising has a significant psychological impact on consumers, prompting them to take certain actions. From the point of view of psychology, advertising is one of the possible mediators between the need and the object that can satisfy it.

Key words: *advertisings; psychological impact; consumer; consumer behavior.*

Сучасна реклама спрямована на те, щоб змінити ставлення споживачів до товару, представленого на ринку, та стимулювати їх до його придбання. Реклама є одним із основних засобів впливу на поведінку споживачів, отримання вигоди та ефективним інструментом розвитку як окремої компанії, так і галузі в цілому. Реклама має значний психологічний вплив на споживачів, спонукаючи їх до певних дій. З точки зору психології, реклама є одним з можливих посередників між потребою і тим предметом, який може її задовольнити. Психологічно грамотна, позитивна реклама не руйнує психіку та сприяє формуванню позитивного мислення споживача. У статті проаналізовано, систематизовано та узагальнено найбільш поширені психологічні чинники впливу на поведінку споживачів, які можуть бути використані у рекламних текстах.

Ключові слова: *реклама; психологічний вплив; споживач; споживча поведінка.*

Today advertising text is one of the main means of advertising information and a considerable source of psychological impact on the individual. Advertising acts as a certain system of communication between society and individual, which significantly affects the mental processes of all participants in such communication [1].

Advertising text – the text of the advertising message containing the title (slogan), introduction, main and final parts. The main parts of advertising texts both on advertising stands and in leaflets are text and images, with the help of which advertising brings a certain idea and information to a person.

The headline draw attention to the text and interests the buyer. It is the basis of advertising and the strongest message to the buyer. Therefore, there is a need to make it full in influence and intelligible in content [2].

Psychology of advertising is a separate branch of psychology, which is engaged in proving theoretical and practical ways to increase the effectiveness and efficiency of the impact of advertising materials on the mental processes and phenomena of the individual. Some deny the acts of advertising on the human psyche as such and consider such thoughts to be a «weakness of character». Others, on the contrary, are sounding the alarm, because people who do not know how to think critically are easier to manage and get what they need from them [1]. Theoretical, methodological and some practical aspects of psychology of advertising as a branch of psychological science in general have been studied by domestic and foreign scientists, namely: H. Alder, Z. Antonova, L. Gerashchenko, V. Zazykin, O. Zazymko, M. Korolchuk, V. Korolchuk, T. Lagutina, O. Lebedev-Lubimov, D. Leontiev, S. Mironets, R. Mokshantsev, O. Pronina, G. Rzhovsky, W. Scott, V. Shuvanov and others.

Analysis of modern research in the field of psychology of advertising mainly reveals a high interest of researchers in such influence. However, with all the numerous works devoted to various aspects of the perception of advertising and impact of advertising text on the consumer, the analysis of the available literature allows us to conclude that the issue of the psycholinguistic component of advertising influence is relatively undeveloped.

Psychological features of advertising are that advertising, firstly, should attract the attention of the recipient; secondly, it is important what feelings arise when watching an advertisement, how well the advertising argument is chosen; thirdly, an important structural element of advertising is its informative content, which provides the ability to succinctly and accurately demonstrate the benefits of the advertised object; fourthly, visual and audio accompaniment in advertising, which provides for its suitable design, within which the general style is worked out, the necessary words, colors and design solutions are selected.

The form of advertising also affects the structure. Any advertising text, presented orally or in writing, is a text prepared in advance. Scientists in the general structure of the advertising text distinguish subtext and context, where the subtext is subjective

information related to the linguistic intentions of the addressee; context is the unity of phrases that precede and follow the statement of a larger size and remove their uncertainty within the larger statement; context is considered as external to the text life circumstances reflected in this text, as well as the spiritual atmosphere in which it was created [3].

When launching advertising, it is necessary to take into account its general audience, different representatives of which have completely different tastes and preference. Therefore, the target audience and forms of influence on it should be defined, namely: it is necessary to determine what kind of target audience it is by common interests or sociodemographic data. For example, in order for advertising of products intended for a certain age or social group to be really seen and heard, it is necessary that this advertising is shown on the channel that is popular among this group. Psychologically important is also the semantic perception of the language message, which is a multilevel process of processing the received content.

In terms of psychological regularities, advertising should be directed not only to one analyzer, but to different sensory systems. In general, there should be a combination of external factors of advertising interaction with the deep psychological components of individual and mass consciousness, which are actualized in the process of such interaction.

The influence of advertising texts on the psyche of the individual used to be the focus of attention primarily of advertising producers. That is their research is aimed mainly at attracting and enhancing the attention of a potential buyer, which as a result should lead to the main goal of advertisers – to make a profit from the sale of certain goods or services.

Among the methods of psychological influence on a person, many researchers call those based on the use of stereotypes. A stereotype is a simplified, pre-conceived notion that does not follow from one's own experience [5, c.123]. These simplifications significantly affect the perception and understanding of the phenomena of the surrounding reality.

Stereotypes are elements of the structure of individual and mass consciousness that have a significant impact on the formation of the spiritual atmosphere of society. A stereotype exists as a collective, generalized and emotionally expressed image of a single representative of a large group. Stereotypes are not a stable formation, they are formed under the influence of factors: unconscious collective processing (level of education, intelligence, personal experience), individual socio-cultural environment (norms, habits, social roles, habitat), as well as thought targeted ideological influence through the media. Techniques of creating stereotypes: frequent repetition of certain words and certain images; the existing views of the audience can be directed to new objects by using words that are associated with existing views; a false idea is inspired or explained in such a way that it becomes familiar and obvious; providing negative context: continuously and for a long time using a word in a negative context [5, p. 119-122].

The term «identification» in psychology was widely used by Sigmund Freud and initially had nothing to do with advertising or psychological (social) influences. According to Freud, identification is known to psychoanalysis as the earliest manifestation of emotional connection with another person. That is identification according to Freud is closely related to the Oedipus complex. In advertising practice, as well as in the psychology of advertising, identification is a phenomenon when the consumer mentally puts himself in the place of the character depicted in the advertisement and at the same time wants to be like him. Sometimes only with the help of this mechanism advertising manages to convince the consumer in the high quality of a product, in the presence of the necessary functional characteristics and properties in the product.

Prestige and identification are closely related, although the possibilities of identification are much wider. If the advertised product does not attract the attention of consumers, then special techniques (objects, images, etc.) that have a strong attractive effect are useful and sometimes necessary.

Imitation is not the adoption of external characteristics of another person's

behavior, but the reproduction by an individual of traits and patterns of behavior specifically demonstrated by someone. Imitation in advertising is most effective in cases when something is advertising that is prestigious for a person, that he buys in order to be similar to a well-known, authoritative popular personality. Imitation plays a significant role in the field of advertising influence on consumers. Psychological contamination is an unconscious, involuntary tendency of an individual to certain psychological influences. It is manifested not through the conscious acceptance of certain information or patterns of behavior, but through the direct transfer of a certain emotional state. That is an individual unconsciously assimilates patterns of behavior of other people, obeying them [5, p. 118].

Psychological infection is most typical for the crowd and contributes to the creation of certain special properties in it. In practice psychological infection as a method of advertising influence is most manifested during mass events and is especially effective in the youth environment.

As a result of the theoretical study, it can be concluded that in the process of creating modern advertising, various methods of psychological influence are used and closely intertwined, the nature of which can be both positive and negative. Psychologically competent positive advertising does not destroy the psyche and even contributes to the formation of positive thinking in the consumer. We see the prospects for further research in the empirical study of the influence of advertising texts on the personality.

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МУКАЧІВСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ

89600, м. Мукачево, вул. Ужгородська, 26

тел./факс +380-3131-21109

Веб-сайт університету: www.msu.edu.ua

E-mail: info@msu.edu.ua, pr@mail.msu.edu.ua

Веб-сайт Інституційного репозитарію Наукової бібліотеки МДУ: <http://dspace.msu.edu.ua:8080>

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