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THE PSYCHOLOGICAL IMPACT OF ADVERTISING ON THE CUSTOMER BEHAVIOR

We live in a world of advertising. It is a world being made by us of course. We don't like to pay the full price of things, so we allow other people to pay part of that price in exchange for letting them pass a message to us. So, we open up the pages of our favorite magazine, and there are glossy advertises for clothes, shoes, cars, or beer. We turn on the television, and smiling faces on television try to sell us soup, toothpaste, candy, and politicians. Research literature pays most attention onto the advertising creation process itself (Kotler ir kt., 1992; Blackwell Roger D., Miniard Paul W., & Engel James F., 2005), the potential users of the product or service advertised (Jusiené, 2000; Adams, 2005), the stages of advertising impact are tackled (Dolak, 2007; Jokubauskas, 2007; Lamb, Hair, McDaniel, 1992); psychological aspects influencing customer behavior were analyzed by Werner, Kumar (2003); Deijan, Pochepsov, Zazykin (2003), however a further thorough and complex research is necessary.

Advertising is not a phenomenon typical of just our times. It appeared long before it was captured in forms, named and defined. It is hard to define advertising, as it is a constantly developing, dynamic phenomenon determined by technological factors. It is spreading to even further spheres of human activity, and thus is entering the area of interest of marketing, psychology, cultural studies, sociology as well as law or linguistics. According to Ph. Kotler, there are four key theological processes – motivation, perception, learning, and memory – fundamentally influencing the customer responses to marketing stimuli. D. Jokubauskas also attributes the cognitive aspects, i.e. senses, reasoning, language and perception, to the psychological impact of advertising, although the author does not present the hierarchy of these aspects. Besides, there is a D. Dolak's model called DAGMAR and it distinguishes Awareness, Comprehension, Conviction, and Action. All abovementioned models distinguish similar aspects occurring when the customer sees adverts.

When striving to satisfy his needs, human acts in an independent way, not regulated from the outside. It is assumed that an individual striving to achieve his goals behaves in a rational way, thus, he behaves in an inherently coherent way, which allows him to maximize satisfaction. Some conclusions can be derived from the assumption that people's behavior is rational. They can be boiled down to the following statements:

- individual makes a decision choosing from many different solutions,
- every time he makes a choice, he has to abandon one or more of the other available solutions,
- when striving to maximize satisfaction an individual takes actions bringing more benefits than costs.

From a marketing perspective, an understanding of consumer behavior can help marketers to come up with marketing strategies. In order to come to a decision the consumer processes the information conveyed to them which in turn triggers a response including feelings and emotions. These messages, usually in form of images, either present or attractive personality for the product or indirectly suggest to the consumer that they can acquire a certain style by using a particular brand. The emotional experience is becoming a crucial part of advertising in today's world. Purchasing behavior of consumers on the market is determined above all by the economy. However, economy cannot be based on just financial data; it also has to take into consideration the psychological aspect of consumers' behavior determined by various factors.

In the contemporary world advertising is a very important element of interpersonal relations. It is also an important way of passing on information, emotions and our vision of the world. In all kinds of situations, there is always someone who is trying, in a more or less conscious way, to steer our emotions, influence our decisions in such a way that it is not fully conscious. The rules of exerting influence on people are an interesting socio-psychological issue. The knowledge concerning proper behavior in various situations is also very important. We need to learn to protect ourselves against manipulation.

References:

1. Blackwell, R. D., Miniard, P. W., and Engel, J. F. Customer behaviour, 2005, pp. 69-99.
2. Werner, R., Kumar, V. The Impact of Customer Relationship Characteristics on Profitable Lifetime Duration, Journal of Marketing, 2003, pp. 77-99.