

2. Пайн, Б. Дж. П. Экономика впечатлений. Работа – это театр, а каждый бизнес – сцена / Б. Джозеф Пайн П, Джеймс Х. Гилмор. – Москва : Вильямс, 2005. – 305 с.

Arina Alishevich
Science tutor *I. Prijmachuk*
BSTU (Brest)

THE PSYCHOLOGY INSIDE AN EYE-CATCHING ADVERTISING

It should come as no surprise that modern advertising as we know it has shaped the society in many ways. A lot of decisions and life choices are influenced in part by advertising itself. The presence of advertising has become such a deeply ingrained part of our daily lives that a world without it would seem frankly strange. Not a minute passes during the day when we are bombarded with advertisements in one form or another: posters, billboards, flyers, commercials on television and on the Internet [1]. All these creep into our personal space and tell us what we should buy and who we should be. For now our only brief escape from our role as a potential consumer comes to us during sleep but even this could possibly change one day.

What's important to know is that the purpose of advertising isn't limited in its capacity to harass us and take away our hard-earned money. Advertising plays a traditional role in helping businesses reach perspective customers and vice versa without it we wouldn't know where to look for a particular product or service we need. Perhaps without advertising we wouldn't even know what we wanted in the first place.

The aim of the study is not only to understand the psychology of advertising, but also to show that it can be not only intrusive, but useful. Yet in our present-day technologically driven lives the reach between producer and consumer has grown a lot smaller with the numerous media platforms and channels available to us. A simple online search takes us to illustrate that providers are able to satisfy our every want. Our dilemma today comes in the form of not knowing which product to choose from the many available to us. Now this is where good advertising comes into play. In a saturated market subtle differences can make the distinction between choice of one product over another.

There are typically two models of advertising: the AD-agencies and marketing gurus utilize. One focuses on the qualities of the product while the other seeks to arouse an emotional response from the intended audience. The moment you start to think about advertisements that have stood out to you in the recent past there's a high probability that they incorporated the latter and that's a good reason for this.

Why should you choose one product over another? That decision becomes easy when you develop an affinity with a particular brand. It could be something as small as an aesthetically appealing logo design, something that resonates with you and feels calming: the right colors and appropriate typography – all these things match in harmony

for a well-packaged product. But advertising goes beyond a well-thought-out logo attractive packaging. The most successful advertisement campaigns hardly say anything about the product itself, but instead create a lucid atmosphere that evokes a strong emotion from its target consumer. These types of advertisements make us to remember, talk about and influence our purchasing decisions to buy or not to buy the advertised product [2].

But why do we care about the associations of our product rather than the product itself? Good advertising helps us begin to answer one of the most fundamental questions of human life: who am I? This is because when it comes to figuring out who we are and what we want from life we usually struggle to find answers. It's simply up to us to figure that out along the way. But making a decision isn't easy. In fact, it's a huge burden out of all the possibilities our lives can take. How can we decide who or what we should be? We have no inkling if the choices we make will turn out to be good or not. Yet we are each tasked with the responsibility for deciding for ourselves and can only hope that we've chosen well. On the other hand, good advertising helps us build an identity by releasing the anxiety brought about by self-determination. It tells us exactly what choice to make by compelling us by a certain product and once we have done so we will be able to emulate the identity and characteristics that we've learned to associate with that product from a particular commercial advertisement [3].

They say that advertising is based on one thing – happiness. For some people happiness is a smell of money, for others it's a new car or an opportunity to go to on vacation once a year, whereas for others happiness is the feeling of freedom and independence or even it is a worldwide fame and adoration. Tastes differ, so advertising caters to our feelings and primarily resonates with our subconscious mind and not a conscious mind. The only thing that is required of us is to be able to understand our desires and formulate them in real life. Advertising can only help you hear your desires and decide what you want, but it will never force you to pay money for a product you don't want to have or have never wanted to have.

REFERENCES:

1. Manipulative marketing: persuasion and manipulation of the consumer through advertising [Electronic resource]. – Mode of access: <https://store.ectap.ro/articole/951.pdf>. – Date of access: 12.03.2023.

2. Manipulation in advertising [Electronic resource]. – Mode of access: <https://briefercopy.com/manipulation-in-advertising/>. – Date of access: 14.03.2023.

3. Psychology in Advertising [Electronic resource]. – Mode of access: <https://glintadv.com/2017/01/10/psychology-in-advertising/>. – Date of access: 14.03.2023.