

PSYCHOLOGY OF ADVERTISING

There is a perception in society that advertising is intended to inform the customer about a service or product. However, its essence is much deeper. For psychology, which studies the laws of the psyche, the mechanisms of influence and motivation of people, such a definition is superficial. Advertising is a special phenomenon. It focuses not on the mind, but on the innermost motivations and unconscious instincts of the individual. At the level of reason, an individual may understand that he does not need the product, but becoming a "victim" of advertising, by inertia purchases it. So, what do advertisers use?

Man is an irrational being. The mind is opposed to feelings, and the unconscious is opposed to reason. In the fifties there was an experiment. Housewives were given the same powder to try, but with the addition of granules of different colors. The results were surprising. Most housewives thought that the powder with yellow granules poorly removed stains, but with red, on the contrary, almost corroded the laundry, but the blue powder was pleased, everything was fine. But the powder was the same everywhere... It is, by the results of this experiment, that they still add some colored granules to all powders. This begs the question: can the consumer adequately evaluate the product and absorb the information about it?

It turns out that if a person is irrational, then you can use this and use advertising to sell any product. But human psychology is ambiguous. Human behaviour becomes logical when viewed in terms of needs.

There are three psychological states:

- 1) the buyer understands everything and can explain it;
- 2) the buyer understands that he/she feels something, but cannot explain why he/she feels it;
- 3) the buyer doesn't understand anything.

In order to manipulate the person better, the last two states should be used. That is, the consumption of the product is induced by feelings, which the advertising is designed to induce. For example, when you buy "Maggi" broth cubes, you get a culinary masterpiece, a good mood and family happiness.

But people experience a different range of emotions, advertising also takes into account a person's experiences. People's fear of air crash is not even because the man himself panically afraid of it, but worries about how it will take his family. As a consequence, airline advertisements began to feature the image of a woman who was assured that her husband would return sooner if he chose this mode of transportation.

In a number of cases, the ads were built on suppressing guilt about damaging one's health. People who are addicted to chocolate are prone to eating disorders and figure complexes. Marketers have decided to produce small candy bars to create the illusion that very little is eaten and you can have one more candy.

In advertising, commands are disguised. For example, in the commercial for Tide powder, the question of whether to buy either a large or small package is veiled. There is no question of not buying the powder at all.

Another task of advertising-create an image of the product. And this image should be memorable, to serve as an indicator of choice of this product among other goods-competitors. For example, cigarettes "Marlboro". A successful image of the cowboy, representing brutality, freedom and strength. Men want to be like him and women want to be near such a man.

With the development of technology, there are many new channels of communication, through which a unique opportunity has arisen-serving micro-markets. Economic advertising has given a huge boost to the idea of "globalization". This trend was called "total advertising". But the strategy proved to be a failure. The main problem was that advertising did not see the differences between regions, and they were significant. For example, "McDonald's" takes this important aspect into account. Germany necessarily has beer on the menu, while canned lamb pie is on the menu in Australia.

Man tends to think that the world is as he sees it. But he is not aware that his consciousness is constantly influenced by some factors, and this already speaks of a distortion of his perception of the world. One of these factors is advertising. It follows us in the street, at home, at work.

Advertising invites everyone to a consumerism fair, promising to free us from all the burdens of life. It may be "violence" on some level, but now each of us is at the epicenter of this phenomenon. It is therefore very important to be aware of the social, value and psychological patterns that shape the life of advertising and have a direct impact on the individual.

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