

UNDERSTANDING CONSUMER BEHAVIOR: CRAFTING EFFECTIVE ADVERTISING STRATEGIES FOR DIVERSE AUDIENCES

Понимание поведения потребителей: разработка эффективных рекламных стратегий для разной аудитории

The goal of the article is to describe the influence of different advertising strategies on individuals with varying types of perception (visual, auditory, and kinesthetic). The article highlights how such factors as a product's colour palette, the pace of music in a store and the presentation of products affect consumers' purchasing decisions.

People absorb information differently and only remember a portion of it. There are five channels through which we learn about the external world: sight, sensation, touch, smell, and hearing. Each person has their preferred channel of perception. Based on this, there are three types of people: visual, auditory, and kinesthetic learners. Successful advertising must appeal to all types of perceptions among potential buyers.

Visual learners are often captivated by high-quality graphics, videos, and photographs that effectively illustrate a product. Creating an organized and visually appealing layout is essential; using bold typography helps make the advertisement easy to understand. Charts and graphics present information engagingly and work well with visual learners. Thoughtful use of colour can evoke emotions and help create a brand identity that resonates with consumers. For example, Apple often uses white in its advertising, which conveys a sense of luxury and minimalism. Similarly, Coke employs red, a color associated with passion and energy. By focusing on these elements, you can effectively engage visual learners and communicate your product's value.

If your target audience is auditory learners, consider creating engaging audio content, such as catchy jingles, sound bites, or memorable slogans. Clear messaging is crucial; all key points about a product must be delivered concisely through audio formats. Interviews with satisfied customers can help auditory learners hear real experiences and build trust with a brand. When promoting a product publicly, it is advisable to use background music that complements a brand's message. For example, mass-market brands popular with teenagers often turn on dynamic, trendy music with strong beats, while luxury brands favor jazz or calm, soothing melodies. Research shows that holiday music in stores creates a festive atmosphere and thus increases sales by 30 %.

To effectively engage kinesthetic learners and encourage them to purchase a product, it is essential to provide hands-on experience. Organizing demonstrations, workshops, or pop-up events can be particularly effective. Creating engaging, tactile content such as quizzes or games allows customers to actively explore a product. Brands can enhance their

appeal by sharing videos of real users demonstrating the product, showcasing its ease of use and highlighting its benefits. One of the most effective ways to capture the attention of kinesthetic learners is through product sampling – offering free samples online or in-store, or including samples as bonuses with other purchases. This strategy is commonly employed by manufacturers of affordable consumer goods.

These three strategies are effectively integrated into the McDonald's brand. The prominent use of yellow and red in their campaigns evokes feelings of energy, boldness, and warmth, making the brand instantly recognizable. Joyful music in McDonald's restaurants improves the customer experience, boosting moods and encouraging purchases. McDonald's has introduced the Happy Meal, which resonates particularly well with kinesthetic learners. This product offers a yummy meal and also includes toys that are fun to play with. McDonald's often hosts events that invite kids to participate in hands-on activities, therefore children connect with the brand. It demonstrates how understanding consumer perception can boost sales and foster brand loyalty.

To conclude, successful advertising must appeal to the three perceptual types of consumers – visual, auditory and kinesthetic. Combination of using color theory, selecting suitable music and providing hands-on experience attracts a broader audience and increases consumers' purchasing power. This approach can help brands create engaging and effective advertising campaigns, making them stand out in a crowded marketplace.

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COLOR PSYCHOLOGY IN ADVERTISEMENT

Психология цвета в рекламе

Color is an important source of information. We usually form our opinion of something during the first 2 minutes, and 60 % of it are based on colors. Marketers know this and, of course, use as an instrument to influence the consumers. However, different people have different associations with colors. First of all, it depends on our place of living and our culture. On the other hand, we perceive colors differently according to our mentality and living conditions. Even small factors can influence our perception of colors. In this research I want to study popular examples of color usage in advertisement and how it influences the audience.

In an advertising message, color is a connecting link that affects the audience's perception of information. Directly in advertising design, color is the most effective means of transmitting information. It helps to attract the attention of the target audience, increase