

MEANS OF BUILDING TRUST AND PERSUASION OF CONSUMERS IN ADVERTISING

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Advertising is an integral part of everyone's life. Trust is a determining factor in the success or failure of an organization, but above all, it is a major factor in human activity. Therefore, an important point in advertising is the establishment of links between producers and consumers, building trust, as well as the ability to persuade consumers.

Modern advertising is aimed at attracting the attention of buyers, for the subsequent purchase of goods or services offered, and thus the company's profits, ensuring competitive advantages and a stable position in the market. That's why, the problems of psychological influence in advertising on consumers are relevant and intensively discussed in domestic and foreign scientific and practical literature.

Today, KPMG (an international network of independent firms), identified four anchor points of trust: quality, efficiency, honesty and sustainability, which in turn help to assess the lack of trust in the company's advertising and help improve customer confidence [1]. After all, to influence the purchase, it was effective, you need to understand the content and use the knowledge of the psychology of people who buy under influence of advertising.

Studies have shown that people remember just 10% of what they read;

20% of what they hear; 30% of what they see; 50% seen and heard at the same time; 70% of what they say [2]. The task of advertising is, first of all, to balance the distribution of cognitive References of the buyer and compatibility with ethical standards of management of his behavior. It is important to identify, take into account and use in the practice of advertising psychological factors in the manufacture of advertising media and advertising activities as well. To ensure the convenience of perception of advertising information, it is necessary to take into account the natural mental characteristics of man.

It worth mention that a person does not notice much because of such a mental process as inattention. Therefore, in order for advertising to be successful, to interest consumers and to lead to an increase in purchases of services or goods, it is necessary to know and use tools that will help build trust and techniques that will convince consumers. A. Maslow, W. Scott, S. Hopkins, E. Hoffman and other foreign and domestic researchers have also identified successful ways to persuade advertising that facilitate influence and build trust. In general, belief as a method of advertising influence is to show the consumer the benefits of this product and the need to purchase it. The process of persuading the consumer involves a critical understanding of the received advertising information, its relationship with previous personal life experience.

In order for the consumer to see the advertised product, want to buy it, advertising must contain the following methods of psychological influence:

- information,
- persuasion,
- suggestion,
- motivation [3].

Also awakening of fears is considered to be one of the effective means of advertising. An example of such a technique is the advertising of the “Orbit” eraser, which in its videos also demonstrates the consequences of what happens if after a meal, if you do not use a pair of “Orbit” chewing gum [4]. This method especially affects the sense of responsibility for children, because the task of parents is to care for and protect them.

It is important to note that advertising affects not only people but also society. Today, the success of advertising will depend on the connection with key societal values. If advertising works for society, then consumers will be sympathetic to it. There are also such ways as logical, psychological and a way called “Ad populum”.

The logical way to persuade in advertising is to turn to the rational sphere of consumer consciousness; pointing to a problem familiar to the consumer and proposing a solution to the problem. Psychological way - appeal to the emotional sphere of the consumer’s consciousness - thoughts, feelings

and interests; proof that the advertised offer will satisfy the consumer's own rather individualized interests. There is also a method of "Ad populum" (to the people) which in turn is characterized by pointing to the views, judgments and actions of a large mass of people (consumers), resulting in a mechanism of conformism - "be like everyone", "do like everyone" [5,6].

Thus, as a result of research it can be concluded that the use of methods of psychological influence in the creation of modern advertising is one of the main factors that helps not only to properly and ethically build successful advertising, which is designed to increase profits, but also helps to convince the consumer, establish contact with him for further cooperation and build trust in the company. Psychologically competent positive advertising does not destroy the psyche and even contributes to the formation of positive thinking in the consumer, taking into account the psychological characteristics of man, advertising will be successful, and the activities of advertising companies profitable. Advertising uses a large number of different tools, methods, techniques of psychological influence on customers, which allows you to re-recommend and manipulate their consciousness. Relama contributes to the creation of new needs, as well as formulates a worldview, social values, lifestyle and others. And all this, as a rule, happens imperceptibly for the person on the basis of reality of various psychological mechanisms and receptions. Therefore, it is very important to be aware not only of the benefits of advertising, but also the dangers and risks that it listens to itself.

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