

SECTION 4

MARKETING COMMUNICATIONS AND ADVERTISING IN MODERN BUSINESS

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ADVERTISING'S INFLUENCE ON PEOPLE

Advertising has become a part of our everyday life – we can find it everywhere: on television, on the radio, on the Internet, in newspapers and magazines. Modern cities are saturated with outdoor advertising: billboards, banners, advertising on street screens. Russian marketologists and sociologists counted that we see near 3,000 advertising messages a day [1]. The main purpose of advertising is to encourage the consumer to purchase the advertised product. There are various ways to influence the audience for one and only purpose – the buyer must buy a product or service. The main types of psychological influence on a person are information, persuasion, suggestion and motivation.

The informational method is the most neutral method of exposure. Information does not have an emotional connotation, does not appeal to the personality of the consumer and does not apply to his/her value system, needs and interests. The main purpose of the method is to make advertising material captured in the memory. Such methods of exposure include column ads in newspapers, magazines, and websites. It displays information about the sale, supply or demand. The influence of advertising on the consumer with this method is minimal.

The persuasion method is the main method of the psychological impact of advertising on a person. The main task is to convince potential buyers that the advertised product has a plentitude of advantages and is absolutely unique, so it would be a gross mistake to abstain from purchasing it. Convincing advertisements are the most aggressive type of advertising which seeks to promote the consumer demand for the offered product. The latter is characterized in a positive light, revealing distinctive features and opportunities to satisfy the desires of potential buyers. But the persuasion method only works if the consumer is interested in the product. Then it is much easier to convince you of the need to purchase this particular product. Basic persuasion techniques include the interests and needs of customers, the novelty of the advertised product, problem situation, etc.

The suggestion method, as a rule, is based on psychological influence of one person on another. The main difference between suggestion and persuasion is that in the suggestion method there is the lack of adequate awareness of the information presented. This advertising method does not affect all people. Everyone has a different degree of suggestibility, receptivity and ability to obey. For the successful operation of

advertising, some suggestion tools are used: keywords, epithets, the absence of negative particles, certain tone of voice.

Ultimately, all the techniques and methods of psychological impact of advertising on the consumer are reduced to one: to motivate a person to buy. The purpose is to elicit the desired response to the advertised product or service, which will eventually encourage the buyer to purchase the product. Since the purpose is to attract customers and make them buy, it uses a clear message to the consumer in the form of an encouraging slogan [2].

According to my personal survey among 35 students to find out how much influence advertisement has on the youth. The research has shown that 45% of all the advertisement students see gives rise to a desire to buy a product.

From the scientific point of view, the higher the level of knowledge of a person and the richer his/her life experience and competence, the more difficult it is to instill something in him. Studies show that low-educated and young people as well as women are those categories which can be impressed much easier. Social status, financial situation and profession also affect suggestibility and preferences [3, p.93-94].

To conclude, advertising has a huge influence on people, but the degree of the influence can vary and depends on the preferences of a person, on the level of person's knowledge and on the type and method of advertising.

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SOCIAL MEDIA ADVERTISING GROWTH AND ITS IMPACT ON INTERNATIONAL BUSINESS

It is impossible to overestimate the role of technologies in our life. They accelerate the development of civilization and make our life way easier. The Internet is a great power today, that provides great opportunities and, in addition, serves as a huge platform for business expansion, communication, education, and entertainment. Moreover, it has become one of the fundamental components of the development of international business.

On the one hand, the internet can be considered as a new means of expression that connects people, institutions, corporations and governments around the world [1, p. 21].