

IMPACT OF ADVERTISING ON A CONSUMER

Annotation. The article deals with the problems of advertising impact on consumers in modern society. Different approaches to advertising were regarded and some ways advertisements influence a common person were revealed. The strategies of successful advertising were outlined and the consequences of advertising were analyzed.

Анотація. Розглянуто деякі проблеми впливу рекламної діяльності на споживача у сучасному суспільстві. Розглянуто різні підходи до реклами, розкриті шляхи впливу реклами на пересічного громадянина. Вивчено стратегії успішної рекламної діяльності та проаналізовані її можливі наслідки.

Аннотация. Рассмотрены некоторые проблемы влияния рекламной деятельности на потребителя в современном обществе. Изучены различные подходы к рекламной деятельности, раскрыты возможные пути влияния рекламы на рядового гражданина. Проанализированы стратегии успешной рекламной деятельности и ее возможные последствия.

Keywords: advertising, brand, Product – Related Advertising, Public Service Advertising, Trade Advertising.

Experts say that advertising is a form of communication for marketing and is used to encourage or persuade an audience such as viewers, readers or listeners to continue activity or take some new actions [1].

The aim of this research paper is to trace the development of advertising and consider the aspects concerning the impact of advertising on a customer.

Archaeologists have found the evidence of advertising dating back to the 3000s BC, among the Babylonians. One of the first known methods of advertising was the outdoor display, usually an eye-catching sign painted on the wall of a building [2]. In medieval times word-of-mouth praise of products gave rise to a simple but effective form of advertising, the use of so-called town criers. The criers were citizens who read public notices aloud and were also employed by merchants to shout the praises of their wares [3]. Later they became familiar with figures on the streets of colonial American settlements. The town criers were forerunners of the modern announcer who delivers radio and television commercials. Two hundred years later, the first newspaper ad was published offering a reward for the return of 12 stolen horses.

Every day a person sees about ten thousand different brands through advertising. The effectiveness of advertising can be measured by the extent, to which it achieves the objectives set for it. If it succeeds in attaining the objectives advertising can be said to be effective, otherwise it will be a waste of money and time [2]. In a very real sense the integrity of promotional activities rests on how well those activities work. An advertising budget that is spent on some poorly defined task or on undefined tasks may be regarded as an economic waste compared to that spent to achieve the well-defined objectives for which the results can be measured. Any social institution upon which a significant portion of our total productive efforts is expanded should be able to point to its specific accomplishment. Indeed, it is a source of discomfort that specific results of advertising activities have not always been subject to precise measurement [3].

It is entirely possible that a poor advertising support may push up the sale because everything else falls into its proper place or the reverse may be possible. But it does not mean that we cannot measure the effects of particular advertising efforts. The advertising executives are much concerned about the assessment of the effectiveness of the advertising efforts. For this purpose, the management needs answers to such questions as: was the advertising campaign really successful in attaining the advertising goals? [4].

With the globalization of the world economy, multinational corporations often use the same advertising to sell to consumers around the world. Some critics argue that advertising messages are thus helping to break down distinct cultural differences and traditional values, causing the world to become increasingly homogeneous. Many advertising campaigns, however, have universal appeal, overriding cultural differences, or they contribute to culture in a positive way. Humor in advertising has made many ad campaigns widely popular, in some cases achieving the status of folklore or taking on new life in another arena [1].

Two factors are to be considered in deciding the approach.

1. Relevance of advertising objectives on the overall performance objectives: generally advertising managers would like to know the role of advertisements on the overall performance of the business firm, that is return on investment and on profitability. A sale is a determining factor of company performance.

2. Difficulty and cost of obtaining data needed to evaluate effectiveness: generally communication measures are easy to follow than sales effectiveness measures. If the measures of advertising are more relevant they will be difficult and costly and vice versa. If it is less difficult and cheap the measures will not be more relevant. Therefore, the advertising manager has to make a balance between these two approaches [4].

In conclusion it must be said that all producers use advertising to promote their products, but not all of them know how to use advertising to get a success in business. It's important to understand how advertising affects the aspects of human consciousness.

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