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ADVERTISING APPEAL AS AN EFFICIENT SALES ELEMENT

Every day in our life, each of us striving for the of attention the other people is constantly engaged in some kinds of advertising activities, particularly, self-promotion. Our positive comments about our friends and relatives also create a sort of advertising or promotion for them in the community. As a result, a complex system of social links and relations between a huge number of people appears in society. And the peculiarities of the psychological base of that system have not been sufficiently studied yet. Therefore, psychology regards commercial advertising as only a special case of a global system of interpersonal and intergroup communications.

From the point of view of the psychology of advertising, people's demonstrative behavior or their self-presentation do not essentially differ from the activities of big organizations or companies spending a lot of money on the advertisement of their goods or services [1, p. 5].

Occupying an intermediate position between media advertising and sales promotion, on-the-spot advertising is an effective way to bring commercial information to the consumer. It promotes the activity of not only a trading company but also a producer.

Of course, today's advertising requires special principles of creation, since there is plenty of advertising product and the level of competition is high. The market is saturated with advertising appeals, so marketers constantly have to invent new ways to attract potential customers. The multi-level models of the advertising impact can be highly effective in that case [3].

The first and the basic model is AIDA. It distinguishes four levels of influence of advertising: attention, interest, desire and action. This popular nowadays model of advertising influence was initially regarded as a description of the impact of advertising. This advertising initiates attention, then arouses interest, eventually appeals to the motives ("desires") and prompts to action (before the purchase of goods or services). So, this model expresses the course of the process of the advertising impact: attention becomes the precondition for interest, interest is a prerequisite of desire, and if the consumer has a desire then the customers will definitely buy a product or service, that is, they will perform an action. Also, there are recommendations on how advertising should be organized: in order to be effective, advertising should touch all four levels. Of course, it provides the basis for the application of certain methods of transferring the influence of advertising. For example, attention can be understood through the motion of gaze, and available motives – through verbal thought aloud and the projective method of testing [2, p. 99].

As an example of the development of the AIDA model, the influence of advertising is represented by a six-step model of Levinda and Steiner. The model is based on the fact that the impact of advertising is a general result of six steps: attention, knowledge, sympathy, benefits, beliefs and purchases.

The authors concern each previous step as necessary, even if it is insufficient to achieve the next level or step.

If people look through the advertising and face the information not consistent with their relationships and beliefs, they tend to search (and find) counter-arguments, and thus avoid setting changes. Although violations, for example, due to the use of humor, background music or noises of any kind, prevent the search and consideration of such arguments and therefore may lead to superficial changes in settings. However, it should be kept in mind that using this strategy demands to avoid both the ineffectiveness of violations and the obstacles at least the necessary embryonic understanding of the treatment. Therefore, the disadvantages are best suited for very simple arguments, which are easy to refute or less reliable. Already these considerations explain that the use of violations is due to certain specific conditions. Petty and Brock suggest five conditions for maintaining communication persuasion through violations:

- communication of belief contradicts the original attitude;
- the recipient was involved in the topic;
- communication of the persuasion provokes counter arguments;
- the message (and not the violation) sends the initial attention;
- the source has a high probability of purchase.

In the process of advertising, various kinds of obstacles arise as a result of the influence of factors of the environment. They can be one of the reasons for lowering the effectiveness of advertising. You can select the following groups of obstacles:

1. physical (for example, poor-quality printing, poor TV-signal);
2. psychological (one and the same information can cause different emotions in different people);
3. semantic (the same word may have different meanings for different groups of people).

Taking into account all these features of advertising appeals will help to avoid possible mistakes in the implementation of an advertising campaign [4].

It is clear that consumers can live without many things if new needs and desires are not imposed on them by means of advertising. A woman can live without lipstick, perfumes, elegant underwear or fur coat. You can live with only one dress, one hat, one coat and one pair of shoes. Of course, in the household, you can do without a vacuum cleaner, a refrigerator or a washing machine. And men generally can live without expensive lighters, electric shavers, shorts or bright ties. However, people will be much happier if they fulfill not only mandatory necessities but also something that creates comfort and provides a high standard of living (of course, if material resources are available) [3].

But to grant job to people, and to provide the initiators with a possibility of creating financial flows and getting profit, we have to make consumers believe that most things they do not have are of great need for them, and it is an urgent matter to buy exactly what we are advertising, because the advertisement knows what people really need. This logic should be clear for any potential consumer when they meet our advertising.

Before the creating of an advert, a group of people of marketers is organized, and they investigate the problems existing in society, while each product or service is presented as a genuine and reliable solution to any problem. The effect of the product or

service is judged by the consumers themselves after they have take advantage of the service or purchased the goods.

Consequently, there are many ways of effective selling such as discounts, promotions, gifts, certificates, contests, work on unique service standards as specific instructive documentation. Also, the level of service and the quality of employees' work have a great influence on sales efficiency and high performance. Even modern Cross-Sell and Up-Sell practices are still not so common and easy to create and use as advertising. As a conclusion, advertising, namely advertising appeal, remains the most effective and comprehensive method of effective sales.

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