

## ADVERTISING: WHO DECIDES WHAT YOU BUY?

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**Abstract.** Advertisements are very much a feature of everyday life in modern society. Everyone is a consumer of goods or services. What is impact in advertising? How can we avoid the impact of aggressive advertising on our buying decision? Decision-making is one of the most complex mechanisms of human thinking as different factors and activities influence it with different results. This research reveals the main purposes of advertising, its influence on human senses, and finds out the effective «tricks» which affect adult and adolescent consumers. Knowledge of issues related to buyers' behavior in the market and the impact of advertising on people allows you to tailor your own marketing plans. On the basis of the survey we made a comparative analysis of the advertising impact on teens and adults. Practical outcomes of our research are an elaborated set of tips for teen buyers, which will help them to avoid wasting money, and our own advertisement based on the key qualities of smart advertising which were identified during the study.

**Keywords:** advertising, marketing, purchase decision making, consumer's behavior.

**Introduction.** We live in a world of advertising. It is a world of our making, of course. We don't like to pay the full price of things, so we allow other people to pay part of that price in exchange for letting them pass a message to us. The reason that we accept all advertising is that we assume that we can tune most of it out. If we don't pay attention to the ads, then they won't have that much of an effect on our behavior.

So contrary to many people's beliefs, advertising does influence them. You may not think advertising influences you. But marketers do [1]. And in addition to millions of dollars, they have something else most people don't have: access to data that proves their point. Thus, the relevance of this study is determined by the need to find out how the manufactures of the goods use advertising to make people buy them.

The main purpose of the research is to answer the question «How to avoid advertising influence on our decision-making?». To achieve this goal, it was necessary to solve the following objectives:

- to give the definition of the term «advertising»;
- to learn the history of advertising;
- to identify types of advertising and their influence on human's mind;
- to conduct surveys providing theoretical issues;
- to compare the impact of advertising on adult and adolescent consumers;
- to elaborate a set of buying rules for teenagers;
- to make our advertising outcome using the results of researches.

The methods of the research are: theoretical, empirical and descriptive.

### **History.**

In ancient times advertising was just in its infancy and was extremely primitive. For example, Egyptians used papyrus to make sales messages and wall posters. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. Also, in ancient China, the earliest advertising known was oral, as recorded in the Classic of Poetry (11<sup>th</sup> to 7th centuries BC) of bamboo flutes played to sell candy [6]. Advertisement usually takes in the form of calligraphic signboards and inked papers.

The next stage in the development of advertising came in the 18<sup>th</sup> century. Since this time advertising has extremely developed and become popular. For instance, it started to appear in weekly newspapers in England to promote other newspapers, books and medicines. Advertising began to imperceptibly penetrate into all spheres of life, whether it be food, household or jewelry.

As the economy expanded across the world during the 19<sup>th</sup> century, advertising grew alongside. Thomas J. Barratt from London has been called "the father of modern advertising". Working for the Pears Soap Company, Barratt created an effective advertising campaign for the company products, which involved the use of targeted slogans, images and phrases. Barratt introduced many of the crucial ideas that lie behind successful advertising. In the United States, the success of this advertising format eventually led to the growth of mail-order advertising.

In the 1910s and 1920s, advertisers in the U.S. adopted the doctrine that human instincts could be targeted and harnessed – "sublimated" into the desire to purchase commodities [6].

As cable and satellite television became increasingly prevalent in the late 1980s and early 1990s, special channels emerged, including channels entirely devoted to advertising, such as QVC, Home Shopping Network, and ShopTV Canada [6].

Nowadays advertising is everywhere – on the internet, on television, in newspapers, on the street and even in public transport. As the result we can say that during last centuries advertising got the significant development through the introduction of new technologies into our society. And now it is also extremely developing sphere.

**Theory.** Today advertising is treated as a mean of communication with the consumers [2]. It can be a picture, short film, song, etc., that tries to persuade people to buy a product or service or calls the public's attention to your business for the purpose of selling.

The number of types of advertising is quite large. It can be TV commercial, radio advertising, sales promotion, online advertising, mobile billboards, press advertising, celebrity branding, in-store ads and whatever.

The rapid development of different directions is aimed at realization of certain goals through advertising. The main purposes are: to make customers aware of your product, enhance the image of your company, reinforce sales people's messages, convince consumers that your company's product or service is right for their needs and so on [1, 5].

Companies and advertisers have created different methods that are aimed at getting the attention of consumers. Most people do not realize that advertising aims not only at making them buy a certain brand. It's also all the techniques supermarkets use to make customers buy more than they have actually planned. The music, the smells, the arrangement of products, the reductions, all have one goal — to get as much money as possible out of our pockets. 94 % of the people taking part in the survey said they buy between one and five things more than is really necessary each time they visit a supermarket [4].

**Research.** We interviewed 60 college students and 38 parents.

The first research was «What goods are bought more often?». In both questionnaires the most selected is food – adults 44 %, peers 38 %. 23 % of teenagers and 20 % of adults chose cosmetics. 16% of adults and 20 % of teenagers selected clothes.

The second research was «What reasons affect our buying decision?». The conclusion is: advertising affects all age customers' buying more than any other reason.

During the third survey we investigated «Which source of advertising has the most impact on buying decision?». This research shows us that the biggest influence renders television advertising (80 % of adults and 83 % of adolescents), online advertising (55 % among adolescents and only 40% among adults), press advertising (60 % of teens and 45 % of adults). And radio advertising is less popular – teenagers have only 8 % and adults – 50 %.

The fourth research was «What human senses are most affected by advertising?». Sensory branding leverages all five senses to make deeper connections with consumers by baking sight, sound, smell, taste and touch into the brand experience. We conducted a study and found out that the most susceptible to this influence such human feelings as vision and hearing.

As the result of the survey «What type of advertising affects most?», we identified the qualities of a good advertisement. According to the research memorable advertisement is a key factor to affect customers. That is why understanding what makes a particular advertisement effective allows you to tailor your own marketing plans and achieve better results.

**Conclusion.** By analyzing all theoretical aspects of the problems we found out the main purposes of advertising: make customers aware of goods or services; convince customers that company's product or service is right for the needs; create a desire for consuming the product or service. During the study we identified the main features of smart advertising.

In practical part of our research we came up to the conclusion that the biggest influence on adults and teenagers renders television advertising; such human feelings as vision and hearing are the most susceptible to the influence of advertising; memorable advertisement is a key factor to affect customers.

Understanding what makes a particular advertisement effective allows you to tailor your own marketing plans and achieve better results.

Practical outcome of our research is an elaborated set of tips for adolescent consumers which will help them to avoid wasting money and making unplanned purchases. What is more important, these tips are fundamental for avoiding tricks of aggressive advertising.

If you ignore such tricks, you are lucky to decide to buy what you don't really need, because someone decides to make a purchase for you.

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## РЕКЛАМА: КТО РЕШАЕТ, ЧТО ВАМ ПОКУПАТЬ?

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**Аннотация.** Реклама в значительной степени является элементом повседневной жизни в современном обществе. Каждый из нас оказывается потребителем товаров или услуг. Каково воздействие рекламы на поведение потребителя? Как мы можем избежать влияния агрессивной рекламы на наш покупательский выбор? Принятие решений – это один из самых сложных механизмов человеческого мышления, поскольку различные факторы и виды деятельности влияют на него с различными результатами. Знание вопросов, связанных с поведением покупателей на рынке и влиянием рекламы на людей, позволяет адаптировать свои собственные маркетинговые планы. Данное исследование раскрывает основные цели рекламы, ее влияние на человеческие чувства, и выявляет эффективные уловки, воздействующие на поведение покупателей. На базе проведенного опроса был сделан сравнительный анализ эффективности влияния рекламы на взрослых и подростков. Практический результат нашей работы - это перечень советов для юных покупателей, которые помогут избежать напрасных денежных трат, и наша собственная реклама, созданная на основе выявленных в процессе исследования ключевых критериев умного маркетинга.

**Ключевые слова:** реклама, маркетинг, принятие решения о покупке, поведение потребителя.