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## **ADVERTISING AS A METHOD OF FORMING CONSUMER DEMANDS**

Advertising is considered as a major component and informative power of marketing communications both in Ukraine and in the whole world. It is a common thing which we frequently meet in everyday life. Market of goods and services is expanding constantly. This trend leads to increase of competition among enterprises. For this reason manufacturers use variety of promotional events, most of which have a significant psychological impact on consumers.

The impact of advertising is very powerful. That is why one of the most important tasks of marketing is creation of new needs and satisfying them. Consumers do not usually want to admit that their behaviour is the result of influence, including even purposeful programming. They think that they have demand for a product long before they discover it in advertisement.

Buyers do not usually understand that they are used by forcing up the demand that hasn't occurred earlier. In such a way consumers are compelled to buy some goods and a conscious choice become impossible.

Therefore, due to the influence of advertising consumers often buy some things which are generally unnecessary and do not bring real benefits. But through advertising buyers receive moral pleasure from owning certain goods. So, advertising isn't an instrument of selling goods, it is an instrument of selling emotions that consumers receive in the process of owning the product. Therefore, the primary objective of advertising is creation of associative links between advertised product and some positive emotions. Due to this connection consumers subconsciously aim to purchase goods since they want to feel certain emotions. Human civilization is quite material at present because material values are the most important for people, unlike moral values. Advertising persuades consumers that the easiest way to happiness is

purchase of goods. From this point of view advertising - is a lie, because it offers solution of internal problems by outside way. Majority of people tries to achieve happiness through the satisfaction of material needs, but they do not pay attention to spiritual needs. Such situation is used by marketers, because human instincts cause the desire to achieve a certain status, intimate relationship, beautiful vacation and other things. This makes consumers pay a lot of money for the good and illusion which gives pleasure for a mind.

Therefore, using advertising we can affect consumer behaviour and create it for necessary level of demand. Advertising uses a lot of different methods and techniques, which influence people on both conscious and unconscious levels. The most popular of the methods are the method of persuasion, suggestion method, the method of hypnosis, neurolinguistic programming method, the method of linguistic manipulation.

One of the methods of advertising is conviction. By this method consumers understand own demands and necessity of the goods purchase thought arguments in an advertisement. The process of consumer conviction assumes complete understanding of information, analysis of the previous life experience and making a conscious decision to buy some product.

Suggestion is another method of advertising. It is fairly common instrument in this field of activity. According to this method different mental phenomena are intruded through the words or otherwise. Obtrusion of mental phenomena is achieved through the external impression. This method works on the subconscious mind, which is much more effective in practice. Logic and rational assessment of promoting goods plays the main role in the method of conviction. However, emotion, influence of authority, confidence in the group and public opinion is the most important in method of suggestion. This instrument in advertising skilfully uses the full range of emotional impact. It also uses the human desire for prosperous life, health, maintain or enhance of their social status.

Hypnosis is very interesting way to influence consumer behaviour. By this method marketer does not give direct orders, and the impact on a person is carried out

thought the specific comments or questions. In promotional activities marketers use such hypnosis techniques as hypnotic replacement of command, the illusion of choice, assumptions, command hidden in a question. Apart from that, opposites are used in advertising.

Method of Neuro - Linguistic Programming (NLP) has an impact on the human psyche, therefore it influences the consumer's behaviour. "Neuro" means that the behaviour of buyers is the result of influence of neuro - psychological processes, and "linguistic" means that these processes are controlled by the word. NLP model includes three behavioural stages of influence of the individual of communication. These stages are: establishing psychological contact with an object, establishing and maintaining the process of communication with him and inducement to the desirable behaviour of an object.

Linguistic manipulation is also usually used in promotional activities. Basis of this method is exploitation of the language features and its rules. Main goal of this method is hidden influence on consumers in the right direction. Advertisers use techniques of linguistic manipulation very often - sometimes it happens intuitively, but usually marketers do it consciously. Manipulative opportunities of the language are extremely strong. Consequently advertisers usually apply metaphor, wrong analogy and other.

Advertising is a powerful tool today. Its mastership to influence consumer behaviour is growing constantly. On the one hand advertising can be quite useful, but on the other hand it may be dangerous. The reason is that advertising is a certain hypnosis, which makes consumers decide to buy some needless goods in the most cases. Therefore, the question of consequences of such powerful effect on people psyche has not been solved at present.