

Economy

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The internet-advertisement as marketing instrument of influence on consumers' behavior

The progress of Ukrainian market of Internet-advertisement trends is investigated. The psychological aspects of online advertisement influence on the consumers' behavior are considered. The stages of co-operation are found out of Internet-user with advertisement information. Approaches of analysis realization of consumers' behavior are considered during the review of information.

Keywords: Internet-advertisement, brand, consumer, Internet-user, context advertisement, media advertisement, target advertisement.

Introduction

Advertisement as one of the important forms of marketing communications is sent to motivate people to the certain action: informing and reminding about the commodity, persuasion in relation to its purchase, positioning of commodity, supporting of favour of the consumers not only to the commodity but also the firms on the whole. Modern life requires new ideas for creation of effective advertisement appeal and new facilities of its transmission. One of such facilities, that plays an important role in the complex of advancement is the Internet. Distribution of the advertisement through this communication channel creates modern approaches in relation to the process of advertising, assists appearance of new platforms for placing of advertisement, such as social networks, blogs and more exactly determines a target audience that the advertisement appeal is offered to. Such possibilities of Internet forecast large opportunities for the development of Internet-advertisement [4, 5].

The high volume indexes of Ukrainian market of Internet-advertisement testify the swift increase of advertisement market onlinesegment. It is investigated that in 2010 this index made 280 million of hrn. Allukrainian advertisement coalition

forecasts to 400 million hrn. (+43%) in 2012 its increase, where medias-advertisements part will be laid down by 240 million hrn., and context advertisement is 160 million hrn. Experts of "Ukrnet" declare about the increasing volume in 2013 of Ukrainian market of Internet-advertisement more than 50%.

Nowadays the Internet-advertisement is determined as an important instrument of customers influence and their preparations to the purchases. That's why rise the actuality of the researches related to the development of advertisement activity in the Internet.

Problem

To research the Internet-advertisement as a marketing instrument of influence on consumers' behavior many scientific works are dedicated to this research such scientists as: N.Butenko, T.Bokariova, O.Bosak, S.Illiashenko, M.Lebedenko, N.Milchakova, Ye.Petryk, M.Henny, N.Shtelmy, N.Yakovleva and others. It is found out, that exposition of the material has scientific complemented character. It should be noted that among the different questions that are lighted up in the scientific works, there are many questions that needed addition and clarification.

As it was said, the aim of the scientific article is the exposure of basic tendencies of influence of the Internet-advertisement on the users of the Internet. Within the framework of the certain goal were set realized next tasks: on the basis of analysis of the theoretical positions the basic aspects of influence of the Internet-advertisement are exposed on customers' behavior and expediency of the use of the Internet-advertisement is found out in practice with the aim of increasing the efficiency of management users' behavior through the advertisement appeal in the Internet-environment.

Results

One of the arguments in witness of that the Internet-advertisement in the future will unavoidable make progress however, there is a growing amount of Internet-audience, that uses Internet for work, for searching useful information, for communication with other people, for studying, purchases of commodity, entertainments and others like that. The usage of such possibilities of the Internet-

environment result for appearing of new types of Internet-advertisement, that differently influence on the potential consumers of commodity (services).

It is set by the scientists, that advertisement, including the on-line-advertisement, carries in itself a psychological implication. As a rule, it doesn't displace much attention because they consider it is obvious. But exactly in the advertisement is set the psychological essence of influence of the advertisement appeal on consumers' behavior. Very often during the advertisement of the commodity the words, musical registration and other elements of advertisement can change, but psychological essence of the advertisement remains unchanging.

As a rule, in the structure of psychological influence of the advertisement on the consumer, there are three distinguish directions: cognitive, emotional (highly emotional), behavior. Thus, the cognitive component of the advertisement influence is related to the process of perception, understanding and mastering of information by the consumer. The study of cognitive component envisages the analysis of some processes of working of the information, such as feeling and perception, memory, imagination, thinking, broadcasting and others like that.

The highly emotional(emotional) component of advertisement influence determines the emotional attitude toward the object of advertisement information : the user behaves to it with liking, antipathy, neutrally or contradictory. The research of psychological aspects of advertisement activity in the Internet envisages the analysis of such parties that cause in a person emotional attitude toward to the Internet-advertisement, to the commodity that forms as a result of desire or unwillingness to buy it. It is considered that numerous human emotions can be described by a few base constituents: love, gladness, happiness, surprise, sadness, suffering, fear, anger, fury, disgust, contempt, guilt and others. It is set that a person does not aim to memorize informative material that causes negative emotions. The feelings of fastidiousness, fear, compression in the advertisement cause negative emotions for a consumer, it breaks the sale of commodity, and vice versa, if promoted product gives an opportunity to get rid such unpleasant emotions, and then it begins to have demand [1].

The research of behavior component assumes the analysis of the acts of a person, predefined his or her purchasing behavior under the act of advertisement. The marked component contains both conscious behavior and behavior at irresponsible level: in conscious level in purchasing behavior appeal and reflect the motivations, necessities, willing of a person and in irresponsible level - are options and intuition of a person [1].

Many scientists tried to model the stages of psychological influence of advertisement influence on consumers' behavior. In scientific work [2, p. 333] described in details the basic models of psychological influence on consumers' behavior: AIDA, AIDMA, ACCA, DIBABA, DAGMAR.

Being based on the model of AIDA, it is possible to distinguish next stages of co-operation Internet-user with the advertisement information (table. 1).

Table 1 The stages of co-operation of user with an advertisement

Stage	Tasks
Informing	Users – informing users
Attracting	Attracted users - reaction
Contact	Reaction - visitors of the web-site
Action	Visitors of web-site - participants(customers)
Reiteration	Participants(customers) - the repeated participation

Source: [3]

The Internet-advertisement influence on users is determined during the analysis of consumers' behavior at the review of information. For this purpose they use two approaches: the approach, "oriented to the web-site", and approach "user-oriented". The first is taken to the analysis of information about the amount of visits (visit after categories, spent time, actions) and can be correlated to the advertisement, if the Internet-traffic arises up as a result of pressure on the advertisement banner. Using this approach, it is possible to get much information, but crossvalidation in relation to users that yielded to influence on advertisement before, conducting is impossible. It also does not allow conducting the analysis of influence of advertisement on behavior at the review of information on the web-site.

The second approach envisages the usage of identification files that are kept in the client system (cookies), for the analysis of users' behavior of the Internet at the review of information after the influence of advertisement. This system is set on the advertisement server of advertiser and provides the exact estimation of the influence of advertisement on the basis of indexes of efficiency. The influence of advertisement can be watched during the certain period of time.

Both approaches are complemented each other and allow the advertisers not only to get greater information about the users of the Internet but also improve web-sites, approaching them to the expectations of the users.

On the basis of the researches of the advertisement efficiency formats conducted by a company Millward Brown, it is educed that the increase of amount of repetitions considerably influences on the indexes of brand. At the same time it follows notices the risks, what inherent to this approach. Advertisers must correctly determine the necessary amount of shows of advertisement to user and advertisement vust not be obtrusive, so as it can be negatively represented on the image of brand. For the achievement of greater efficiency of advertisement campaign it is necessary to analyse three aspects:

- the effectiveness of advertisement taking into account the establishment of limitations of the amount of advertisement shows to a user. It allows to the advertisers to optimize the amount of repetitions of report and promote the coefficient of advertisement efficiency;
- an analysis of advertisements influence on the customers (analysis of advertising exposure), that purchased the product or are in the process of its purchase (carried out the query of information or recommendation on a product, but did not complete the process of order). It allows to the advertisers to define the amount of repetitions that positively influence on the coefficient of advertisement efficiency;
- influence of repetitions on the level of awareness about the brand and its recognition [8].

In the research that was conducted in 2009 by the association of the Internet-publishers of Online Publishers Association, is talked that the time conducted by the users of the Internet on the web-sites on the increased on 50% since they looked over a graphic

of advertisement. An advertisement assists the revival of activity on the web-site, that is estimated on next parameters: the depth, duration of the visit, realization of purchases and registration. The revision of advertisement in the Internet assists the increase of volumes of the search. It is set that a graphic advertisement results in the substantial increase of volume of the search, related to the advertisement campaign that testifies about the presence of intercommunication between graphic advertisement and by its search. The specialists of comScore declare about probability of realization of the search of the Internet-search related to the brand of the European consumers, increases in 2.3 times under the influence of advertisement campaign of this brand on the spaces of the Internet [8].

With the aim of influence on consumers' behavior through on-line-advertisement the important moment is considered the possibility of determination of the target audience. In this connection in advertisement activity in the Internet is used six basic types of target advertisement (table 2).

Table 2 Description of basic types of target advertisement

№п/п	Types of target advertisement	Short characteristics of target advertisement types
1	Demographic	Determination of target group of consumers depending on such criteria: age, sex, socio-economic position and marital status
2	Geographical	Determination of target audience according to their location: country, region, city.
3	Sentinel	Transmission of advertisement appeal in set time of the year or in corresponding days or hours for the achievement of maximal result of the influence
4	Context	Placing of advertisement next to corresponding text on the web-sites
5	Behavior	Determination of the target audience that is based on the behavior of users at the review of information. Descriptions of audience include its

		interests, types of purchases and demographic criteria
6	Determination of the target audience taking into account the actions of users(retargeting) / the repeated advertisement report (remessaging)	Transmission of advertisement report to the potential clients that are interested by the product

Source: [8]

It should be noticed that the first four types of target advertisement are widely used during the last years. The behavior type of target advertisement and choice of the target audience taking into account the actions of users begin to become popular, especially in e-commerce.

Conclusions

Thus, on the basis of undertaken studies it is set that the Internet-advertisement has such features: high marketing potential; promotion on the target audience in a global scale; cheapness in comparison with other types of advertisement; possibility operatively to watch and correlate motion of advertisement campaign; purposefully to form the target audience on age, sex, professional belonging and interests.

It is set that on-line-advertisement influences on users' behavior of the Internet, using in every advertisement appeal in psychological subtext: cognitive, highly emotional, behavior. It is determined the basis model of psychological influence on consumers' behavior.

According to the researches which were conducted by the known companies, it is found the expediency of the practical usage of the Internet-advertisement in the activity of the enterprises the aim of which is to increase the efficiency of management consumers' behavior through the advertisement in the Internet.

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Інтернет-реклама як маркетинговий інструмент впливу на поведінку споживачів

Досліджено тенденції розвитку українського ринку інтернет-реклами. Розглянуто психологічні аспекти впливу інтернет-реклами на поведінку споживачів. Виявлені етапи співпраці інтернет-користувачів з рекламною інформацією. Розглянуто підходи аналізу реалізації поведінки споживачів в ході розгляду інформації.

Ключові слова: Інтернет-реклама, бренд, споживач, інтернет-користувач, контекстна реклама, медіа-реклама, цільова реклама.

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Интернет-реклама как маркетинговый инструмент влияния на поведение потребителей

Исследованы тенденции развития украинского рынка интернет-рекламы. Рассмотрены психологические аспекты влияния интернет-рекламы на поведение потребителей. Обнаружены этапы сотрудничества интернет-пользователей с рекламной информацией. Рассмотрены подходы анализа реализации поведения потребителей в ходе рассмотрения информации.

Ключевые слова: Интернет-реклама, бренд, потребитель, интернет-пользователь, контекстная реклама, медиа-реклама, целевая реклама.

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