

REFERENTATION IN MARKETING COMMUNICATIONS SYSTEM

The techniques of referentation are actively used by an individual consumer in integrated marketing communication systems as well as in the control process of decision making about buying in the conditions of modern development of society in which a man undergoes significant difficulties of self-identification.

Referentation is a technology of relation formation between a consumer (target audience) and a subject of communication (goods, services) by means of insertion of the significant objects into consciousness.

Technology of referentation is based on identification of a consumer through search of significant objects for imitation. This action can be conscious (a consumer independently selects an image for him and is guided by it) or unconscious (a referent's influence on a personality in spite of his wish), i.e. peculiar trendy dependence of a consumer appears from a brand, style of life etc. This indicates significant capabilities of the technology of referentation in decision of various tasks related to consciousness modification and behavior of a consumer.

At that demand is provided by means of formation of imagination in the consciousness of the target audience about product capabilities to settle personal problems (symbolically be together with an idol, enter into significant group membership, demonstrate its status etc. to others through consumer behaviour). As a result of identification with a leader (who, for example, supports a firm or product in public), a referent becomes a signal for his admirers to demonstration of the corresponding relation and consumer behaviour.

Referentation allows to deliver on targets related to formation and growth of demand for symbolic and social-status property of the goods in the course of development and realization of communication measures. These nonconsumptive properties become an identifier of a definite life style for target audience that is able to activate consumer behaviour in the direction required by the company. Subject to correct use in the marketing communications system the technology of referentation is one of the principal conditions of its effectiveness.

Consequently referentation essentially enhances the effectiveness of advertising companies due to its ability to mark out additional properties of a subject of marketing communication, to correct behaviour of a consumer in concordance with constrained normative parameters. Though it is necessary to point out that in many respects effectiveness of referentation use is determined by social-cultural specificity of marketing environment, i.e. the necessity of

consideration the features of national culture determining specific values, norms and referential symbols.

In such a way, it may be concluded that use of this technology is particularly topical in conditions of present-day development of the marketing communications system as it allows accumulate social-cultural potential which is the impotent marketing resource.