

FEATURES A CONSUMER BRAND PERCEPTION

Each day a person receives dozens of advertisements on various media channels. However, not all of them reach his mind and understood exactly as the manufacturer wants it.

Human perception is subject to the laws of psychology, knowledge of which often comes to help marketers to develop the concept of brand promotion. Brand loyalty will only be if it is of interest to the needs and motives of a potential buyer.

Every day, man experiences many needs. According to an American study Maslow, they can be placed in the form of a kind of hierarchy:

- physiological (food, sleep, warmth, etc.);
- Safety (feeling of security to prevent failures, etc.);
- belonging and love (family, friendship, unity with a particular group);
- recognition and respect (self-esteem);
- personal self-improvement.

Of course, most of these requirements would require an immediate satisfaction (except, perhaps, physiological). However, in the case where the demand causes a person to perform certain actions, make decisions, it becomes the motive, the driving force behind every activity.

Also, coming from the outside people organize information in accordance with the laws and the characteristics of perception:

- integrity. Information is perceived holistically, even if it is incomplete;
- apperception. The perception of an object, phenomenon, event depends on previous experience, knowledge, skills and attitudes;
- meaningful. For completeness, the man needs not only sensual, emotional image, but also understanding the functional nature of the subject;
- selectivity. Not all objects can be perceived by the outside world consciousness equally loud and clear (the principle of "the image - the background");
- Summarizing. Our psyche perceives individual cases as part of the total.

All of the above - the laws of psychology, which must be followed for the successful promotion of the brand. If some time ago, marketing efforts have focused on the production or sale (aggressive marketing), but now more and more urgent focus on the customer, including - in the process of emerging new brand to the market.

In modern practice, actively marketing the notion of "consumer insight", that is a kind of unconscious installation, which is triggered at the time of the decision

to purchase the goods. And the formation of that facility, and brand image - a problem in marketing. The buyer selects not spontaneous as it may seem at first glance, but on the basis of certain well-established product images. This image - a consequence of the interaction needs, brand perception, views on the most important qualities to the consumer of this commodity group, reasonable prices, advertising information, etc. Thus, consumer insight, is a leader in the formation of brand image and, consequently, in its promotion.

How psychological characteristics and patterns are taken into account in the practice of marketing and advertising? First of all, we are talking about the positioning of the brand, that is, the creation of his particular image in the minds of consumers, which should serve to meet the needs. Positioning - is: 1) a specific position in the market relative to competitors, and 2) the perception that is born thanks to the competent and smart marketing strategy, and 3) an attempt to anticipate customer questions subconscious to the brand, ask them yourself and thereby to determine the vector brand.

Develop positioning - a very complex process, which is based on the use of psychological laws of consumer behavior, and includes several stages.

Brand positioning - only the initial stage of his promotion, but his success, the correct assessment of opportunities and setting goals, the timely and comprehensive control over the process depends on the success of all subsequent strategy and, as a result, sales performance.