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MODERN WAYS OF AFFECTING ON THE PUBLIC

Objective: To get acquainted with ways of influencing on the subconscious mind of the public which leads to new tools of marketing communications.

Relevance: advertising tends to influence on the consumer like even some years ago. Modern market requires new ways of communicating with consumers which leads to research the subconscious of the public.

Marketing can be seen from the understanding of consumer psychology. Like how to properly invite him to goods and services. Therefore this science is closely related to psychology, particularly the psychology of perception.

Speaking about a purchaser conduct and mechanisms of processes of feasibility of purchase, it is necessary to distinguish the buyers of private individuals and buyers – organizations. The conduct of users at a purchase is named the processes of making decision and action of people (eventual users), participating in acquisition and use of products. A conduct of organizations at a purchase accordingly is a purchase conduct of producers and mediators, establishments and state institutions.

In this work modern facilities of influence are considered on an user, the method of researches is to expose basic errors and new methods, the new variants of influence are offered on an user.

Application of this work: this research can be applied in practical activity during the leadthrough of publicity campaign (raising of aims, tasks, choice of having a special purpose audience, orientation on the chosen having a special purpose audience, actual execution of publicity activity taking into account the psychological features of the supposed users), further analysis of efficiency of the conducted publicity activity.