

TRIGGER IN ADVERTISING AS A METHOD OF PSYCHOLOGICAL INFLUENCE ON CONSUMER BEHAVIOR

The article presents the results of theoretical and methodological bases of the research of influence factors on consumer behaviour; possibilities of their influence for direction of consumer behaviour in marketing activity by means of advertising. The principles on which the triggers are based have been highlighted. The main characteristics of triggers and their influences on consumer behaviour by means of advertising have been analysed.

Key word: consumer behaviour; behaviour psychology; marketing, triggers; advertising psychology.

Introduction

Consumption is the most important area of a market economy, because it determines market demand and, ultimately, the entire turnover of capital and goods. In psychological terms, the main characteristic of the consumer in the system of market relations is its "freedom of choice" of the product (service) that should best meet the needs.

Consumption and consumer position itself are a mandatory and integral part of a competitive relationship. Based on this, the spheres of production and trade are aimed at the struggle for the consumer.

To assimilate their needs, people resort to the purchase of goods that form a system of consumer demand. Research of requirements, motives of a choice of the goods, the factors influencing a choice, perception and an estimation of the goods and all system of consumer demand is carried out in modern marketing.

Modern marketing is based on a number of basic principles. The main idea of marketing is the idea that the buyer is not looking for a product, but a service or solution to a problem that can provide the product. This leads to four important conclusions, which serve as prerequisites for the deployment of the whole theory of consumption: the consumer's choice is not directed to the product, but to the service he expects from its performer; different goods can meet the same need; each product is a set of attributes or properties; the same product can meet different needs.

A simple relationship between needs and goods can be expressed through a three-dimensional scheme of measuring the base

market where the answers to the questions are in the form of vectors: what are the needs, functions or combinations of functions that need to be met? ("what?"); what are the different consumer groups to be satisfied? ("whom?"); what are the technologies that can perform these functions? ("how?") [2].

In the practice of marketing, these parameters can be organized into a measurement scheme of the base market.

Current research, however, shows that this scheme is too simplistic. Many experts point out that radical changes in consumer psychology have taken place in recent decades. There are 9 characteristics of the consumer: consumers seek peace and security; consumers are very grateful to those who can take care of problems that are difficult for them to deal with; many companies grow and succeed because they are more convenient for their customers; consumers want to communicate with manufacturers; sometimes consumers want to become partners; it is obvious that consumers want to be satisfied; consumers want to be able to return things that do not fully satisfy them; consumers expect to be given direct access to the industries they deal with without intermediaries; consumers want to be enjoyed.

Consumer behavior in relation to goods and services is determined by a number of factors of psychological, socio-psychological and economic levels. The process of consumption should appear in a model that covers it completely - from the acts of perception and decision-making on the use or non-use of certain goods or services to the forms of their practical use [1].

Purpose

The purpose of the article is to give historical overview and modern state of using triggers as psychological methods of receiving orders from consumers in advertising.

Methods: theoretical analysis of the literature, summarizing.

Originality

The study of consumer behaviour is an ongoing process without which the company will not be able to function successfully. When analysing consumer behaviour, it is necessary, first, to pay attention to two main aspects: pointing needs and fulfilling desires. For the initial study, it is enough to know what, where and when the buyer bought, why he preferred a product. These data can be obtained by studying the deeper aspects of motivation.

The seller, whose key goal is to sell a product or service, seeks to understand the main and secondary motives of customer behaviour, to determine the levers of pressure on the consumer. Marketing communications affect consumer behaviour, so it is necessary to have information about the nature of consumer behaviour. In the management process, entrepreneurs must clearly know: 1) what determines consumer behaviour in the market; 2) who influences the decision to purchase goods; 3) based on which consumers make their decisions [3].

After satisfying the primary needs, the consumer needs to move to meeting the needs of secondary importance. The main factors of consumer behaviour are prices for goods, income of buyers and their preferences.

But there are also several additional factors:

- 1) cultural (a set of values and stereotypes that influence the choice);
- 2) social (a person lives in a society, and members of society influence the choice, it can be family, colleagues, friends);
- 3) personal (age, lifestyle, self-esteem);
- 4) psychological (motivation, beliefs, perceptions, assimilation).

Research by psychologists has shown that the perception and processing of advertising information is carried out under the influence of various factors, but three of them are present almost always: it is cognitive, emotional and behavioural factors. Today, most consumers are characterized by irrational behaviour, which consists in the unintentional purchase of goods. Every consumer is subject to the influence of

any factors that do not meet the principles of rational consumer behaviour.

Problems of consumer behaviour have been studied in a number of works by foreign and state scientists: Bardena F., Brusenko O., Golubkova E., Davis S., Jobbera D., Zozulova O., Ivanova R., Ilyina V., Kahneman D., Kenning P., Knutson B., Kotler F., Lambena J., Pisarenko N., Prokopenko O., Rice S., Saunders J., Trout J., Troyan M. Ю. Analysis of recent publications has shown that there is a need for further study of aspects of consumer behaviour, factors of external and internal influence on it, which determine the decision-making process and determine the formation of a certain model of consumer behaviour.

The psychological approach to the study of consumer behaviour is based on such basic theories as the theory of cognition and psychoanalytic theory of thinking. The theory of cognition assigns a decisive role in the behaviour of knowledge - the consumer evaluates the factors that affect him, based on existing experience and their own goals. Freud's psychoanalytic theory of thinking considers the mental life of man as a multilevel phenomenon, the deep level of which is the unconscious. According to Freud's model of personality, the organization of mental life has its components of mental instances, denoted by the terms Id, Ego and Super Ego. By Id is meant the most primitive instance, which encompasses everything innate, genetically primary. Ego follows the principle of reality, developing several mechanisms that allow you to adapt to the environment, to cope with its requirements. Super Ego is a product of influence that comes from other people. From the tension that arises under the pressure of various forces, Ego is saved by means of special "protective mechanisms" - displacement, rationalization, regression, sublimation, etc.

Motivation is also very important for making a purchase decision, i.e. why the consumer decided to buy a certain product. Purchasing decisions are governed by the desire and expectation of reward (rather than sympathy). Neuroeconomics has clarified the basic principle of willingness to pay for a good: the more the good is important for an important purpose, the higher the expected reward and the higher the willingness to pay for it. Neuroeconomics call this targeted judgment. The final decision is made because of a personal rating of the relative value of different

goals. Only the product that ranks first in the customer's rating to achieve its goal will be purchased.

Marketing and psychology are inextricably linked, as most marketing techniques are borrowed from psychological research and are based on known principles.

To influence a person, you need to know how to do it more effectively - this is where a variety of psychological techniques come to the rescue, which are also called triggers.

The trigger is literally a "trigger" that can cause consumers the right emotions: joy, fear, surprise, anger, and others. Under the influence of these emotions, the consumer makes purchases. Triggers are often presented in the form of "correct" words or phrases in the address, but they can also be design elements (for example, a counter of buyers on the site, a counter with a countdown to the end of the promotion or a regular sticker indicating that the quantity is limited).

Each of these "hooks" is aimed at forcing the consumer to buy the product, provoking the fear of not having time or the desire to join the happy owners of the product, all these triggers can be divided into groups based on certain principles.

The principle of reciprocity

Everyone subconsciously tries to reciprocate when someone has done something good for them. This principle is widely used in marketing. Companies, trying to demonstrate their special attitude to each client, give them bonuses and various pleasures (and this is not always something expensive). As they say, "the main attention", this attention allows you to increase consumer loyalty to the company and build reciprocity in relations with the company.

The "Thanks in response" trigger works when you first provide a product or offer for free, for example, perfume samples or other cosmetics, and in the process of communication you are additionally offered to buy a related product. Expressing gratitude, quite often the interlocutor agrees to buy a product that he did not need at first. In less aggressive types of marketing, this type is used to obtain contact information for mailings in exchange for interesting content for the visitor or a discount on the purchase of goods.

When using the method, it is important not to overdo it, emotions should be just gratitude, not aggression or a sense of use.

The principle of commitment

An important principle that bears some resemblance to the principle of reciprocity is that the only difference is that it makes the consumer "feel obligated," making it harder to give up. The consumer is transferred to the so-called "elite" group and offers special conditions, thereby obliging him to agree to these conditions. They may not be very profitable to some extent, but this "elite" influences decision-making.

The trigger of the "Exclusive proposal" is based on a simple and clear desire of people to emphasize their belonging to the VIP-group, their willingness to pay for exclusivity, for access to private content, for something inaccessible to ordinary mortals.

The principle of herd

"Everyone ran and I ran" - subconsciously it is much easier for a person to join a group of people than to start acting on their own. Marketers very often use the herd feeling in advertising, emphasizing the number of existing customers (meters on the site, information about products sold or completed projects, the number of customers, etc.)

Such tricks help to make a decision in favor of joining a group of existing customers, especially if the names of large and well-known companies are mentioned among these customers.

The Social Proof trigger uses the "sales hit" label - another powerful trigger that proves that this product is popular with customers. This trigger is based on a herd instinct - how the buyer to resist what is clearly needed by all other users.

The principle of deficit

Perhaps one of the most effective ways to provoke the consumer to buy the product. If there is a risk of not having time - the decision is made much faster. But you also need to use this principle wisely. If we immediately tell consumers that the product was not delivered to the warehouse - it will not give the desired effect, it is important that buyers understand that the product is in demand - it was initially a lot, but almost all bought out - this kind of message can boost sales running goods.

The "Tamer" trigger is a deficit with a time limit. In terms of the power of influence on a potential buyer, this trigger has few equals. Countdowns with a countdown to the end of the action, an indication of the remaining product positions (1-2) - all these are motivators who

play on lack of time, for fear of losing something valuable and profitable.

The principle of confirmation

Everyone has an idea of certain things. These ideas can be imposed by someone or by the conclusions that the person came to. In any case, if we see confirmation of our opinion, we involuntarily accept this information as the truth and agree with it. Thus, in order for an advertising appeal to have a proper effect on the target audience, it is necessary that it confirms the already existing opinion on this issue.

The "Portfolio" trigger provides a reasonable increase in the audience's trust in the company, which can be achieved by flaunting their regalia, awards, diplomas, as well as a stand with the logos of their famous customers. This creates a reputation as a professional, the client feels that the risks are reduced and more willing to shop.

The principle of confidence

If a person is sure of something, it is difficult to convince him otherwise. Thus, if advertising is able to convince consumers that the product is a solution, though not all, but some problems, it is likely that it will buy it. Everyone tends to exaggerate their capabilities, and each of us has crazy ideas that he either voices or keeps. That's where marketers come to the rescue, offering you a product that can help achieve these "crazy ideas", well, how can you give up such an assistant.

The "Guarantee" trigger forms buyers' trust in the seller, is extremely relevant and effective. What can you guarantee? Product quality, free service for a certain period, refund, exchange of goods and other conditions.

The principle of innovation

New items always attract attention. It is enough to present the product as something new and the demand for it will increase immediately. The fact is that every buyer will want to buy a novelty first, and few will think about the real benefits of the product. It is according to this scheme that a wave of fashion arises, which at first is just a trend, which later they begin to follow.

The trigger "Demonstration of novelties" is based on the principle of innovation. New products on the market, as well as exclusive offers, have a lot of appeal in the eyes of the interested customer. This is a good trigger to increase sales, which works on the principle of "forge iron while hot".

The principle of prohibition

No wonder they say that the forbidden fruit is sweet. This statement is relevant to almost everything and especially to goods. Suffice it to say that something is forbidden, as everyone immediately wants to try it. There are many examples in history - the ban on ideological books that were retold orally; ban on freedom of speech and various protests. People are by nature inquisitive and want to know the secret, information that is extremely secret and not available to everyone. Therefore, offer the consumer a "forbidden fruit" and he will buy it without hesitation.

Trigger "Fear" is based on emotions, with which you need to be extremely careful. But it is strong enough to act on a person unconditionally. This is not about intimidation or threats. Emotion is used in terms of the client's personal fears. For example, the fear of communication over the phone and the offer to receive advice in correspondence, the fear of making a mistake in providing detailed advice, benefits, etc.

Conclusion

The psychological mechanism for the emergence and consolidation of the connection between the trigger and a certain emotional reaction is like the formation of conditioned reflexes, habits, and skills.

The difference is that it is not so much repetition of the stimulus and reaction that is important as emotional reinforcement. In a force majeure situation, the trigger may form after a single event that caused a mental trauma.

For example, a race car driver after having been in a serious accident may experience panic after hearing the noise of a race car engine. Such psychological triggers are associated with individual experience, and there can be no single emotional reaction for each person.

The triggers that are used in marketing are not associated with such pronounced negative emotions and do not affect the psyche destructively.

Thus, from the above, it can be argued that the use of a scientific approach in marketing allows you to understand and reasonably explain the behaviour of consumers when buying a product. It also allows you to create more effective advertising appeals that are based on the goals of consumers. Also, basing strategies on meaningful and differentiating consumer goals can simplify their implementation. Goal-based strategies contain clear guidelines on how to implement them in

practice, as opposed to an overly vague concept of emotions. Because the strategy is based on goals, the question arises as to whether the advertising is appropriate to the strategy, rather

than whether it is liked, to which environmental statistics provide an objective answer. Further research are seen in empirical work to check the hypothesis of the advantages of trigger use.

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Резюме

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ТРИГГЕР В РЕКЛАМЕ КАК МЕТОД ПСИХОЛОГИЧЕСКОГО ВЛИЯНИЯ НА ПОВЕДЕНИЕ ПОТРЕБИТЕЛЯ

В статье представлены результаты теоретико-методологических основ исследования факторов влияния на поведение потребителей, возможностей их влияния для направления поведения потребителей в маркетинговой деятельности средствами рекламы. Выделены принципы на основные которых базируются триггеры. Проанализированы основные характеристики триггеров и их влияния на поведение потребителей средствами рекламной деятельности.

Ключевые слова: поведение потребителей; психология поведения; маркетинг; триггеры; психология рекламы.

Резюме

Поведінка споживачів — це основа, на якій базується вся маркетингова діяльність підприємства. Споживання, та саме становище споживача, є обов'язковою та невід'ємною частиною конкурентних відносин. Сфери виробництва і торгівлі спрямовані на боротьбу за споживача. Останніми роками проблема ролі реклами на поведінку споживачів привертає увагу науковців. Для з'ясування вищевказаних проблем необхідно зазначити, що важливу роль у формуванні реклами, як впливу на поведінку споживачів, відіграє психологічний фактор.

Метою нашого дослідження є проведення теоретичного аналізу психологічних аспектів використання тригерів у рекламі як методів впливу на поведінку споживачів.

Методологічною основою даного дослідження є теоретичний аналіз джерел, які визначають специфічність психологічних аспектів побудови тригерів та їх використання засобами реклами.

Наукова новизна полягає у визначенні психологічних принципів, які лежать в основі побудови тригерів. Встановлено, що поведінка споживачів стосовно товарів і послуг визначається низкою факторів психологічного, соціально-психологічного та економічного рівнів. Доведено, що процес споживання повинен з'являтися у моделі, яка охоплює його повністю: від актів сприйняття та прийняття рішень щодо використання чи невикористання певних товарів чи послуг до форм їх практичного використання. Мотивація також дуже важлива для прийняття рішення про покупку, тобто чому споживач вирішив придбати певний товар. З'ясовано, що маркетингові комунікації впливають на поведінку споживачів, при цьому необхідно мати інформацію про характер поведінки споживача. Встановлено, що у процесі реклами слід чітко знати: 1) що визначає поведінку споживачів на ринку; 2) хто впливає на рішення про придбання товару; 3) на основі чого споживачі приймають рішення. Під впливом емоцій радості, страху, здивування, гніву споживач приймає рішення робити покупки. У статті проаналізовано можливості тригерного впливу на спрямування поведінки споживачів у маркетинговій діяльності за допомогою реклами. Описано основні характеристики тригерів та їх вплив на поведінку споживачів за допомогою реклами. Висвітлено принципи, на яких базуються тригери, а саме: принцип взаємності, принцип зобов'язань, принцип стада, принцип дефіциту, принцип підтвердження, принцип довіри, принцип інновацій, принцип заборони.

Результати даного теоретичного дослідження мають важливе значення для подальшої розробки моделей та методів експериментального вивчення особливостей використання тригерів за допомогою реклами з метою впливу на поведінку споживачів.

Ключові слова: поведінка споживачів; психологія поведінки; маркетинг; тригери; психологія реклами.