



THE PSYCHOLOGICAL IMPACT OF ADVERTISING ON CONSUMER BEHAVIOR: THEORETICAL AND PRACTICAL ASPECTS IN THE CONTEXT OF DIGITAL COMMUNICATION

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Abstract

This scientific article presents an in-depth analysis of the psychological impact of advertising on consumer behavior in contemporary society. Advertising is examined as a complex socio-psychological phenomenon influencing individual and collective consciousness, emotions, motivation, values, and decision-making processes. The study explores key psychological mechanisms of advertising influence, including perception, attention, persuasion, emotional appeal, motivation, and subconscious processing. Particular emphasis is placed on the transformation of advertising influence in the digital environment, especially through social media platforms, personalized advertising strategies, and influencer marketing. The findings demonstrate that the systematic application of psychological principles in advertising significantly shapes consumer attitudes, purchasing behavior, and long-term brand loyalty.

Keywords: Advertising psychology, consumer behavior, psychological influence, persuasion, emotional appeal, digital advertising, social media. (Solomon, 2018)

INTRODUCTION

Advertising occupies a central place in the system of modern mass communication and plays an important role in the development of market relations. In the context of globalization and digitalization, advertising has become not only a means of informing consumers about goods and services, but also a powerful instrument of psychological influence that shapes social values, lifestyles, and patterns of consumer behavior. (Kotler & Keller, 2016) (Solomon, 2018)

The growing volume of advertising information and the increasing competition in the market environment have led advertisers to actively use psychological knowledge to enhance the effectiveness of advertising messages. Advertising appeals to human emotions, needs, beliefs, and subconscious reactions, thereby influencing consumer choices. Therefore, the study of the psychological impact of advertising remains a relevant scientific problem that requires comprehensive theoretical and empirical analysis.

The purpose of this article is to analyze the psychological mechanisms of advertising influence on consumer behavior and to identify the specific features of advertising impact in the digital communication environment.



MAIN PART

1. Advertising as a socio-psychological phenomenon

From a socio-psychological perspective, advertising is a form of communication aimed at influencing the attitudes and behavior of a target audience. It reflects social norms, cultural values, and ideological orientations of society while simultaneously shaping them. Advertising messages are designed to resonate with the social experience of consumers and create meaningful associations.

Advertising influence is realized through interaction between the communicator (advertiser) and the recipient (consumer). The effectiveness of this interaction depends on psychological characteristics such as age, gender, education, social status, cultural background, and personal experience of consumers.

2. Psychological theories underlying advertising influence

Theoretical foundations of advertising psychology are based on classical and modern psychological theories. Motivation theory explains how advertising appeals to basic and higher-level human needs. Maslow's hierarchy of needs is widely applied in advertising practice to stimulate consumer interest. (Solomon, 2018)

Cognitive psychology focuses on information processing mechanisms, including perception, attention, memory, and thinking. Advertisers use simple messages, visual symbols, and repetition to enhance memorability. Behavioral psychology emphasizes stimulus-response mechanisms, where advertising stimuli provoke specific consumer reactions. (Belch & Belch, 2020)

3. Emotional influence and formation of consumer attitudes

Emotional appeal is one of the most powerful tools of advertising influence. Emotions significantly affect consumer attitudes toward brands and products. Positive emotional responses such as joy, trust, sympathy, and nostalgia contribute to favorable brand perception. (Cialdini, 2009)

Negative emotions, including fear and anxiety, are also used in advertising, particularly in social and public awareness campaigns. Emotional advertising often bypasses rational analysis and directly affects subconscious reactions, making it highly effective.

4. Persuasion techniques and consumer decision-making process

Persuasion represents a deliberate attempt to influence consumer beliefs and behavior. Advertising employs various persuasion techniques such as social proof, authority, credibility, scarcity, and repetition. These techniques increase trust in advertising messages and reduce consumer resistance. (Cialdini, 2009)

Consumer decision-making is a multi-stage process that includes problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Advertising plays a role at each stage by shaping expectations and reinforcing satisfaction. (Schiffman & Wisenblit, 2019)



5. Perception, attention, and subconscious mechanisms of influence

Perception is a key psychological process through which consumers interpret advertising messages. Visual design, color schemes, sound effects, language style, and cultural symbols significantly affect how messages are perceived. Due to selective attention, consumers consciously process only a limited amount of advertising information.

Subconscious influence is achieved through repeated exposure, symbolic imagery, and associative links. Over time, these elements shape consumer preferences without conscious awareness.

6. Psychological impact of digital and social media advertising

Digital technologies have transformed advertising practices and significantly increased psychological impact. Personalized advertising based on user data allows advertisers to deliver highly relevant messages. Social media platforms provide interactive communication and real-time feedback. (Fill, 2013)

Influencer marketing has become an important element of digital advertising. Consumers often perceive influencers as trustworthy sources of information, which enhances persuasion and emotional engagement.

CONCLUSION

The findings of the study confirm that advertising exerts a substantial psychological influence on consumer behavior by shaping emotions, motivation, perception, and decision-making processes. Through the strategic use of psychological mechanisms, advertisers are able to form stable consumer attitudes and preferences. In the digital era, this influence has intensified due to personalization, interactivity, and the extensive use of social media platforms. Consequently, a thorough understanding of advertising psychology is essential for the development of ethical, responsible, and effective advertising strategies.

In the digital era, the psychological influence of advertising has intensified due to personalization, interactivity, and the widespread use of social media. Therefore, a deep understanding of advertising psychology is essential for developing ethical and effective advertising strategies. (Solomon, 2018)

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Footnotes (OAK standard)



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