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MECHANISMS OF INFLUENCE ON CONSUMER BUYING BEHAVIOR

Some people realize that advertising lure us to purchase goods that are not necessary. But others believe that advertising enlightens us of new items that can improve our lives. There is no doubt that ads motivate consumers to buy unwanted things. This paper presents a brief review on these statements and analyses the ways of marketing influence on consumer buying behavior.

There are compelling reasons why advertisements encourage people to unnecessary purchases. First of all, multinational corporations create well-prepared announcements to stimulate consumers to buy their products. For instance, fast food chain McDonald's advertising artifacts tries to lure children with toys and playrooms in order to sell kid's meal. Moreover, vigorous advertisement campaigns are promoted across plenty of channels such as TV, billboards, online sources and so on to gauze consumer attention to purchase goods that may be of no need to them. Consequently, people become more materialistic since advertising combines their desire to have more subjects.

But there are some good points in ads. The main benefit for consumers is the awareness of new products. Information ads can benefit people in their daily lives. For example, campaigns of medicinal fluid to remove minuscule warts can greatly help people with removing dead skin cells from their body. Furthermore, advertising of the same kind of product from multiple vendors or manufacturers influence competitive pricing in the marketplace and thus greatly benefits us. So, toothpaste advertisements of Colgate, Crest or other brands provides one with varying options to choose from. Therefore, ad campaigns can enlighten consumers [1, p. 1].

Billboards, banners, television broadcast advertising, which have become essential parts of marketing in recent times, create a sense of desire in the mind of the

customer about a certain product. Customers who know their need will never fall in the trap of marketing. They would buy something only if they need it or if that is what they desire the most at a certain moment. Though product quality, price and features play a very important role when a customer begins the product research, this is the part where marketing strategies get beaten, if done wrong. Furthermore, marketing is not actually responsible to push a product in the consumers mind in today's date. In some cases, branding plays a major role. There are two assured possibilities for a product to get sold in today's market: if the product offers both quality and service in a reasonably competitive price; if the product belongs to a renowned brand and provides you a temporary recognizable status for a limited time [3, p. 24].

In today's date, status is in a huge demand, and renowned brands are providing it. Though branding comes under the family of marketing, but it is not marketing as a whole. So branding is responsible for sales where the consumers never needed that thing but have a desire for it or in short, you can term it as 'want'. But, if marketing is to be blamed somewhere then the best hunch, one can take, is that, marketing is actually creating a wide range of choice for customers, making the customer either go confused, or, simply ending the want for a product. Consumers get less attracted to television and banner ads with that intensity, like they used to do before. Today consumers get educated about a product through digital marketing tricks and references. The consumer who bought after reading a blog, is a consumer under the conflict of interest, he/she wants to try it. And that exactly doesn't assure that a consumer will buy it again. It depends on the consumer experience. If the consumer finds it good, it will be sold again or else your competitors steal the show, if you miss out re-marketing.

'Need' never exactly comes into the picture, when we are talking about 'Marketing'. It's 'want' that marketing creates. Take the example of fidget spinners – the need for the equipment was for kids who had ADHD (attention deficit hyperactivity disorder) and have trouble focusing and had a 'need' for fidget spinners. But soon enough it turned into a toy. Marketing the product, as a toy,

created the want to have the fascinating product, play with, which gave an entertaining value to people. It was a new toy after Beyblades and YoYo's. And then, when the desire and want fade away, the spinners are lying in the drawer or in some corner of the desk, unused. We all have a desire and want for a huge range of things, what marketing does is simply reminded you of what you want. If you see a fascinating advertisement of Levis jeans on a Saturday evening, doesn't trigger you to rush and buy the product immediately. Unless, you go shopping the next day, which is a Sunday and you see a Levi's outlet which reminded you that you want or desire to look good as the models in the advertisements and you deserve a try. Hence, marketing builds a desire in you to give a try. It motivates you to want more to make your lifestyle better than your social circle. And value, well desire for something strongly, creates a value on its own. It's a natural phenomenon [2, p. 1].

To conclude, advertising lures us to buy unwanted stuff through wee-thought-out ads and a flow of campaigns across various channels. And the big disadvantage is creating a "need" for consumers through marketing tricks. But it's good that advertising can be informative and influence pricing of goods.

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