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Psychological features of perception of modern advertising.

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Today, at a time when education and development are advanced, at a time when innovation is advanced, the demand for modern advertising is growing, which in turn requires individuals to study the characteristics of the perception of modern advertising. Before we get into that, let's talk a little bit about advertising.

Advertising is a system of targeted measures to influence consumers, shaping and regulating the movement of products in the market. Advertising occurs where products are interchangeable, where there is competition, and where every manufacturer is looking for a customer, looking for a place in the market.

Advertising is a very important and delicate tool in the market. Throughout its long history, advertising has developed qualitatively. SHE IS;

- from informing - to provide information;
- from the transmission of information - to create a conditioned reflex;
- from the formation of a conditioned reflex - to subconsciously absorb;
- from subconscious absorption - to the formation of a symbolic image.

Advertising has gradually led to a conscious, thoughtful perception of the advertising image by the buyer, who then automatically makes the purchase. Advertising now requires the consent of the buyer, even if it is not understood.

Advertising influences the consumer and allows them to buy the advertised products and services. It uses a number of methods

and techniques that affect different mental structures, both conscious and unconscious.

To what extent does advertising convey information about a product, and to what extent does it try to "force" the product? the extent to which the information-psychological impact of advertising is manipulative.

There is a legitimate need to learn how to manipulate advertising. The study of advertising (like any other business) requires two approaches: scientific and practical. From a scientific point of view, the study of advertising manipulation is necessary to improve and systematize the knowledge about the impact of advertising on the minds of consumers. In practice, just as the study of advertising manipulation benefits the consumer, it also helps advertisers who claim to be honest to develop manipulative technologies, as well as methods to identify mechanisms to protect the consumer's mind from manipulation. In view of the above, the author has chosen this topic for the course work. In writing this work, the author draws on the theoretical basis (basics of advertising, basics of psychology), as well as the results of various psychological and sociological research, as well as his own experience and observations.

Advertising is a socio-psychological phenomenon. It is a comprehensive product that reaches the most hidden areas of the modern human psyche. Research by psychologists confirms that the reception and processing of advertising information

takes place under the influence of many different factors, but three of them are always present: these are cognitive (cognitive), emotional (emotional, affective), behavioral (conative). factors [2] we will consider them in more detail:

Cognitive aspects are related to how a person perceives advertising information. Cognitive learning involves the analysis of information processing processes such as perception and perception, memory, imagination and imagination, thinking and speech, and so on.

Intuition (feeling). Advertising uses more visual, auditory, cognitive, motor, olfactory, sensory, and a number of other senses. At this point, there is the problem of studying the perceptions that arise when receiving an ad or consuming an advertised product.

Acceptance. Unlike the senses, perception means that objects and events are reflected as a whole in the cerebral cortex. The most important part of receiving advertising information is the creation of a perceptual image, which has the greatest impact (or does not show) on the behavior of the buyer. Images focus on human emotions. Their meaning is understood through a well-established process at the level of consciousness. Attention. Attention is the direction of reception. Separating a product from a certain amount of advertising means paying attention to it. A person sees and hears what he likes or fears, or his attention is drawn to the process of selection. Memory. Memory is the process of remembering, storing, and reviving what a person has previously received, experienced,

or done. All types of memory are involved in the reception and processing of advertising information. Tafakkur. Contemplation is the general reflection in the human mind of the legal relations and relations of things and events. There are many types of thinking operations (comparison, analysis, synthesis, etc.). All of them are actively used in advertising, especially from associations. The affective part of the advertising effect determines the emotional response to the object of advertising information: whether the subject treats it favorably, dislikes, is neutral, or opposes it. In addition to seeing, people have a stable emotional memory, which is based on the principle of likes and dislikes. Advertising materials inevitably absorb emotional images that are not understood. According to experts, goodwill for the product is proportional to goodwill for advertising information. Advertising perception is the analysis of a person's behavior, which is determined by the purchasing behavior under the influence of advertising. The behavioral component includes behaviors that are consciously and unconsciously perceived. There are different views on the nature of different modes of human behavior. From the point of view of the psychoanalytic approach, a person's mental life in general, and his behavior in the market in particular, is built mainly on irrational, incomprehensible motives. From Z. Freud's point of view, understanding consumer behavior is facilitated by referring to the unconscious part of man - the most powerful part of human psychological nature in his

conception - primarily the sexual nature of man. According to D. Skinner, customer behavior management also means influencing decent customer behavior. His style is based on a conscious aspect of human nature. In general, effective advertising focuses on both the subconscious and the conscious, that is, on thoughts, perceptions, relationships, and human behavior. Thus, we found that human perception and processing of advertising information is influenced by three factors: cognitive, emotional, and behavioral. Advertising professionals take them into account and apply them in their work, optimizing the impact on the right customer.

People buy products to meet many needs, including psychological needs. Today's advertising experts follow the theory of psychological states:

- the person knows what is going on with him and can explain it;
- a person is obsessed with his senses and cannot explain why;
- A person does not know anything about his condition or the cause of it.

The second and third case is the field of motive analysis. Motives are needs that are understood, verbalized, substantiated, and explained. Motives are nourished by unintelligible needs, often expressed in the form of desires and passions that can be explained. Motives, while not always understood, act as stimuli for human action. There is a clear distinction between the true nature of human action and the rational explanation of why a person behaves differently. Customer motives, like human

needs, are complex and multifaceted. In general, they can be divided into the following types:

- emotional;
 - rational;
 - utilitarian;
 - aesthetics;
 - prestige motives;
 - imitation motives and fashion motives;
 - motives for self-expression;
 - motives of tradition.
- These motifs are used in advertising campaigns. There are other deep motives: - a sense of confidence; - self-satisfaction; - creative tendencies; - objects of love; - flattery; - just a fan, and so on. Purchasing motives are often complex psychological structures, the individual parts of which are not even known to the consumer. Advertising professionals engage in the analysis of motives in order to reach the realm of the unconscious, because likes are usually determined by factors that are not understood. The purpose of motivational research is to identify: - What makes a person buy; - What prevents a person from shopping; - How the decision to buy this or that product arises; - What does this purchase have to do with previous purchases? Advertising uses this information to increase the consistency of positive motivation and to remove anything that interferes with it. Advertising that takes these aspects into account focuses on emotions (associations) rather than on the product (the rational side of shopping). Thus, we found that consumer motives are very diverse and often irrational. Advertising the analysis of motives by experts can influence the unconscious sphere of the consumer, enhancing his positive motivation.



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