

“Create A Buzz!” Role of Psychology in Advertising

Ms.Rohini Arora

Assistant Professor in BADM

Abstract

Advertising plays a major role in modern life. It shapes the attitudes of the society and the individual. It inevitably influences customer behavior. Smart marketers use psychology legally, ethically and respectfully to attract and engage customers, and compel them to buy. The main goal of advertising a certain product or service is to attract the customer's attention and analyze the impact of advertising on customer behavior, which is determined by a multitude of aspects, although the psychological-cognitive, emotional and behavioral-ones play the most important role. Many studies have shown emotional and psychological appeals resonate more with consumers than feature and function appeals. This paper deals with the major psychological facts which should be used tactfully in order to make advertising more impactful.

Keywords: advertising, impact of advertising, customer behavior, psychological aspects.

Introduction

Customers are the most valuable assets for an enterprise. They can be costly to acquire and retain. Advertisers pay a particular attention to the customer in order to attract and retain him/her. According to Ph. Kotler and others (2003), D. Jokubauskas (2003), both the businesses and individual sellers should ask themselves what should the advertising of their products and services be and what impact on the customer should it make. Therefore, these aspects should be anticipated and evaluated and the following questions answered: what should the ad be; what should the emphasis be put on; what visual design should be chosen; what psychological impact is it going to have on the customer?

The relationship between advertising and psychology developed because advertisers were also searching for credibility. They wanted to add more science to their work to prove its effectiveness and to understand the motives influencing consumer behavior . Psychologists were

hired to assist in gathering the information that would help advertisers gain a deeper understanding of their customers (Friedman, 2004). As the relationship developed, advertisers used psychological concepts to increase the sophistication of their ads and their ability to influence consumers.

There are many psychological techniques implemented in advertising to persuade consumers like use of color to elicit specific associations or emotional responses, subliminal messages etc. Colors can influence the emotional behavior of consumers by attracting attention to advertisements or highlighting certain elements of advertisements. Each color has characteristics and emotional responses that consumers are believed to associate with it. For example, red is thought to be associated with feelings such as happiness and excitement, while green is calming and interpreted as being healthy and natural.

Subliminal messages are another persuasion technique utilized in advertising. Subliminal messages are blended into advertisements as hidden words or images and are presented below a person's consciousness or awareness. The subliminal message is governed by the idea that the conscious mind judges and the subconscious one acts with the memory database.

Importance of Psychological Factors in Advertising

Psychology is the science of behavior and mind, embracing all aspects of conscious and unconscious experiences as well as thoughts. Psychologists explore behavior and mental processes, including perception, cognition, attention, emotion (affect), intelligence, phenomenology, motivation (conation), brain functioning, and personality. Psychology in advertising helps in understanding how the customers feel and behave and what makes them feel or behave in a certain manner. Every advertising campaign - design should be combined with aspects of customer psychology or sensory branding. From the colors of the advertisement in print, over moody music, pictorial design, every element of your advertisement counts and influences the customer/viewer.

As per Claude Hopkins, who is also considered as the Father of Modern Advertising Techniques, the competent advertising man must understand psychology. The more he knows about it the better. He must learn that certain effects lead to certain reactions, and use that knowledge to

increase results and avoid mistakes. Human nature is perpetual. So the principles of psychology are fixed and enduring.

Curiosity is one of the strongest human incentives. The advertisers should employ it whenever they can. We also learn that people judge largely by price. They are not experts. Many articles are sold under guarantee - so commonly sold that guarantees have ceased to be impressive. Nowadays a lot of goods are sold on trial basis. The goods are first sent out in this way on approval and the customers are asked to pay later. And we find that people are honest. The losses are generally very small.

Recent psychological pattern suggest the items to be personalized. It adds a lot of value to the product. In the same way it is found that an offer limited to a certain class of people is far more effective than a general offer. There are endless phases to psychology. An identical offer made in a different way may bring multiplied returns.

Advertising Tactics on the basis of Psychology

People think that their decisions and choices are most of the time made consciously and rational, relating to their wishes, interests and motivations while the fact is that most of our decisions in daily life are made on an unconscious level, which Smart, skillful, honest marketers use psychology legally, ethically, and respectfully to attract and engage means we are quite vulnerable to persuasion attempts which affect our unconsciousness. Advertising is intrinsically linked to the science of psychology. Advertisers have plenty of ways to manipulate our behavior. As new research and ideas come from psychology, neuroscience, and the social sciences, advertisers learn new ways to gain our interest and persuade us.

A few such tactics are mentioned here:

1. PROMOTE EMOTIONAL IDEAS

Studies have shown emotional and psychological appeals resonate more with consumers than feature and function appeals. In advertising copy, benefits—which often have a psychological component—generally, outsell features. With familiar products, an emotional appeal will create a fresh perspective. That new outlook, in turn, will be more likely to trigger a behavioral response.

2. PROMOTE EXCLUSIVITY/SCARCITY

Near the top of Maslow's hierarchy of needs pyramid sits self-esteem. People want to feel important; like they're part of an exclusive group. That's why advertising copy sometimes says: "We're not for everyone." This is partially because it's been ingrained in our minds that the expensive things tend to be scarce. Scarcity also suggests that other people like the product. The last reason scarcity technique works so well is that it reminds us that our freedom of choice will soon be gone.

3. INTRODUCE FEAR, UNCERTAINTY, AND DOUBT

Fear, uncertainty, and doubt, or FUD, is often used legitimately by businesses and organizations to make consumers stop, think, and change their behavior. Everybody wants to feel secure and this is where advertising comes in, to hit their insecurities and to create an impression of the product or service as a solution to their insecurity and fear.

4. THE RIGHT HAND RULE

We live in a world of right-handers, and therefore the right side rules. We are naturally drawn to the right side of things, and in particular to the right hand of people. This is where we expect them to be carrying something, so always want to know what they've got. Advertising uses this knowledge, putting the items it wants us to buy in the right hand of the models. We should always depict your product so that you achieve an underlying goal: to encourage mental interaction.

5. SOCIAL APPROVAL

Among the most effective tactics advertisers can use is tapping into our social insecurities. The more people who approve of something, the more likely we are to like it, too. We are more likely to buy something because it's gotten the stamp of approval by someone we know and admire.

6. ENLARGE EMOTIONAL WORDS

Images trigger emotion in accordance with their size. The larger the image, the stronger are the emotions. Words are symbolic in nature. By increasing the surface size of our text—especially

emotional words — we can enhance the emotional impact of those words. Enlarged words will capture attention more easily.

7. USE ASSERTIVE LANGUAGE

Assertive language can improve advertisements for hedonic products. When people feel happy, they talk more assertively. Our assertive language will increase processing fluency. They'll be able to process your ad more easily.

Conclusion

One of the most important tasks advertising performs is to distinguish the item or service advertised, attract the customer's attention and sustain his/her attention. Advertisers have to be masters of applied psychology. If people can be made sick or well by mental impressions, they can be made to favor a certain brand as well in that way. And, this is the only way out to win them. An identical offer made in a different way may bring multiplied results. The consumer values any product or service on broadly three dimensions: Utility, Experience and Symbolism. It is the task the advertisers to highlight these things and create a favorable impression in the minds of the customers.

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