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FACTORS INFLUENCING THE PERCEPTION OF ADVERTISING

At the perception of advertising information the extremely important role belongs to the formation of perceptual image that has (or has not) a significant impact on consumer behavior. The customer often buys not a specific product, with its set of features and characteristics, and its image, dream, demonstrating thereby dedication of one or another brand. During testing or tasting products consumers often can not distinguish one brand from another, similar to this one.

Utmost importance in achieving the communicative effectiveness of advertising is the language of visual images. It is perceived faster and easier, and more accurate than verbal language. Verbal communication is more difficult, it is mediated by symbols and perceived indirectly, while the visual images influence directly on the consumer, as a reflection of reality. They are directly addressed by human feelings. In this sense, verbal communication should also be very specific and shaped. The words should produce visual images. Specific words denote objects or phenomena of the real world that you can see, touch, smell taste. The more specific the word, the more emotional response it will cause an in humans.

From the definition of perception implies its essential feature - a holistic reflection of objects and phenomena of reality. A person is trying to reconstruct a complete image, even when the environmental elements are little or not enough, when only a part or some parts of the object present. The person completes the missing parts for a holistic and complete picture.

Two conclusions result from this feature of perception:

1. All the elements of advertising and other communications need to work on a single, easily perceived image of the goods or services.
2. In a situation of having a holistic image of the goods/services it is sufficient to place one of the elements of the image in advertising in order to understand exactly what is advertised.

Despite certain amount of subjectivity in the perception of the object by person, there are universal laws of human perception, in which the individual elements are combined into an independent holistic way (laws of M. Wertheimer):

1. The law of similarity (the more items are similar to each other on some obvious quality (size, color, intensity of sound, etc.), the more likely they are to be perceived as a whole);
2. The law of "common destiny" (the set of elements moving at the same speed or the same trajectory are perceived as a single entity);
3. The law of nearness (in any field (visual or auditory) containing several objects those of which are closer to each other can be perceived holistically as a single object);
4. "Kiss rule" or keep it short and simple rule (all external, complex feelings are reduced by human to the simplest and most convenient forms: in order to understand something, the human brain divides the complex external sensations on the basic, simple shapes and forms);

5. The law of complementarity to the whole (unfinished elements tend to organize themselves into a kind of whole - if they are not complete or not ideal, the person tries to guess what they should be).

The practice of advertising shows that the main trend is clearly turning toward a long considering, reading of advertising messages, and noninstant understanding of its meaning.

Well-structured advertising information is perceived more effective than the individual elements of the image. In addition, well-structured advertisement will be better remembered as the amount of human memory is determined not by the individual elements, and structural units. The optimal number of structural units for effective perception is number 7.

So, the perception of advertising is caused by either more stable factors, among them are life experience and cultural level of the individual, or situational variable – his mood and psychological state. The task of advertisement maker is to avoid misunderstandings and extremely simply and succinctly to make clear the basic advertising idea to the consciousness of the consumer. In this sense, national, age, status, gender and other characteristics of the target audience, its educational level, and installation of perception should be taken into account.