

Original Paper

An Overview of the Functions and Role of Advertising as a Communication Tool in Belarus, Egypt, and the UK

Mounir A. S.^{1*}

¹ Educational Establishment “Vitebsk State University named after P. M. Masharov”, Faculty of Humanities and Language Communications, St., 4 Lugovaya, 37, Vitebsk 210033

* Mounir A. S., Educational Establishment “Vitebsk State University named after P. M. Masharov”, Faculty of Humanities and Language Communications, St., 4 Lugovaya, 37, Vitebsk 210033

Received: January 15, 2023

Accepted: January 31, 2023

Online Published: May 7, 2023

doi:10.22158/wjssr.v10n2p29

URL: <http://dx.doi.org/10.22158/wjssr.v10n2p29>

Abstract

This article is meant to focus on the fundamental functions of advertising as a communicative tool. It shines the spotlight on the communicative functions of advertising, and the role of advertising in three countries Belarus, Egypt, and the UK. I committed to show the functions of advertising and its characteristics and approaches in the three countries. The functions of advertising as a communication tool is to inform consumers, provides consumers with information, connects advertisers and consumer audience in the market, and alter how consumers view a specific issue. Moreover, advertising communication educates consumers and it will make their lives better. This article aims to provide researchers with some knowledge about the functions of advertising communications, and on the influence of advertising communications on the public of the mentioned countries.

Keywords

advertising function, advertising market, the Belarusian consumers, Egyptian digital advertising, UK international advertising

1. Introduction

The functions of advertising as a communication tool is to inform consumers about goods and services. It performs the corresponding communication functions implemented by a well-established practice of creating and broadcasting of marketing information to target audiences. Advertising is not only to inform about goods, but at the same time transforms the information in a certain way, which becomes associated in the minds of consumers with factual information about the qualities of the advertised object. Thus, advertising provides consumers with information models advertised objects, and thereby connects

advertisers and consumer audience in the market. Advertising is also one of the specific forms of communication. It is designed to perform an appropriate communicating function, linking together advertisers and consumer audience by the means of information channels.

The communicative function of advertising lies in two aspects, the first of which is the informational aspect and the second one is the transformational aspect, through the media function.

Gillian Dyer identified the central function of advertising as a communication tool, which is to create desires that previously did not exist. Thus, advertising arouses our interests and emotions in favour of goods or products, and thereby actually creates the desires it seeks to satisfy. Our desires are aroused and shaped by the demands of the system of production not by the needs of society or of the individual. It is thus the advertiser's task to try to persuade rather than inform [1982-4]. Bovée (1992, pp. 26-27) defined the marketing functions of advertising as it is not only to identify products and differentiate them from others but also to communicate information about the product, its features, and its location of sale. Moreover, not only to induce consumers to try new products and to suggest reuse, but also to increase the product usage, then to build brand preference and loyalty, and finally to lower the cost of sales.

K. Matelski defined the communicative function of advertising according to AIDA acronym (developed by American businessman Elias St. Elmo Lewis in 1898) (attention, interest, desire, action).

- 1) **Attention.** You should first capture consumers' attention if you want them to learn the information needed to know where and how to make a purchase. [Awareness: Customers are educated about a given good, name, or service. Advertising is typically the source of awareness.]
- 2) **Interest.** Once you have the customer's attention, you must keep it long enough to convey the most important information required for the customer to move forward in the funnel.
- 3) **Desire.** If you were able to successfully capture the consumer's interest and keep it long enough to convey information about your good or service, you should now cultivate the customer's desire.
- 4) **Action.** Consumers are finally almost ready to take action after learning as much as they can about you and your good or service. Even so, your work has not yet been completed. Your call to action appears at this point.

However, Čmejková (2000: 20) had a vary variant of this model which helps to consider the importance of one's memory in the process of advertising communication she named it ADAM (attention, desire, action, memory).

Informational functions

In some cases, an advertisement provides information about a company and its goods so that purchasers can learn more about the company. When a manufacturer releases a new product, it is necessary to educate potential customers about the new item. This could be a straightforward announcement, or it could include information about the product, its features, and some sort of comparison or claim about

the product in relation to competing product offerings. As an example, a new training company assists kids with swimming. The parents already know about the existing five training companies, but no one has ever heard of the new company “Trusted Teams” They also do not know what it does. Therefore, the new company has to let the public know that they exist and that their activities are to teach children to swim, specifically to elementary school children.

In some cases, advertising serves no purpose other than to inform the public about certain topics. This frequently contains neutral content, such as news announcements or official advertising. In other cases, manufacturers may use advertising to notify previous customers about a flaw in their product. Thus, the manufacturer uses advertising to inform the broadest possible audience about the specific issue in order to response from product owners. Manufacturers may attempt to use advertising to consider new applications for a product in order to increase the appeal of an already popular product. Interactions with consumer research frequently reveal various uses for the product that consumers have, and these uses may help marketers discover new business opportunities. A manufacturer may wish to notify the public of a price increase or other change to the product’s value proposition. It may be required to explain how a product works at times.

The persuasive function

Different methods of persuasion exist. It may vary, for instance, depending on whether it seeks public compliance or private acceptance, is short- or long-term, involves gradually increasing commitments or sudden interventions, and, most importantly, depending on how benevolently it intends to act. We may refer to persuasive behavior that is well-intentioned as education. You could refer to it as mind control if it is manipulative. Persuasion has been defined as “the process by which a message induces change in beliefs, attitudes, or behaviours”. Consumers are persuaded to choose certain goods or services over others through influence. A company’s objective when competing with similar products already on the market is to convince consumers to switch to theirs. To accomplish this, comparison is frequently used. In the case of “Trusted Teams”, they may portray that their children are clever at swimming, swimming confidently, while the other children in the world are swimming hesitantly. advertising that persuades customers to purchase frequently through persuasion may result from emotional or rational appeals such as humor, love, anxiety, pity, among others. Advertising aims to alter how consumers view a specific issue. Political parties use this type of advertising to convince people that their policies are the best ones and to entice them to support a particular party, particularly in the lead-up to an election. In a manner similar to this, charitable organizations commonly work to raise awareness of a specific issue. In some market sectors, advertising may act as a launchpad for other initiatives. It might try to provide the target audience with specific information to entice them to take a sales call.

The selling function

The vast bulk of advertising attempts to convince customers to purchase particular goods or services. In

order to achieve this goal, the advertising informs the target audience about the product or service. This kind of advertising frequently aims to reinforce preexisting beliefs by highlighting how the product fits the requirements or way of life of potential customers.

Some advertisements, particularly those with a promotional bent, aim to convince the consumer to buy now rather than wait. The advertising will convey a sense of urgency, frequently by placing a deadline on the offer being made. Particularly in the case of “sale” advertising. Future customers are reminded that they can only obtain the particular “great deals” during those times and are notified of the sale dates. Similar to this, businesses will make “time-limited” deals and discounts that restrict how long clients can take advantage of the discounted price. Two crucial roles for advertising are the growth of brand choice and brand switching. The vast bulk of marketing campaigns follow this pattern, highlighting the brand’s benefits while sporadically making direct comparisons to competing goods. Notifying a customer of a brand’s existence is frequently insufficient.

It will be extremely important to remind them of the locations and to point them in the path of the shops that sell the product. A typical advertising feature that provides two purposes is a list of stockists. On the one hand, it provides the client with the information required to locate the product. On the other hand, it motivates the highlighted shops to continue carrying the brand. Obviously, some products are more in demand during particular seasons. Through the off-season and to remind consumers that they may need the product in the future, advertising can keep a brand in their minds. It’s critical to keep in mind that even well-known brands require awareness. Consumers have a limited memory, even when it comes to well-known brands, and need a reminder of the advantages and benefits they provide. Advertising has typically been thought of as a tool to boost sales. This is done in four ways that are essential:

- 1) Raising awareness
- 2) Disseminating important information
- 3) Aiding in the creation of a trustworthy brand identity
- 4) Consistently using the brand and being reminded to do so.

Advertising should attract potential customers’ attention and be precisely targeted, according to Fletcher (1993). He notes that over the course of their lives, people are exposed to numerous advertisements. Selective perception concentrates people’s attention on the few advertisements that they are actually interested in. Many advertisements fail to capture viewers’ attention because they concentrate on goods and services that people do not buy. Most marketing companies want to increase brand sales. For sales to significantly rise, only a small portion of consumers must decide to buy a brand instead of or in addition to their usual brand. Advertising’s role is to locate these minorities and reach out to them as effectively as possible. It is simple to identify these minorities because they are probably quite similar to the brand’s current customers.

The reminder function

By repeatedly repeating the advertising message, the reminder function of the advertisement works to keep the concept or subject in the recipient's mind. And he affirms that in besides influencing the evaluation response, which includes the purchaser's evaluation of the components of the advertising message, the advertisement also influences the recipient's cognitive response by provoking queries about what the media topic is. The message is received in its entirety, and Krohman suggested that the recipient's response might be limited to the initial stage. As a result, here emerges the reminder before the persuasion gradually begins to take hold.

Increasing salience Function

Here, the term "salient" refers to the most important. Salient advertising is effective at keeping a product in consumers' minds for a longer period. It takes more than just one person to understand the product. They are aware of the product when they decide to buy it. As an example, after Sasha failed her swimming test again, had numerous nightmares at night, and her parents had been crying for some time about this bad situation. They remember the ads that they saw before "Trusted Teams" training company, they saw them in different locations in town, online, and even by the bus stop, and are foremost in their minds. They take decision to help Sasha by phoning this training company, as they believe that it will help her. Thus, brand loyalty helps to build emotional relationships between the audience and the products of such brands. This increases the chances of some consumers preferring a particular brand. Hence the advertising message finds success in winning the minds through brand identity.

Promotes Action

A call-to-action statement serves the purpose of advertising by drawing in customers. When a customer sees an advertisement, they are more likely to visit a business or website and get in touch with the advertiser. Essentially, advertising is a catalyst in motion.

Improves Customer Base

Any business that wants to succeed needs a steady stream of customers. The company must target this clientele group with its goods and services. The business develops new products that appeal to both current and potential customers. Advertising supports consumers' reasons for purchasing a particular brand. It forges lasting connections with stakeholders, vendors, and clients. Consumers are persuaded to make purchases, try out services, and fill voids in their lives by persuasive and captivating advertisements. In actuality, one of the primary purposes of advertising is persuasion. Many businesses work to develop strong persuasive messages that appeal to customers' emotions and reason.

Enhances Competition

The promotion of competition is another key goal of the advertisement. Advertising is necessary to counter or offset the advertising of rivals. It makes sense to employ similar tactics to counteract the

effects of competitors who use intensive advertising as part of their promotional strategy. The manufacturer tries to change the perception of his product in these circumstances.

Establishes Brand Identity

One of the key roles of advertising is helping businesses establish their brand identities. Advertisers successfully convey an impressive image of their company to the audience through campaigns and compelling messages. Such visuals encourage audience loyalty to the business or brand.

As a result, brand loyalty aids in creating emotional connections between consumers and the brands' products. This raises the possibility that some customers will favor a specific brand. As a result, the advertising message is successful in persuading consumers through brand recognition.

Creates Demand

The main objective of advertising is to boost consumer demand for a product. A favorable and agreeable environment for potential buyers would be produced by this demand. Once the product is popular, ongoing marketing serves to remind customers that it is still available. It might also bring in fresh customers for the product. They might start to believe the benefits of the product after being exposed to constant advertising.

Educates

Advertisements may contain messages aimed at educating consumers. They occasionally promote or sell particular ideas. Governmental organizations use campaigns to inform the public about a range of issues, including consumer interests, driving safety, education, children's rights, etc. Consumers are also made aware of a product's cost, quality, and accessibility through advertising. For instance, this social service advertisement cautions people against drinking and driving. It also warns them of the consequences of such an action.

Informs Function

A product requires a successful launch in order to reach consumers' minds. Details about the product's quality, cost, special features, etc. must be disclosed. Customers learn about products from the advertisements they have read, seen, and heard. Manufacturers frequently alter the prices, the distribution channels, the quality, the size, the weight, the brand, and the packaging. Public awareness of these changes must be raised through advertisements. For instance, SBT's print advertisement informs customers about a new deposit program. Here, the advertisement provides details on the deposit plan's name, interest rate, advantages, etc.

Adding value Function

Added value can influence customers to think they need a certain product because it will make their lives better. In the previous illustration, In the previous example, Sasha's parents believe if Sasha doesn't struggle with swimming anymore, the whole family will become happier. Sasha will not have any more anxiety, and they will be able to enjoy their life. Additionally, some companies add value by contributing

to charities when customers purchase their goods. “Trusted Teams” is well-known for providing poor people with a free swimming session for every five sessions that a normal customer buys.

Precipitation Function

To carry out the precipitation function, the advertisements arouse consumer desires and needs while also increasing public consciousness. This is accomplished by informing clients about new services or products and making an effort to convince them that a product now available can definitely better meet their requirements.

Reinforcement Function

Advertisements also aim to reassure consumers that their decision to buy a service or product was a wise one. Customers feel positive reinforcement from this. Advertisements frequently include testimonials from customers or other sponsorships attesting to the performance and fuel economy of individual cars, or well-known people may be spotted driving a specific brand.

The role of advertising in development in Belarus:

Advertising serves as a source of information, in addition, has a psychological effect on potential customers. Additionally, advertising supports the expansion of the product line, the introduction of improved quality control techniques, and introduce new technologies. Today’s advertising informs potential customers about more than just the likelihood of purchasing a specific product. Additionally, it motivates them to choose carefully among many comparable items by reporting on quality, price, usage, and other aspects that buyers should be aware of. In addition, it must be kept in mind that advertising raises people’s standards of living and encourages them to buy better products.

The roles and functions of advertising in Belarus have changed dramatically over the last three decades, and it is now playing a more significant role. There is currently something of an advertising boom in Belarus. The general public is only now beginning to comprehend advertising that is effective and worthwhile. There was an overabundance of advertising in the previous century. However, in the 21st Century it grows by using more advanced digitalization. The consumer is paying less and less attention to advertising as a result of its own development posing a threat to it. People are accustomed to seeing banners and posters everywhere, including on their clothing and in underground tunnels and shopping malls. The marketing strategies of other nations are currently being copied and tried to be understood by our own citizens. The name and properties of the product are the only information provided. The consumer in Belarus is not quite ready for this type of advertising. They consider their health, housing, etc. It should be noted that when deciding between two comparable products, some Belarusians might not always choose the one that is advertised instead of the one that will be less expensive.

Naturally, everyone wants to be competitive in the market, and this forces the business to produce engaging and distinctive advertising that will increase sales. Motivating factors that cause a potential customer to respond to the advertiser’s desired outcome must be taken into consideration when

developing advertisements and assessing their effectiveness. M. S. Grebenyuk focused on the motivation of ads, the motivation should promise to assist customers in achieving their individual objectives or overcoming challenges they may face along the way. Today, it is impossible for business owners to operate efficiently without advertising. Advertising's primary goal is to provide marketing communications, which is crucial for any business that wants to meet its long-term goals and objectives. You should have a thorough understanding of the company and its characteristics, as well as its strengths and weaknesses, and knowledge of the contemporary market in order to carry out strategic tasks in the area of advertising effectively. Social advertising in Belarus is a new and developing sphere of mass communication that is only at its early formation stage and thus that needs comprehensive analysis and correction. In the social advertisement of the Republic Centre of Hygiene and Epidemiology devoted to the problem of smoking they use black and white colours that are traditionally associated with the emotions of grief, fear and sadness, which allows to create negative perception of the addiction.

The role of advertising in development in Egypt:

Although it has undoubtedly grown in importance and visibility in recent years due to a rise in consumerism, advertising has always had some kind of impact on Egyptian society, whether it takes the form of print, radio, or television. According to a report posted on Oxford Business Group, television continues to have the highest penetration rates in Egypt and draws 95% of the population on a weekly basis. However, with the popularity of TV advertisements in the middle of the 20th century came an increase in attempts to use more entertaining methods of advertising in order to stand out and draw customers. Making your advertisement culturally and socially relevant is essential in the world of advertising if you want to draw customers and keep them interested. This contributes to the decision by major corporations to use regional celebrities in their advertising, especially in Egypt. However, it is important to remember that modern advertising involves much more than just coming up with a fun and culturally appropriate TV commercial. Advertising today is about how cleverly you can reach your consumer while still remaining "fresh and creative," especially with the rise of digital advertising and the new tools that are now accessible through the online world. Egypt's rise in digital advertising has undoubtedly pushed advertisers to explore beyond their limitations, and make use of a rising digital culture. Undoubtedly, advertising has come a long way. With major brands allocating even higher budgets for their advertisements, it occasionally seems as though the production of advertisements in Egypt is taken more seriously than that of films and television.

For a variety of reasons, some goods cannot be advertised if they are at odds with regional customs, cultures, and social norms. While there are general guidelines for the company's advertising, this must reflect the hues, personalities, and cultures of each nation in each context. To avoid losing customers, advertising should feature the most well-known figures from each nation while also honoring its unique cultural traditions. In today's consumerist culture, everything operates in accordance with rituals and

rules that appear to be natural but are actually the result of extensive research. In the vast marketplace in which we live, advertisers are promoting the predominate neo-liberal ideology. Everything is available for sale and purchase, and the citizen is only considered a consumer. Life in the ads can be made simple and easy, as Egyptian ad tycoon Tarek Nour has said. He stated that the advertisement “must be straightforward, contain a surprise in its details, and always end with a smile”.

Although it may appear straightforward, this has the effect of molding people’s needs and desires to match those of the product manufacturers, ultimately increasing the rate of consumption. The advertisements promote a lifestyle based on financing purchases such as houses, washing machines, cars, and other items. The advertisements target young children in an effort to influence their parents and help them grow up with such dreams and desires in order to get better results. Children might insist that their parents buy them whatever they want. The influence of the advertisers doesn’t just apply to food, candy, and toys; it also affects automobiles, vacation spots, and other things. Every person is thought to be looking for a place within this system that supports goods and services. Some people purchase these products in an effort to improve their social standing. Some of them have success.

The role of advertising in development in the UK:

The advertising industry in the United Kingdom is made up of companies that advertise, agencies that create advertisements, media that broadcasts the advertisements, and a slew of people such as copy editors, visualizers, brand managers, researchers, creative heads, and designers who go the extra mile to reach the customer or receiver. A company that needs to advertise itself or its products hires an advertising agency. The company briefs the agency on the brand, its imagery, the ideals and values that underpin it, the target segments, and so on. The agencies transform ideas and concepts into visuals, text, layouts, and themes that communicate with the user. Following client approval, the ads are broadcast according to the bookings made by the agency’s media buying department. The United Kingdom is the largest advertising market in Europe and one of the largest markets in the world. Every year, brands and businesses spend billions of pounds on promotion in order to boost visibility, competitiveness, and sales. Advertising spending in the United Kingdom reached 21 billion British pounds in 2020, and while it fell due to the coronavirus pandemic, costs began to rise as early as 2021. However, due to the digital revolution sweeping the UK advertising industry, not all advertising channels are expected to grow or recover in a healthy manner. Advertising is used by all businesses, and the majority of them. Employees employ a variety of strategies to promote brands, products, and messages while assisting clients in connecting with their target audiences.

In the UK, the advertising industry is prosperous. Advertising stimulates the economy by encouraging business growth and cross-industry competition. It accounts for a sizeable part of the economy on its own. London in particular, as well as the UK as a whole, serves clients from across the world by exporting its advertising services. Because of this, it attracts skilled workers from overseas, giving the

industry its distinctly international character. Advertising is a creative endeavor that enhances British society and culture. It makes a significant contribution to the growth of skill in the cultural economy. It now contributes to the cost of the vast bulk of internet services and material. To ensure that advertising is ethical and legal, it is regulated by a business-funded organization. The market is changing; online advertisement spending has overtaken that all other media after registering significant year-over-year growth. Despite the fact that most news media publishing companies have shifted to the internet, the revenue generated by this new channel's advertising does not even get close to up for the lost revenue as a result of the decline in classical print ads. The capacity to produce top-notch content is in jeopardy. Additionally, the United Region's exit from the European Union limits the industry's ability to hire foreign workers.

Advertising agencies were quick to offer digital advertising services to their clients. This has eroded the trust that advertising has historically been built upon. Even those who work in the industry are unable to fully understand how it functions due to the proliferation of new business models created by this to monetize content and services.

Traditional media formats no longer dominate the UK advertising market as consumers increasingly rely on digital channels for information, communication, and entertainment. COVID-19 harmed traditional advertising channels the most because of increased internet usage caused by the pandemic. The advertising landscape in the United Kingdom has undergone a fundamental digital transformation in recent years. As a result of ongoing changes in consumer behavior and the digitalization of daily life, advertisers are focusing more resources and attention than ever on digital advertising channels at the expense of traditional ones. According to the most recent forecasts, the internet will continue to supplant television as the primary advertising medium in the UK. Advertisers currently spent more money on digital advertising, cementing the United Kingdom's dominance as the continent's largest online advertising market. The majority of the workforce in the sector is made up of people who work for agencies and those who work in-house for a company. The latter are selected to offer specific services to paying customers. However, only about a quarter of marketing specialists work for themselves. Traditionally, the majority of jobs were in London, but various specialized agencies, has enhanced jobs in the North.

2. Materials and Methods

The study is based on publications and previous studies by Belarusian, Egyptian, and English scientists, which focus on the communicative functions of advertising, and the role of advertising in three countries, Belarus, Egypt, and the UK. General scientific and special research methods were used in the course of the study.

3. Findings and Discussions

After studying the scientific works presented in the article, the author identified the issues that are raised in these scientific studies, such as vary approaches of functions of the advertising as a communicative, and special attention paid to the developmental role of advertising in these three countries and its various approaches.

4. Conclusion

In the light of the foregoing, the functions of advertising can be summarized as follows:

- 1) Raising awareness by providing a thorough definition of products and services
- 2) To change attitudes and influence them through the use of persuasive techniques, advertising plays a significant role in this process.
- 3) To create the mental picture. Advertising helps to create impressions and mental reflections on issues and topics in the audience's minds by contributing and offering crucial knowledge and ideas.
- 4) Introducing meaningful and nonprofit service institutions and organizations, in order to give the recipient enough background on the producing entity, educate the public about the significance of their role in society, and explain their objectives to forge covert social ties between the audience and the point of influence.
- 5) Achieving the necessary coverage while reaching out to a large segment of the population through the use of advertising communication.
- 6) Informing: By providing the necessary information, the recipient is introduced to the subject of the advertising material, saving them the trouble of having to look for it in order to get away.
- 7) Persuasion: The purpose of advertising goes beyond simply creating awareness or facilitating comprehension of the topic of the message.
- 8) Adding value or importance, since the advertising communication seeks to downplay the significance and value of the advertised subject by making the audience aware of the advertising material's value.

References

- [Electronic resource]—Mode of access: <https://is.muni.cz/th/t2q05/2cast.pdf>.—Date of access 02/01/2023.
- Advertising in the United Kingdom (UK)-statistics & facts [Electronic resource]—Mode of access: <https://www.statista.com/topics/1747/advertising-in-the-unitedkingdom/#topicOverview>.—Date of access 05/01/2023.
- Al-Hadidi, M., S. Al-Hadidi. Advertising/ M. S. Al-Hadidi.—Cairo: BN, 1999.—194p.
- Five Functions of Advertising [Electronic resource]—Mode of access:

- <https://study.com/learn/lesson/five-functions-advertising.html>.—Date of access 02/01/2023.
- Kotler, P. Marketing Management/ P. Kotler.—Upper Saddle River, NJ: Prentice Hall, 2002.—768 p.
- Levine, R. The power of persuasion: How we're bought and sold/ R. Levine.—Hoboken, NJ: John Wiley & Sons, 2003.—296 p.
- Myers, D. Social psychology/ D. Myers.—New York, NY : McGraw-Hill, 2017— 688 p.
- Overview of the UK's marketing, advertising and PR sector [Electronic resource]—Mode of access: <https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/marketing-advertising-and-pr/overview-of-the-uks-marketing-advertising-and-pr-sector> .—Date of access 06/01/2023.
- The AIDA (attention, interest, desire, action) formula [Electronic resource]—Mode of access: <https://www.vizion.com/blog/the-aida-attention-interest-desire-action-formula>.—Date of access 02/01/2023.
- The Evolution of Egypt's Advertising Industry[Electronic resource]—Mode of access: <https://egyptianstreets.com/2020/02/13/in-brief-the-evolution-of-egypts-advertising-industry/>Date of citation 03/01/2023.
- The functions of advertising [Electronic resource]—Mode of access: <https://localadvertisingjournal.com/the-functions-of-advertising>.—Date of access 29/12/2022.
- UK advertising in a digital age [Electronic resource]—Mode of access: <https://publications.parliament.uk/pa/ld201719/ldselect/ldcomuni/116/116.pdf>. – Date of access 04/01/2023.
- Алексунин, В. А. Маркетинг в отраслях и сферах деятельности: учебник для студентов высших учебных заведений, обучающихся по экономическим специальностям/В. А. Алексунин.—Москва : Дашков и К, 2008.—614 с.
- Гребенюк, М. С. Отдел продаж по захвату рынка/М. С. Гребенюк.—М. : Эксмо, 2018.—208 с.
- Роджер, Д. Нейромаркетинг. Как влиять на подсознание потребителя/Д. Роджер.—Минск : Поппури, 2021.—314 с.