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INTERFERENCE HIERARCHICAL, HETERARHICHNYH AND COGNITIVE MODELS OF ADVERTISING COMMUNICATION

Взаємовплив ієрархічних, гетерархічних та когнітивних моделей рекламної комунікації

Wzajemny wpływ hierarchicznych, heterarhichnyh i poznawczych modeli komunikacji reklamowej

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Abstract

In the article has considered the general features of advertising models of effective communication between sellers and consumers. The author analyzed and explained the different approaches of hierarchical, heterarhichical and cognitive models in advertising communication.

Резюме

У статті подано загальну характеристику моделей вивчення ефективності рекламної комунікації. Головна увага зосереджена на розгляді ієрархічних, гетерархічних та когнітивних моделях та аналізі різних підходів до їх вивчення.

Резюме

В статье представлена общая характеристика моделей изучения эффективности рекламной коммуникации. Главное внимание сосредоточено на рассмотрении иерархических, гетерархических и когнитивных моделях и анализе различных подходов к их изучению.

Development of promotional activities in a hard competitive environment led to the need to study the features of the effectiveness of the advertising communication. A large percentage of modern research in the field of promotional activities aimed at studying the specifics of how the advertising communication in General, and the study of its influence on consumer behavior. The results of such scientific research period in the form of three kinds of models are hierarchical, geterarhichnih and cognitive, that explain the behavior of the consumer as a result of the influence on it of the advertising communication. However, each of the models has advantages and disadvantages, which may lead to changes in consumer behavior in a neperdbačenomu direction. As specialists in the field of advertising you need to remember about the features of each of the above meodelej, because it allows adequately predict their reactions to the behaviour of the buyer and will promote effective advertising communications.

Thus, the main aim of scientific research is a study of the influence of hierarchical, geterarhičnih and cognitive models of advertising communication.

The problem study of the models of advertising communication and their effectiveness is being developed by a number of domestic and foreign researchers. A variety of approaches to understanding hierarchical, geterarhičnih and cognitive models discussed in the writings of A. Kutlaliiev and A. Popov, F. Karasev, G. Vasiliev, R. Mokshancev, R. Haris, J. Bernet, F. Kotler, S. Ponomariova, T. Lukyanets, etc.

The first models of advertising influence became a hierarchical or model a hierarchy of sponukaûčih effects. On the basis of hierarchical models is the ordered sequence of certain reactions of the consumer: incoming information is a series of intermediate effects buying. With each next reaction is kind of attached to the previous, next in the hierarchy of consumer reaction occurs only after the implementation of the previous. Such a pattern is quite logical: the loyalty of the consumer may not appear to create a positive attitude and a positive attitude is impossible without knowledge of the product. Between the different States are peculiar filters, and at each transition from stage to stage part of the audience filtered out. Therefore, the main essence of hierarchical approach is the consistent reduction of the target audience: it follows the hierarchy effect in the model, the smaller number of potential consumers it reaches. For example, the number of people who have purchased a particular product, must not exceed the number of knowledgeable as this product.

The most famous site model that provided the impetus for the development of the other, has become a model of AIDA, proposed in 1896 e. Levisom [9, c. 24.] this model to describe the main stages that consumers are gradually turning into buyers: attention (Attention), interest (Interest), desire (Desire), action (Action).

Modification of the model of AIDA became a model AIMDA, which is also formed from the first letters of words that indicate the stages of making a decision about purchasing the consumer [1, c. 78]. an essential characteristic of this model was the emergence stage of motivation that was beginning the process of organization of advertising campaigns and the influence of each advertising message to grab the attention of consumers to purchase. After this the product should be called interest and formed (recovered) motives of purchasing goods at the end of the process you need to trigger the desire and stimulate activities aimed at purchase.

The next attempt to improve the above-mentioned models can be considered a communication model Levidž-Steiner, which appeared in the early 1960s. this model is considered consumer behavior is much more than the previous, thoroughly describing the consumer reaction, which must reach a marketer in order to form a stream of consumers [5, c. 331].

A new direction in the study of behavior of consumers was launched, Hibingom and s. Cooper in the mid-1990s [4 c. 25]. the name proposed them A model 4 ' comes from the first letters of the basic hierarchy of effects: Awareness (awareness), Attitude (attitude), Action (action) the Action Again (Repeated action). in this model, first appeared on the second scale: percentage of consumers who participate in every stage of communication. Thus, in models of consumer behavior has arisen the notion of target market. the second outcome of the development of model 4 ' A proved to be even more important. The authors have done quite logical conclusion: at each stage are the loss of a number of potential buyers.

In General, at the present stage of development of basic toolkits in the sphere of marketing communications has developed numerous number of hierarchical models, which conditionally can be grouped into:

- model of high interest: think-feel-do;
- model low interest: to think is to do is feel;
- model: rationalization of work – feel – think [3, c. 23].

Model think-feel-do "implies that the consumer makes buying decision as a result of a series of reactions. This model defines three categories of results, called cognitive (intellectual or rational), emotional (impul'sivnimi) and vol'ovimi (solution). Model think-feel-do "also referred

to as a model of high interest because it describes the standard reaction of consumers who actively think. This type of advertising typically provides numerous amount of detail about the product and is very informative.

Unlike models of high-interest, low-interest model changes the order of reactions to "think-work-experience, believing that a consumer learns about the product, uses it, and then generates its own opinion. This occurs when the difference between the goods is negligible and does not require much deliberation. By using this model of purchase are called impulsive.

The third kind is the model «do – feel – think», that describes how people buy a product, and then learn from own experience. this model is a model of rationalization: consumers choose a product evaluate its decision and form a strong positive or negative attitude toward the product.

A variety of modifications of hierarchical patterns indicative of significant interest to the researchers and their relevance in the modern theory of marketing. Further research the models hierarchy promoted as improving the models and the development of new types of models of advertising communication.

In 70-ies of the twentieth century, with the works of m. King, appeared the so-called geterarhìčnì model of consumer reaction to ads or model free from iêarahii. This approach is represented by the two main concepts:

1) first concept lies in the affirmation that the consumer passes the stages of decision making is not consistent, and bypassing some of them (often cognitive or perekonuûčogo character). Thus, the consumer moves from the phase of interest prior to making a purchase, avoiding thus a clear understanding of why this product he needs [8, c. 125].

2) second concept is based on the claim that advertising is part of the loyalty to the brand. In this case, the main purpose of advertising is not information, and create a specific preferences and commitment [2, c. 128].

President, international consulting firm "Baind and Companyf. Rejčhel'd defined loyalty as a quality, characteristic for user values (goods, services), which constantly comes back to its source and transmits this source in the legacy [11, c. 71.] in other words, loyalty is a devotion to their source values. Loyal buyer does not change the source values and recommends it to his friends. Accordingly, brand loyalty is becoming a sustainable positive attitude of consumers to purchase goods on this brand, which is expressed in the repeatability of this purchase.

The most vivid illustration of understanding geterarhìčnogo approach usually serves to marketers in the mid 80-ies of the twentieth century. to replace an outdated brand of the Coca-Cola usučasnenim New Coke. A new product from all attributes (flavour, packaging, etc.) was a test best. Advertising was also built all the rules (clearly, beautifully, with positive emotions and stimulation to the purchase), but the whole concept of a consistent hierarchy of these effects.

Geterarhìčnij direction is relatively new, and therefore tested and systematized knowledge not yet developed. precisely because of the ongoing phase of the accumulation of empirical information. However, this process also is not quite sistemativovanim, because there is no consensus about which method of cognition here apply. for example, m. Battle and k. Troâno mandates brand human qualities and try to describe the advertising effect due to certain laws of human behavior. j. Lannon and. Stern operate anthropological terms. Postmodernisti and postpozitivisti-s. Hîrřman and p. Holbrooke has – substantiating a mixture of empirical and hypothetically-deductive approaches in the study of geterarhìčnih effects and since everything in any case comes down to studying the human brain's reaction to various stimuli (for example, advertising is a call to action – it can be seen as an irritant), and. Rose brings to the forefront a neurological techniques, etc [7, c. 202].

Thus, the geterarhìčnì model of advertising communication are in hierarchical models, after which drew the attention of the researchers. However, at the present time in the study of models of advertising communication free from hierarchy, there is a mixture of Behaviorism, antropologizmu, postmodernism, empiricism, etc. Therefore, in the theory of marketing are clear geterarhìčnì models and criteria which in turn does not allow to clearly trace the stages, who runs the consumer from the moment of contact with an advertising message to the purchase of goods.

Along with the geterarhičnimi models of the advertising impact of increasing popularity are cognitive models. The essence of cognitive approach to models of advertising communication boils down to the fact that information processing is constructive: i.e., people not only encode and then reproduce the information they have read or heard in the media. Most likely, they acquire information, interpreting it according to the already existing ones of knowledge and beliefs, as well as according to the context in which the message was received.

The main principle of this approach is that the absorption of advertising information provides a constant content of advertising with the knowledge that the person already has. It always actively comprehends what he sees and hears, and her thoughts are an important part of the constructive process of cognition [13, c. 55].

The basis of cognitive models of the apriorne assumption that internal consuming behavior control entirely rational driving forces. Just search for the rational benefits determines the consumer model of decision-making. With all the emotional trappings (sensation, perception) are discarded, and advertising, respectively, relegated to the role of mere information and possibly rational persuasion.

Representatives of this approach to understanding the cognitive models of classifying goods according to two main criteria: experience and search. Experience is divided into «great» and «small». The first declares that for making informed decisions (for example, decisions about the quality of the goods) the consumer must use considerable time to this commodity. "Small" experience suggests that the great history of use or exploitation of something can be not accumulated, but the experience that exists in conjunction with the advice of the experienced users, already allows you to behave rationally to a specific product.

In Addition To The «the great» and «small» experience some experts distinguish the category «goods that cause confidence», i.e., under certain circumstances, the buyer cannot determine the quality of the goods, even repeatedly using it. For example, in the case of exclusive designer clothing. Even after the third or fourth purchase consumer cannot unequivocally prove the quality of these things, but it remains their staunch and loyal buyer.

The central notion of the cognitive approach is the question of the relationship of image and price. Thus, for example, the theory of the market argues that image and excellent benefits of high-quality goods, reduce the sensitivity of buyers to the price and it opens possibilities to increase the cost of production, i.e., having enough confidence that a product's more reliable technology than product Y, prospective buyer much poblažliviše position to what's more expensive [12, c. 297.]

It is worth noting that within the promotional communications you can not talk about a sheltered existence of hierarchical, geterarhičnih and cognitive models, since they are closely related and are constantly interacting.

All models of advertising communication is a set of steps, which are in fact contact with an advertising message and make a purchase. If we consider this process through the prism of hierarchical models, then the consumer before making the decision to purchase is going through such States as awareness, knowledge, predisposition, provide the benefits, the conviction [6, c. 137]. In other words, the entire set of hierarchical models of advertising communication after their simplification and generalization can be represented in the form of the stages or levels of psychological impact, which is the consumer. Yes, seconds. V. Ponomareva, allocates three levels of psychological influence: cognitive (cognitive, information); emotional (affective), behavioral (konativnij) [10, c. 56].

The entire diversity of geterarhičnih models can also be plotted in the form of a clear set of psychological phases, which will impact on consumer behavior. Scheme of geterarhičnih models will be presented in the form of two consecutive stages: emotional and psychological povedinkovomu. The only distinction geterarhičnih models is the absence of hierarchical cognitive stage of psychological influence. It stems from the basic principle of geterarhičnih models of advertising communication, which lies in the fact that the proceedings are excluded

from intermediate aspects, and buying comes only as a result of the loyalty to the brand, which made a commitment to a particular brand.

Scheme of cognitive models of advertising communication differs from scheme of gerarakhichnih models. This difference stems from the essence of cognitive models, which lies in the fact that internal consuming behavior control entirely rational driving forces and emotional attributes into consideration not taken. Thus, if the gerarakhichnih models of advertising communication is cognitive level of psychological influence and existing only in the emotional and behavioral stages, the cognitive model presented cognitive and behavioral-psychological influence, while removes the emotional stage.

So, within any of promotional communications you should talk about the existence of hierarchical, gerarakhichnih and cognitive models, and their close interaction. While at first glance these models are excellent, in fact there is a significant similarity between them. For its demonstration model of the advertising communication must compile and submit in the form of psychological stages, who runs the consumer from the moment of contact with an advertising message before committing to a purchase.

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