Saimaa University of Applied Sciences
Faculty of Business Administration Lappeenranta
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Persuasive techniques used in marketing and advertising based on psychological factors

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Abstract

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The main objectives of the study were to discover persuasive techniques used in marketing based on psychological factors and to determine whether the techniques have intended influence on potential customers.

Theoretical part explains the phenomenon of psychology in marketing and investigates the persuasive techniques based on discussed psychological factors. The data were collected mainly from literature sources. Empirical data were collected using qualitative method in the form of personal interviews.

The results of the study show that there are a lot more factors other than psychological to be considered for the successful implementation of the marketing campaign. Development of technology and further research in the field of neuromarketing is to be investigated.

Keywords: marketing, marketing psychology, advertising

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Appendix 1 Interview Questions

1 Introduction

Nowadays people live in the world of consumption. Every day humans are surrounded by hundreds of brands and exposed to numerous advertisements from TV, Internet, magazines, billboards etc. People around are talking about the exciting new product they bought last weekend and what seems like an innocent game turns out to be an ad for the new release of a well-known brand.

Of course, all of us are engaging in buying behavior first of all to satisfy needs. Various literature on consumption implies that there are three major purposes of buying: material welfare, psychic welfare and display (Douglas 2003). If projected to Maslow's Hierarchy of Needs presented in Figure 1, first two purposes are correlated to three bottom divisions of pyramid – psychological, safety and belonging needs. These units include demand in food and security as well as need of relationship and friends. Purpose of display can be related to more complex psychological needs (i.e. esteem needs) and self-actualization needs. In other words, people are buying goods that can show their status in the society and in some cases show off that they are better than others. (McLeod 2017)

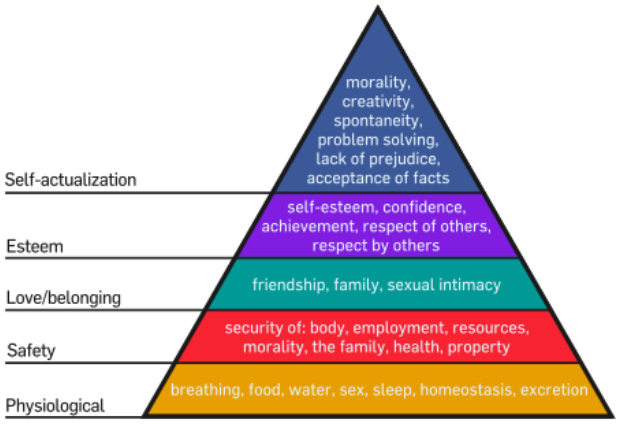


Figure 1, Maslow's Hierarchy of Needs (Burton 2017)

However, 60% of the purchases are unintended (Underhill 1999). This is a huge number but is there a reason why it happens?

Presented thesis uncovers and explores the triggers which are making consumers buy more. Simple market research is not as effective as it was

considered to be decades ago, therefore marketers have to come up with new ways to attract customer's attention. For this matter, they have to dig deeper and unveil the hidden motives and persuaders rooted in the mind of a consumer. That is where psychology starts interfering with marketing.

The author considers the topic of psychological techniques in marketing quite important nowadays both for companies and consumers. From the company's point of view, it is useful to get to know the target group not only through thorough interviews and verbal communication but also track and understand consumer's behavior and interaction with the product in question. As studies show, most people cannot explain verbally what exactly made them commit the purchase. From the consumer's point of view, knowing even a little bit about marketing tricks and persuasive techniques can make shopping a whole different experience and as a result save money or change the product preferences drastically.

The author assumes as well that this particular thesis can be helpful for startups and small businesses to get a general idea of not so traditional marketing approaches and how to implement them simply.

1.1 Objectives and delimitations

The field of the research for the chosen topic is quite vast and a lot is to be considered. However, not all the information is relevant and therefore outlining precise objectives and delimitations is crucial to fulfill the purpose of the research.

Main objectives are:

- to obtain basic understanding of how psychology is integrated into marketing;
- to outline and investigate main persuasive techniques used in marketing and advertising;
- to understand whether the techniques are perceived in the desired way.

The research does not imply any strict delimitations as various perspectives on the topic are important. Yet, to make the research more explicit, the author is paying the most attention to the theoretical part concerning marketing and advertising techniques and discusses only the ones which have been applied by numerous brands and have a scientific proof to it. Moreover as a foreword for the chapter concerning techniques the author introduces the concept of psychology in marketing. The topic is very extensive therefore only the cognitive and behavioral psychology perspectives are explained and how they are applied. As for the empirical part, the author limits the techniques tested to prepared visual material since it is not possible to prepare separate set of videos for each interviewee.

1.2 Research questions

The topic of psychology in marketing is very wide with a lot of findings and a lot of branches as to cognitive psychology as a primary base for marketing, studies on consumer behavior and behavioral psychology in marketing etc. For the research the author had chosen to examine a quite narrow niche of the study - persuasive techniques used in marketing and advertising based on psychological revelations.

The main question of the research is “What are the persuasive techniques in marketing and advertising used by brands to influence customer’s buying decision?”. The goal is to understand the pressure points in human’s mind which marketers use to successfully advertise the product playing on people’s hidden wants, desires and fears.

Another research question is “Do the potential customers perceive implemented techniques in the desired way?”. This question is answered mainly based on the empirical part through personal interviews. The newest studies in neuromarketing claim that some triggers which are believed to make people buy more are still working only on the surface and the brain itself does not respond to the stimulus in the desired way. The challenge is to determine based on one’s experience how people respond to persuasive techniques.

1.3 Research method

For the chosen research topic correspondents' perspective and attitude towards the phenomenon is crucial; therefore the author inplemented qualitative research method. All people perceive information differently and the target is to see how people respond to the subliminal and supraliminal messages in advertising. Author prepares visual material based on one of the persuasive techniques, shows it to the respondents and conducts personal interviews based on their feelings and impressions. To make a research more purposeful, the author limited respondents to the age category from 20 to 30 and preferably a student status. This helps to determine whether people in the same category perceive advertisements in the same way or not. In addition, such category of people has quite a hasty lifestyle which does not imply paying a lot of attention to advertisements in day-to-day situations and therefore their opinions are more valuable in terms that they can honestly judge how memorable was the visual material. The main goal is to understand whether the persuasive techniques have any influence on viewers and if the techniques were perceived in the desired way.

The set of questions common for everyone was prepared and additional questions based on the answers were provided. The questions were not hard to answer or deceptive and did not include any additional psychological influence in them.

2 Marketing and psychology

To understand the concept of psychology in marketing, it is crucial to start with proper understanding of marketing and psychology as separate concepts.

The first original definition of marketing dated back to 1935 was stated by American Marketing Association as follows *"Marketing is the performance of business activities that direct the flow of goods and services from producers to consumers*" (Keefe 2004). AMA is an organization that provides content and resources for people engaging into marketing activity. It aims to be the most relevant source shaping marketing globally. (Ama.org 2017) Since then the

definition was revised and changed several times with the latest version approved in July 2013. With the development of marketing, AMA had to consider including more complex aspects such as specifying the business activities and including clients, partners and society as marketing operations participants into definition.

To understand the pace of this thesis it is important to have an idea about main components of marketing. Primary 4P elements, introduced by E. Jerome McCarthy in 1960's, are as follows:

- product- item(s) company is going to sell;
- price- cost of the product with consideration of unit cost, marketing and distribution costs;
- place - where the product is to be distributed;
- promotion - marketing strategy.

In relation to services and intangible goods there are additional 3Ps:

- people- both the target audience and the people working in the marketing department of the company;
- process- optimized processes to minimize costs;
- physical evidence- perception of the product in the marketplace. (The Marketing Mix 2017)

The main goal of marketing is to create relationship with the customer by social and managerial means and get value in return. Marketing is concerned with finding a way to satisfy customer's needs, wants and desires. (Kotler and Armstrong 2010)

Psychology is a science studying behavior and mental processes. It is a very broad definition covering a lot of aspects. That is why in the modern perspective on psychology there are five major approaches to focus on: biological, behavioral, cognitive, psychoanalytic and phenomenological.

Biological perspective studies how nervous system and brain respond to different stimulus. Each part of the brain is responsible for a process such as face recognition, memory, fear etc.

Behavioral perspective studies how an individual responds to stimulus in terms of behavior and draws conclusions about mental activities based on actions and verbal report.

Cognitive perspective focuses on interpreting behavior from the point of view of hidden mental processes such as knowledge, reasoning, perceiving etc.

Psychoanalytic perspective is based on Freudian Theory. It assumes that the behavior of an individual derives from unconscious processes, for example from fears and desires he or she is not consciously aware of.

Phenomenological perspective is based mostly on humanistic theories. It focuses on subjective experience. (Atkinson et al. 2000.)

2.1 Psychology in marketing

To have a successful marketing campaign the understanding of the target customer is crucial. Simply knowing demographics and demand is not enough and that is where psychology comes in handy.

Consumer psychology relies on such studies as behavioral and psychological economics but the main component is social cognition (Foxall 1997). Cognition is responsible for knowledge and perception. It also includes such aspects as remembering, paying attention, use of language and problem solving. (O'Shaughnessy 2013) Analyzing basic background factors of an individual helps marketers develop techniques they can implement to get a better response to the product and catch a customer’s attention. Persuasive techniques are implemented during all the stages of marketing mix to guide decision-making. (Foxall 1997)

2.2 Motivation

First of all, it is important to understand what motivates the consumer. The key motivational factors are in the subconscious mind and can be easily influenced. They include utilitarian needs which imply practical benefits of the product; such motives are rational. Hedonic needs which are responsible for emotional satisfaction and pleasure- emotional motives (Engel, Blackwell and Miniard 1995). Motivation is aroused by inner needs, wants and desires and creates a disturbing feeling unless satisfied. According to Maslow, all humans have a set of similar motives to satisfy for example physiological and safety needs. Marketer's task is to discover what motivates the consumer and awakens the triggers. (Lake 2013.)

Another pressure point is emotions. Certain emotions a human is experiencing can be a motivation for the purchase as well as emotions caused at the exact moment of decision making can be crucial. Marketing activities can be used in a way to cause, shift and influence the emotions and as a result increase the response and attention to the product. (Lake 2013.)

2.3 Perception

Additional important attribute affecting decision-making is perception. Perception forms through unconscious response to and interpretation of stimuli. Stimuli can be divided into two categories, sensory and structural. Sensory stimuli are vision, smell, sound, taste and touch. Vision is the most powerful stimulus and the easiest one to implement in marketing. Color, shape, size or align of the advertisement can affect perception. Moreover, colors can shift perception subconsciously. For example, cool colors such as blue have a calming effect. Smell is known for evoking memories and emotions. For example, a smell familiar from childhood can cause good associations or a smell of freshly baked bread can induce a feeling of hunger. Sound affects behavior and feelings. The slower the music is in the shop, the more time customers tend to spend shopping. Also, catchy song used in an ad makes it easier to recall later. Taste contributes to the experience. It is a complicated

stimulus as all people have different tastes and a person cannot please everyone. Tactile cues have symbolic meaning. (Lake 2013.)

Structural stimuli include intensity and size, position, contrast, novelty and repetition. Intensity means how often customer sees the product, and size refers to the size of advertisement and how noticeable it is. Large sizes and bright colors attract attention. Positioning plays a big role in how visible the product is. Advertisements placed in the upper part of the right page attract more attention as well as the products located on an eye-level shelf. Contrast plays on shifting the level of stimulation. Novelty implies new and unusual packages and advertisements, which can catch an eye of the consumer and make a purchase out of curiosity. Repetition works with the purchases of low-involvement. Frequent repetition of the advertisements helps to recall the product value easier at the moment of decision making. (Lake 2013.)

Humans are exposed to numerous stimuli at every moment and therefore subconsciously choose to respond only to the most pleasant ones if they are strong enough. To be processed stimuli have to be within absolute threshold, which means that minimum stimulations have to occur and certain level of novelty is required. (Lake 2013.)

Even though the perception is affected by internal and external factors, it is a subjective process. Many stimuli already have a subconscious response without requiring further processing. The information received from the stimulus is being organized and interpreted. Interpretation is majorly based on physical appearance, stereotypes, first impression and information they get at the beginning of the message. After perceiving and analyzing received information in the form of stimuli consumer makes purchase decision (Figure 2).

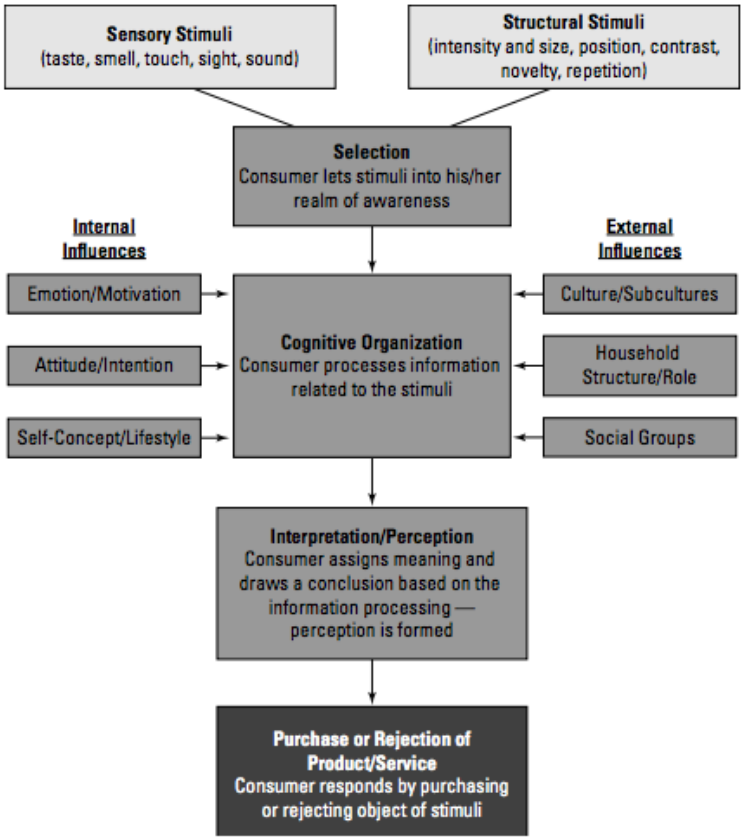


Figure 2. Formation of perception (Lake 2013).

Attention is selective; therefore a marketer needs to place stimuli on the product or in advertising so that the customer will not ignore it. That is why understanding of perception concepts, such as selective exposure, selective distortion and selective retention, is important. Selective exposure means that only the desirable stimuli which are relevant to the current situation are acknowledged. Selective distortion implies that stimuli are not always interpreted as it was intended but distorted in consumer's mind in accordance with self-concept and beliefs. Not all the stimuli and information about the product will remain in the memory; therefore retention is selective as well. Consumers tend to remember good points about the product that caught their attention and forget about the good points of its competitor. (Citeman.com, 2006)

2.4 Attitudes

Another critical aspect is to sort out consumers' attitudes. Attitude is an evaluation of people, objects or situations determining favorable or unfavorable mindset towards it. Attitude consists of three components: affective, conative and cognitive (Engel, Blackwell and Miniard 1995). Affective component is responsible for feelings and emotions towards the product or service. By evaluating the feelings consumer evaluates as well value, adjustment, knowledge and ego. Value refers to personal values of consumer and self-image. Adjustment helps to achieve appropriate goal. Knowledge helps to organize the understanding based on beliefs and emotions. Ego is a protection of self-image from different potential threats. Conative component is also known as intentions. It determines the tendency to respond to the object in the form of committing or not committing the purchase. Cognitive component is related to beliefs or in other words people's opinions which together with other aspects form an attitude. Attitudes can be influenced in many ways including gaining ideas from friends, family or media, new experiences of yourself or people around you as well as personality traits. In return attitudes can influence behavior. (Lake 2013.)

However, the statement that attitude necessarily influences behavior is quite controversial and has many different points of view as well as researches on the topic. There are numerous factors to be considered for the attitude to be the decision trigger. For example, attitude is more likely to influence decision if it has formed as a result of behavior and if it is easily retrieved from the memory. Studies reveal that correlation between behavior and attitude can be measured only in the case when the accurate sequence of action, target, context and timing occurs. The highlight of the research on attitude-consistent behavior is the theory of reasoned action presented by Fishbein and Ajzen (1967). It predicts the intentions which lead to the behavior. Intentions are regulated based on two belief cognitions: attitude towards behavior and respondent's subjective norms. It means that to predict the behavioral intentions you need to understand how the respondent perceive the outcome of the situation when certain behavior is applied as well as how other people will perceive their

behavior. But once the consumer becomes experienced buyer his behavior is mostly affected by attitudes towards behavior and perceived behavioral control rather than subjective norms. (Foxall 1997.)

2.5 Self-concept and personality

Self-concept and personality play a huge role in human behavior and beside other things affect buying decisions. Therefore it is another psychological division marketers have to be aware of.

Self-concept determines how human perceive himself which influences the lifestyle and the way he wants to show himself to others. Moreover, when the consumer relates the product to his self-concept it gives a personal touch to the object. Consumers tend to buy products that either support or help to shape their self-concept in desired way.

In a broad sense self-concept is the set of internal physical and psychological characteristics which form self-perception. Such characteristics can include skills, knowledge, personality traits, occupation and life roles (i.e. personal, professional). Lifestyle is concerned with external characteristics and is a reflection of self-concept. Lifestyle is a complex component formed out of such aspects as education, beliefs, attitudes and behaviors as well as demographics, income, social class and marital status. In relation to brands it is important for the consumer to be able to relate the product to the self-concept. Lifestyle affects the choice of brand, the way consumer uses it and how feels about it. Self-concept and lifestyle together with attitudes, interests and opinions form consumer identity. Human identity consists of several self-concepts: actual self, ideal self, private self and public self. Even though these concepts are dynamic and are changing throughout the time, they are also stable in a certain way and the consumer wants to secure this stability by buying definite products. Vice versa it is possible to influence the change in the self-concept with a product if it is a part of experience or a life-changing event. It is useful to keep in mind also that the more the product interfere with somebody's self-concept, the easier it is for them to recall advertisement and the better the attitude towards the product is. To determine consumer’s self-concept marketer has to evaluate and analyze

his lifestyle. Lifestyle can be measured by using psychographics. Responses to activities, interest and opinions are combined with demographics and other distinctive lifestyle characteristics which helps to divide consumers in different lifestyle groups and grasp how to target the product to each of these groups. (Lake 2013.)

Another way to group people is based on personality traits. There are several theories trying to explain the behavior in terms of personality which are helping to categorize people in more or less defined groups. Psychoanalytic theory suggests that unconscious is important. Shaped in early childhood it affects the personality throughout life. This theory is mostly based on the findings of Sigmund Freud. According to Freud our personality consists of id, ego and superego. Id is inborn component responsible for instincts which are not dependent on logic. Ego stands between id and real world. It strives to achieve what id demands in a more realistic way but still regardless of consequences. The final goal is to get satisfaction no matter in which way. Superego is a buffer between id and ego which controls that the desired result is achieved within socially accepted norms. (Freud 1923.) The easiest way to incorporate this theory in marketing is to appeal to id and basic human instincts such as sex or aggression.

Trait theory is the most popular personality theory. It is implied that all humans have a set of certain personality traits which appear on the individual level. According to different scientists traits can be divided into different groups. For example, according to Cattell's 16PF model there are 16 traits including apprehension, reasoning, social boldness, self-reliance etc (Cattell and Mead 2008). In the field of marketing some certain traits matter such as consumer materialism, consumer innovativeness, consumer ethnocentrism etc.

Another theory is humanistic based on self-concepts discussed earlier in the chapter. It also implies the importance of gender roles suggesting that there are certain gender expectations in the society. Even though there is a switch in perception now and women are seen as a stronger and more independent gender than decades ago, marketing is still in most cases dominated by male values.

Social learning theory takes into account external factors as well as internal. It implies that an individual display certain traits in accordance with situation. (O'Dwyer 2015.)

3 Persuasive techniques

The very first exposure of hidden persuaders in advertisement to broad audience was made by Vance Packard (1957). His book "The Hidden Persuaders" is based on depth interviews with consumers to identify their hidden motivations. In his work, Packard was taking into consideration mostly supraliminal messages which are within the absolute threshold and can be easily noticed by human, yet the person may not be totally aware of its influential power. Packard's work relies mostly on motivational research and behavioristic psychological approach. At that time it was considered that the message sent through the mass media was acting as a stimulus and all people were supposed to have the same response. Packard was the first to publicly assume that advertisements can influence people's emotions without awareness. It was also suggested that people are not able to verbally express the real motivation for the purchase, instead they would rather state socially acceptable reasons. In addition, Packard discusses such tricks as integrating products into the program broadcasts, stealth and buzz marketing. Even though most of what was outlined by Packard is still relevant, marketing and advertisement have gone far beyond it. (Nelson 2008.)

Nowadays there is such a vast variety of products that over the past decades marketers had to become crafty and come up with tricky ways to make people purchase their product. Modern marketing specialists are well aware of all the hidden factors and psychological components, which were discussed earlier, influencing the buying decision. Little do we know but almost every advertisement today has some subliminal or supraliminal message in it or is created using the triggers known to catch attention. This marketing influence stars in early childhood and follows each person through every step of daily routine

In this chapter author explains main persuasive techniques used in marketing and advertising and shows examples how companies are incorporating these techniques in their campaigns. Chapter 3 is based on Martin Lindstrom's (2011) book "Brandwashed- Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy".

3.1 Emotional

3.1.1 Starting from an early age

It is scientifically proven that memories from childhood are able to survive even through brain damages, which means that if a damaged brain is able to recall something by smell or sound, the brain of a healthy human carries a strong set of recollections from childhood. It relates to brands as well. According to studies by the age of five humans already have brand and product preferences. However, most recently manufacturers expanded their influence even further. Scary as it sounds, it is possible to set product preferences before the baby is born. Babies are able to hear sounds and distinguish smells while in the womb. Therefore babies are biologically programmed to like advertisement jingles to which mother was exposed and later when born recognize those and have a favorable predisposition towards the advertisement as well as product and brand in general. Moreover, what mother consumes during pregnancy has an effect on future adult habits of the baby. By week 12 a newborn is able to detect smells and tastes which were previously transferred into the womb through amniotic fluid. Therefore it can be inferred that babies are already born with a set of preferences and many brands are well aware of it. Several years ago Asian shopping mall, designed mostly for pregnant women and young mothers, set an experiment aiming to see whether it will have any effect on the babies. They started spraying cherry aroma, which is known to have a calming effect, through the departments. Later the shopping mall began to receive letters from women who used to shop there while pregnant that when they come into the mall with their newborns, babies stop crying immediately and start to behave calmly in general.

Children are exposed to hundreds of brands every day since the moment they are born. 18 months old babies are able to recognize and distinguish brands and by the age of three kids can name more brands than animals. And they not only know the names but, according to 2010 issue of Pediatrics, form preferences. To maintain preferences which will stick to kids throughout their lives brands employ different techniques. The easiest way to attract a kid is to present an ad in a form of entertainment, for example an online game or mobile app. Such games are considered a way of guerilla marketing as well because kids tend to play together with friends or share experience among peers. Another phenomenon in marketing for children is precocious puberty. Nowadays kids are growing way faster and start using puberty products such as lotions, razors, cosmetics for girls and aftershaves for boys earlier. To promote such products for young audience there are special guerilla marketers being hired. Employed kids represent the age group which attention needs to be caught and companies provide them with products and special discounts so that they could show it off and therefore promote among peers. Another example is that in the USA Gillette sends “Welcome to Adulthood” packs to boys on their birthday and by 18th birthday American teenager is likely to receive an unexpected present from a tobacco company containing among other stuff coupons for the company’s products purchase. Car manufacturers start forming a potential customer in a kid early enough as well. For example, Audi makes a line of teddy bears while Porsche has an ad where a little boy is daydreaming about growing up and purchasing a Porsche 911, and Shell gasoline has a contract with LEGO for its logo to be featured on LEGO toys.

In addition, while being an easily influenced audience, kids also are a “pester power” which means that they are powerful influencers of their parents purchase decisions. So not only the family sets the norm of which brands are the best to consume, wear and use but the child is able to convince parents to buy certain products.

All in all, it is crucial for companies to seed appeal towards the brand early enough in the human’s mind so that he/she could bring it through the whole life and pass on to generations.

3.1.2 Fear

One of the most widespread techniques in advertising is playing on human's fears. Fear is a negative emotion that appears if the person is scared or worried for something bad to happen (Cambridge.org n.d.). Fears come in different forms: it can be a fear of the dark, a deeper fear of death, or a person can simply get scared by a horror movie or just an unexpected sound. What is surprising though is that fear is in a way attractive. There is a biological evidence for it. When person is scared epinephrine, a hormone rising adrenaline, is released, which creates pleasurable sensation. In addition, fear is known to bring humans together uniting them against potential thread. However, sometimes these threads are not logical but due to the brain structure people are unable to control it. This comes in handy for marketers.

There are three main components of fear approach: fear, threat and perceived efficacy. Fear itself as a negative emotion, threat as a stimulus creating realization that adverse outcome may occur and efficacy as a belief that if taking recommended actions threat can be eliminated. To be effective commercial should contain strong threat and precise actions' guide. Fear appeal can be classified into different approaches. First of all, direct and indirect approach. Direct approach is concerned with the recipient and his wellbeing. Indirect approach focuses on helping other people in unfavorable situation. (Williams, n.d.) There are high-fear and low-fear approaches in advertising as well. High-fear approach emphasizes such aspects as death. Low-fear approach creates anxiety and as a result person attempts to eliminate the feeling of tension. Each approach however implies that using a certain product can prevent negative outcome. (Oakley 2014.)

All humans are different and their set of fears varies, however there are several universal fears. First of all, fear of failure. Beside the idealistic self-image the person aims to, there is also a feared self they try to avoid. The most powerful persuader in this case is to show the feared self and tell the consumer that this is what they will become if they don't use the advertised product. Sometimes marketers go further and start influencing subconscious by showing the insecurities people were not aware of. The first brand to implement such

approach was Listerine back in 1920's. During that time personal hygiene was not a first priority. However, Listerine brought attention to bad breathe referring to its scary-sounding medical name "halitosis" (Holloway 2015). The company was implying that halitosis is a terrible condition and their product can help get rid of it and become a full-fledged member of society. More recent example is Dove's "Go Sleeveless" campaign claiming that their product is not only fighting the odor but makes the armpits prettier. Such exclamation raises the question in the consumer's mind if there is a standard for armpits appearance and seeds the fear that their armpits are not good enough. This trick is known as "shame marketing".

Another known technique is to use "panoramic fear". It implies that control is lost and nothing really depends on us. It makes consumers look for any comfort they can find. Due to this technique people go on buying moisturizers, organic food, bottled water and all the products which in their opinion can help them get healthier, look better or be more protected.

Fear mixed with guilt is one of the most powerful combinations in marketing. While in some cases fear alone only seeds thought in mind, guilt is a trigger to action. This technique is especially effective on women and precisely on mothers. Mothers are constantly worried about their children and if something happens, mother considers it is her fault. She starts feeling guilty for not looking after the baby well, not buying enough educational material or not feeding healthy enough. Such guilt combined with the fear that something can happen again is a powerful trigger.

One more combination is fear followed by hope. Classic move in this case is to play on the fear of social isolation. No matter how independent the person is, the need to belong is set on biological level. Pharmaceutical ads prosper in this field. They start the ad with the feared self-image and then show how after taking the drug person becomes better, healthier and happier. They imply that nobody wants to hang out with "before" person but the "after" person is instantly popular and center of attention.

Recently people have begun to become more and more health conscious and for that matter started worrying more about cleanliness. All people have fear of germs to some extend because it is associated with illnesses and death as a result. And this fear affects buying decisions. According to brain scanning experiment conducted by NBC, every time the customer was picking up the product, amygdala region of the brain responsible for fear was activated. What if somebody has opened the lid already or tried the product? For that reason companies had to come up with illusion of freshness. That is why on many products nowadays there is a plastic strip attached between the lid and the jar, hotels put paper seals on glasses or even that sound produced when the jar is being opened for the first time. These are not necessarily the evidence of freshness or cleanliness but it tricks people into thinking so. Furthermore, to be able to make purchase, a customer should feel comfortable in the shop and believe that it is clean and the products are fresh. To create this illusion shops employ such tricks as placing the flowers, which are quickly perishable, not far from the entrance creating the feeling that if the flowers are fresh, then everything else should be as well; placing fish on ice or making the whole shop smell of recently baked bread which not only gives the association of freshness but also rises the feeling of hunger.

Moreover, fear appeal is majorly implemented in social commercials. Negative reinforcement in such case may change behavioral patterns (Brennan and Binney 2008). For example, advertisement presenting consequences of driving when drunk can make people think twice before taking a ride.

3.1.3 Addiction and obsession

Even if we do not want to admit it to ourselves, we all are addicted or obsessed with something to a certain extent. Take for example mobile phone. How long is it possible to go without checking social networks? While it has no medical evidence of addiction, it is scientifically proven that when person gets a new text, the shot of dopamine is released creating the pleasurable feeling, which is the same process that occurs when a drug addict gets a dose. When dopamine drops back, person craves to experience the feeling again. But the more often person experience the sensation, the greater tolerance he builds and the more

product or behavior is needed to satisfy the craving. This is how addiction starts and it is possible to get addicted to anything - beverage, food, shopping etc.

Brands are aware of that phenomenon and while they cannot instantly force addiction, they have a scheme which slowly but steady forms it. The first stage is called “routine stage”. These are the products people already use day by day. The second and important stage is “dream stage”. These are products person does not really need but bought because of emotional impulse. Such purchases mostly happen when the person is relaxed and out of routine zone therefore the product instantly associates with good memories of a time-off. Later they are bringing these products into the routines days to experience the pleasurable feeling again and when something is a part of a routine it is almost impossible to exclude.

Cravings go hand-in-hand with addictions and obsessions. When a person wants to experience that pleasurable sensation, he craves a certain thing or product. It may seem like cravings appear out of nowhere but in reality our surroundings are filled with cues triggering cravings. For example, many not-so-healthy products’ packagings contain unconscious signals. Thereby soft drink advertisements always feature a certain number of bubbles and the bottle is always “sweaty”. The sound of opening bottle is crucial in triggering craving as well. All these together subconsciously give the image of how cold and bubbly the drink is and how nice it could be to experience that sensation. Moreover, according to Nature Neuroscience, junk food and carbonated drinks affect the brain in almost the same way as cocaine (Welberg 2010). The dopamine level after junk food consumption remains on the higher level seven times longer than after cocaine.

Everyone is aware of game addiction and probably even knows somebody who is spending several hours per day (or even more) gaming. Marketers are aware of it as well. There are a lot of brand games which promote certain products throughout the game and in some cases even let collect bonuses which can be exchange for a real product.

The scary thing about playing on cravings and addiction is that once this area of brain is activated it stays so forever. If a person cannot get the needed dopamine from gaming, he switches to shopping, then to eating and so on.

3.1.4 Sex

One of the most obvious persuaders in advertising is sex. Attractive half naked people can be seen in ads of all kind: perfume, beauty products, clothes, cars etc. According to various reserches, people respond to sexual ads in quite the same way they would respond to sexual suggestion in real life. Women are more prone to romantic scenarios while men are more responsive to sexual innuendo.

However, it is not only sexual attractiveness that catches attention. When people see appealing happy people in the advertisements, mirror neurons in the brain are activated allowing imagining themselves as attractive and desirable as people they see.

One of the brightest examples of incorporating sex into advertising is Axe case. Before launching the product they have spreaded a viral anonymous questionnaire for men all over the world aiming to get insight on their sexual desires and fantasies. Results have shown that almost all men shared a common fantasy where they were seduced by several women at once. Next step they followed men to bars and noted the way they were trying to attract women's attention. Based on the findings they divided men into 6 categories and outlined which groups are the most perspective. That is how advertisement series were created featuring guys, who are lacking self-esteem and experience, spraying Axe all over themselves and several hot women instantly getting attracted to them. Such advertisements not only letting guys relate to the character they see on the screen but make them picture themselves using the spray and becoming desirable. It also shows how sexual fantasies can be a powerful persuader.

It is known that women are attracted to other women to some extend and can find image of another woman appealing. Yet, there are a lot of billboards featuring half-naked men promoting for example underwear. It would not be

logical to promote male underwear to women but it is known that man hardly ever will admit finding another man attractive. However, according to fMRI scan when viewing advertisement of such kind men's brains light up with denial followed by interest. The trick in such advertisement is called "Playgirl marketing" which is powerful enough to influence buying decision. It shows the male body in a way that men deceive themselves into thinking that they are examining only the certain part of advertisement, for example how good t-shirt emphasizes chest muscles.

Another technique including sex appeal is targeted to the wallet-carriers also known as parents. Many products initially intended for kids carry sexual undertone for parents to favorably predispose towards buying the product. In marketing it is called Shrek strategy. Most obvious example comes from the franchise Shrek itself where the king's name Farquaad is pronounced as "Fuckwad" which while not being obvious for a kid, catches adult's attention. Not so obvious example is pop star Justin Bieber. While it might seem like the main target audience is teenage girls, in reality it is their moms. The aim is to evoke older women's teenage sexuality and make them want to buy Justin Bieber's CDs and merchandise by the excuse of fulfilling their child's want.

Relatively new niche of marketing is targeting originally feminine products to males and implementing same shopping tricks as for women. Even though it does not have any straightforward relation to sex, it implies that by using the certain products such as moisturizers, eye creams and nourishing shampoos male makes himself more sexually attractive and applying vanity sizing techniques in the clothes department makes man feel more confident. However, a lot of men are still ashamed and uncomfortable admitting the fact of shopping for beauty products. That is why there is a strict division of male and female departments or even the cosmetic shelves in the stores. While logically it was made out of common sense, it was actually outlined with the help of experiment. There is a technique employed by big companies of setting up "fake supermarkets". For that matter they use abandoned warehouses where they place their products along with competitor's, let people in and analyze the way they shop and browse the aisles. Usually "shoppers" are attached to brain

scanning equipment for a fuller picture. Based on the analyzed data, companies outline what is the best placement for the product to generate the highest sales revenue and this is how it was explored that male and female products should be divided in the shop premises.

3.1.5 Peer pressure

It is scientifically proven that all humans have a need to belong, to be accepted and be a part of society. Sometimes it means adapting to people around and act in a same way or manner. In some cases standing out causes discomfort and it becomes the pressure point for marketers striving to convince consumers to use the same products as people around them. In psychology the phenomenon is called peer pressure and it is explained in a way that when people are assessing themselves they do it in relation to other people. Humans instinctively analyze the behavior of others to decide on their own actions. In the mind of consumer the product everyone else wants is more valuable.

A good example of peer pressure marketing comes from the movie by Derrick Borte “The Joneses” (2009) where a recently moved into neighborhood wealthy and attractive family turns out to be just a set of specially hired people to show off their belongings. Their aim is to make people in the town want the same products the family possesses. It goes so far that one of the neighbors in the attempt to fit in and be as prestigious as the Joneses gets in a lot of debts, realizes that he is still not able to be on the same level and commits suicide. The movie shows how much influence our surroundings have on us and how powerful the peer pressure and the word of mouth are without our realization.

Not that obvious peer pressure examples are best sellers shelves in the book stores and top lists on iTunes as well as all sorts of different “What's trending” compilations. They are made to seem as if a group of specialist was testing and reviewing the products themselves, however, most of the names making it to the list are paid.

Social networks implement the principle of peer pressure marketing. When we see that some of our friends liked something, we instantly think that it is

probably worth paying attention to. Once we liked it as well, it is shown on the feed to the rest of our friends and so on.

As it was previously mentioned, kids are the group most vulnerable to marketing. Yet, according to National Institute of Mental Health, human brain is not mature enough and has not formed a stable sense of self till the age of 25. Therefore until that age people are falling for peer pressure. Aforementioned age group tends to believe that material goods can make them more popular and appreciated in the society. In addition it speaks about the low level of self-esteem.

There is also a phenomenon of reverse peer pressure created by “generation lap”. Teenagers do not want to look like their parents and for that reason many brands create “rebellious” products which they know parents will not approve. It works with older generation, as well as there are people who are not in favor of generally accepted popular trends and products. They are trying to stand out by not using the same things everyone else is using but in reality they just create another group of people which behavior and preferences are the same.

3.1.6 Nostalgia

One of the simplest yet powerful psychological tricks used by marketers is nostalgia. Nostalgia is a feeling, both sad and pleasurable, a person gets when remembering the past (Cambridge.org 2017). Important detail is that people remember the past in more positive and pleasurable way than it actually was. The phenomenon is called “rosy remembering” and it protects humans from painful memories.

The older the person becomes the stronger the desire to relive past experiences gets. Companies are aware of it as well as of people’s childhood and adolescence preferences. Combined it makes a great campaign capable of rising sales noticeably. It can be an old commercial, packaging style from decades ago or spokesperson who used to advocate the brand in the past. The older the brand itself the more favorable perception of it people have. When they see its products they relive the moment when they first tried it and in the subconscious that time was better and simpler.

Interesting fact is that not only reminding of a certain period of time in the past is a powerful persuader to purchase but also mentioning time itself can influence the decision. Time flies and every person wishes they had more of it. Mentioning time in the advertising subconsciously makes consumer feel connected to the product and gives a positive predisposition to purchase.

The most favorable time to implement nostalgia marketing is during unstable times, for example economic crises. In such situations people are more prone to remembering the times when they were not burdened with problems of such kind.

Even though the past in our mind is perfect, we rarely fall for perfect products. Part of nostalgia is authenticity meaning that what makes a product perfect is that little imperfection we remember. For that matter companies had to create artificial flaws in their products to give it authentic look. For example the hand-written signs in supermarkets or the tomatoes still hanging from the roots are nothing else than marketing move.

The easiest and least costly nostalgia marketing trick for companies is to re-release old commercials. Even if the potential consumer has never used the product before, visual reminder of the past will retrieve good memories creating association between the product and the memory. Consumers tend to hold on to the products which awaken memories or give associations with good old times and therefore develop or reinforce brand loyalty.

3.1.7 Fame

For ordinary public celebrities and famous people is a whole other world. People envy them and want to be like them. The attraction to celebrities begins early in childhood when girls dream of becoming princesses and boys want to be superheroes. When growing up it shifts to the celebrities from the billboards, TV etc. People want to be as wealthy, beautiful and respectable as superstars are and if a person cannot be exactly like his heroes, he wants to at least have something similar to them. For that reason numerous brands invite celebrities to take part in advertisements, become spokespersons or even buy the company's shares. Studies show that if a celebrity appears in the advertisement it makes

consumers perceive the product as more authentic and trustworthy. And if the advertisement is done psychologically correct, it tricks people in believing that by purchasing the product they are purchasing a part of celebrity. By using the product people believe the celebrity is using, they feel closer to that famous person and deep inside subconscious they become that person.

Another strategy is to make people feel like celebrities themselves. For that matter companies introduce priority member clubs, exclusive sapphire cards, elite suites etc.

Consumers tend to pay closer attention not only to the products promoted by the celebrities themselves but by the people associated with celebrities. It is a popular phenomenon in beauty industry. Numerous products by celebrity make-up artists or celebrity doctors can be found on the shelves. Talking about doctors, products exclaiming “approved by dermatologists” or “doctor-recommended” instantly create more positive response as in human’s understanding such products were tested and approved by people who know the most in this sphere.

3.1.8 Faith and hope

There are numerous fancy products nowadays promising to improve health, prevent illnesses, make us prettier etc. But such products appear out of nowhere and after thorough investigation it turns out they do not have any medical proof of aforementioned capabilities. Such products are marketed to consumers mostly through somatic markers. These are the shortcuts created in the brain based on association between positive feeling and physical object to make the most favorable decision. As well, such companies tend to create almost religious faith in the miraculous effectiveness of their products by linking them to happiness, wellness, health, luck and hope. An example of such marketing trick is placing a picture of rain forest on the packaging. Somatic markers come in force when a person sees such picture as mind links it to nature, purity and peace. It gets consumer into thinking that the product carries the same qualities as well. Such associations are powerful enough to make a person forget to think twice.

Another example is called network marketing. In this case companies hire people to promote their products by visiting friends and neighbors and telling them how the product magically healed them or made them feel and look better. When the trust is established they offer to sign for a free trial. The trick is, after the trial has expired company keeps sending packages and starts charging for it without notification.

Selling health is nowadays one of the most profitable industry. The strategy is known as selling “perceived health and wellness”. Marketers create illusion of healthiness by applying unregulated buzzwords such as “natural”, “no artificial coloring”, “no added preservatives” to the packaging. Such exclamations are not regulated by Food and Drug Administration and therefore products have no proof of being healthy.

In a modern world of hustle many people strive for peace and simplicity. For that reason they start switching to green, natural products that in their mind are simpler and overall better. Such products are more expensive as well but people are willing to pay more to be perceived as environmentally responsible. According to research, such “responsible” purchases subconsciously give them permission to be less responsible in other decisions. In addition, buying environmentally friendly products is an act of competitive altruism, meaning that by such purchases people not only point out that they are socially responsible but also show off that they can afford it financially.

Another branch is spiritual marketing. In this case companies claim that their products have magical, summoning qualities. Sometimes it goes as far as incorporating holy people in advertising and promotions. The reason why it works is that people need to believe in something. We always have a hope- for a better life, an inner peace, wellness. A lot of products promise us that if we use it, our hopes will be fulfilled.

3.2 Technical

Not all the persuasive techniques companies use are directly connected to feelings and emotions or incorporate psychological factors. Some approaches are more technical. These are not the main focus of the research, however, as

thy do affect psychological state as a result and do persuade people to buy more author considers it worth mentioning.

3.2.1 Data mining

The most shocking and confusing trick companies are implementing is data mining. Companies know everything about their customers' preferences, needs, wants and desires. They know about every purchase people make and about every visit to the shop. They even know which route a certain person takes while shopping and in which mood he makes the purchases.

Data mining means analyzing large quantities of information in order to determine certain patterns (Application of Data Mining In Marketing 2013). In marketing it tracks consumers' behavior which not only gives companies information on what people buy but also helps determine gender, race, age, marital status, income and much more.

Nowadays there are a lot of data mining companies which analyze everything people do as consumers. Every time a person swipes the loyalty card or pays with the credit card, buys something online or even just looks up information in search engine, every time somebody visits a store the data mining companies record the data, analyze it and resell it to marketers.

One example of data mining is digital coupons. The bar code on the coupon received online already contains computer IP, information about social networks' accounts and search engine enquiries. When the coupon is used in store the information of online and in-store behavior compiles and adds up to already existing profile in data mining system. This later will help the store to determine which ads and coupons to send to customer personally, at what days of the week and even what time of the day.

Another example of how companies can redeem sensitive data is through credit and debit cards. Every transaction we make with the card is stored in the information bank with merchant category code which identifies what kind of purchase was made. Using the technique called "predictive modeling", banks

compile the sets of profiles with more or less similar consumer behavior and resell those to third parties.

Moreover, the loyalty cards were introduced not for the customer benefit reason but to collect as much information as possible. Every time the loyalty card is used, the information about each purchase, quantity, price and the time of the day when the purchase was made adds up to the existing profile. The system breaks the information in chunks and analyses the behavior which all together can predict what you will need to buy next and tailor personalized offers. Stores sell the information to the manufacturing companies as well. Also loyalty cards help stores create adjacency. This is the technique where the store places unrelated products next to each other based on the shopping patterns revealed from data analyses. Data mining research also helps stores to tailor the music to subconsciously predispose customers to spending more time shopping and as result buying more. A brand called Muzak is narrowcasting playlists that match with the store demographics in the best way. The playlists are compiled using the technique of stimulus progression meaning that each playlist has psychological impact. In addition, information received from data mining helps determine at which times of the day and in which situations (i.e. bad weather) people are willing to spend more. It allows stores to switch price tags accordingly.

Furthermore, data mining helps online retailers to apply personalized retargeting. Such softwares as Predicta and Baynote are able to track search engine enquires and tailor the front page of online store based on what the person was searching for. It is even able to predict whether the customer is looking for bargains or willing to pay the full price. Talking about search engines, Google is the biggest data-tracking company which not only is aware of every single search request made, but about user’s music/movies/books preferences, health issues, relationship problems. It is even able to scan through emails and determine what the chat is about in order to deprive useful information.

3.2.2 Neuromarketing

In the modern world of new opportunities and growing technologies it would be wrong to claim that the techniques discussed earlier are working without a fail. The latest scientific research questioning the effectiveness of persuasive techniques and marketing campaigns in general is called neuromarketing. Neuromarketing is brain scan based marketing research and evaluation of behavioral patterns with extension to biometrics (Dooley 2012).

With the help of fMRI and brain scanning equipment, researchers are able to determine which parts of the brain light up at the moment of viewing the advertisement, purchase decision making, scanning the packaging or analyzing the price. Each part of the brain is responsible for certain emotion and action. Therefore such research helps marketers to understand underlying emotions towards their products which customers are not able to express verbally.

However, there are debates going on whether neuromarketing is an appropriate technique to implement. It can be used with a good intention of understanding consumers better and developing products to satisfy needs and desires in the best possible way. Still results of neuromarketing research can be used to develop ways to deceive consumers and mire them into buying more. (Lindström 2008.)

For now neuromarketing is not a widely spread approach to marketing and advertising.

3.3 Conclusion

Beside the traditional ways to advertise products, marketers today have a handful of techniques and small tricks to make people buy more. While some of those sound obvious, many come as a surprise. But no matter how sophisticated is the persuasive maneuver; Martin Lindstrom sums up his book by saying what was said by Walker (2004), the most powerful persuader is us. If the product is good enough to create the word-of-mouth marketing, the chances are that its sales volume will be high. People tend to rely on the opinion of friends and family and are more likely to retrieve information about a product if

somebody from the trusted circle has mentioned it before. So despite of how refined are marketing campaigns, the most important thing to generate success is to make people talk about the product and recommend it to others.

4 Empirical findings

The empirical part was conducted in the form of semi-structured interviews based on visual material in order to answer one of the research questions and to fulfill the corresponding objective concerning the perception of persuasive marketing techniques. For this matter the author chose to focus primarily on Fear approach.

Respondents' answers were compared to the visual material analysis prepared by author. The main intention was to outline whether interviewees can define the techniques being used, if they had an effect on respondents and which (if any) advertisement was the most memorable.

4.1 Visual material analysis

In order to conduct interviews the author has prepared visual material consisting of video and printed advertisements. Main focus was on fear approach however it was mixed with other techniques in order to disguise obviousness of the technique being tested. Total of 17 advertisements was used:

1. Subaru Car advertisement. Does not contain fear approach. Used to softly introduce to the following sequence without spoiling the main technique. Also used to contrast car advertisement used further in the sequence.
2. Dove antiperspirant. Shame marketing is implemented by showing how armpits may look if the consumer is not using the product.
3. WWF. Fear approach directed both to the harm of smoking and environmental problems.

4. Expedia. Advertisement contains subliminal message in the form of word “sex”. Author used the picture to activate subliminal processes in viewers mind and focus the attention on the material.
5. L’Oreal lipstick. The main accent is on fame approach however the phrase at the end “Cause you’re worth it” subliminally awakens the fears concerning one's appearance.
6. Prius by Toyota. The image develops the feeling of discomfort. The idea is that bad things are compensated by environmentally responsible behavior such as driving a car with eco engine.
7. Miller Lite Beer. Shame marketing implying that drinking bad beer is as shameful for guys as wearing skinny jeans.
8. Absolut, social advertisement. The poster copies the famous Absolut Vodka advertisement but pictures the consequences of drunk driving.
9. Sensodyne. Advertisement threatens that if you do not use the toothpaste, you will experience toothache.
10. Covergirl foundation. Fame approach mixed with shame. Spokesperson is shaming viewers for using other foundation products and looking wrinkly and old as a result.
11. Clorets. Placing fish instead of tongue creates a feeling of disgust and a feared self-image vision with bad breath.
12. Sensodyne. The second ad of a brand is used to contrast fear approach and fame (in the form of expert opinion) to determine which one is more memorable.
13. Domestos. Fear of germs executed leading to the larger fear of diseases and death.
14. L’Oreal Men. Mix of sex, fame and shame marketing. Shame is shown through attractive man struggling with blackheads trying to hide his head.
15. Guinness. Sex approach is used. The ad is inserted in order to distract from fear approach and refresh viewer’s mind.
16. Child Health Foundation. Social advertisement concerned with problem of smoking aimed at awakening guilt of damaging child’s health and fear of losing the child as a result.
17. Absolut Vodka. Creating pleasant associations with vacations and rest. Picture is used to compare whether the impact of Absolut social ad is

greater than the impact of positive message or vice versa. Advertisement is used last in the sequence to smoothen possible tense state after viewing preceding material.

Fear	Shame	Guilt	Other
WWF	Dove antiperspirant	Prius by Toyota	Subaru Car advertisement
L'Oreal lipstick	Miller Lite Beer	Child Health Foundation	Expedia
Absolut, social advertisement	Covergirl foundation		L'Oreal lipstick
Sensodyne	L'Oreal Men		Sensodyne(Expert)
Clorets			Guinness
Domestos			Absolut Vodka

Figure 3. Classification of advertisements

Video sequence is accompanied by anxious music to subliminally set the emotional state of viewer and increase stimulus progression that was mentioned in chapter 3.2.1 on data mining.

4.2 Interview overview

Seven students of different genders and nationalities within the age group of 20-30 years old were interviewed. Each respondent has different level of interest and involvement in the field of marketing and advertising. To avoid any kind of bias students with extensive knowledge of advertising were not considered for interviews.

Interview questions included three general questions on the role of advertisements in respondent's life. These questions were asked before showing video material. After showing video material author had a conversation

with respondent based on eight key questions. Implementation of fear, shame and guilt approaches was not revealed until the thorough discussion of feelings, emotions, opinions and attitudes of interviewee.

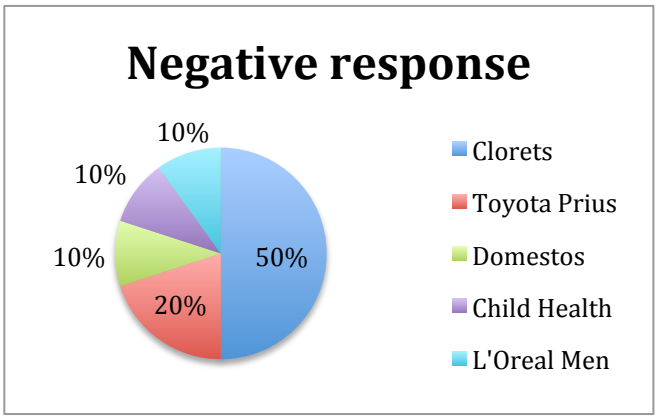
Further in text respondents will be referred to as Interviewee 1, Interviewee 2 etc. Analysis is structured based on the core questions used during interviews. List of questions can be found in Appendix 1.

4.3 Interview results' analysis

In the first part of the interview all respondents were asked questions on their general level of involvement with advertising. Most of the interviewees said that they try to avoid advertisements of any kinds. Exceptionally one person with higher professional level of involvement admitted paying attention and analyzing commercials out of personal interest. Commonly for all the respondents, the advertisements they could recall were either funny or were repeated constantly on YouTube, Facebook, Spotify or places such as bus stops. Effectiveness of repetition was discussed in chapter 2.3 on perception.

After viewing the video sequence almost all the respondents admitted being confused and having mixed emotions. Interviewee 2 mentioned being surprised; interviewee 6 claimed having only positive emotions by saying "*I feel really cheered up after a long day*". Upon more thorough investigation into emotions, precisely negative ones as prevailing technique being tested was intended to cause unfavorable response, most of interviewees revealed the feeling of disgust after viewing Clorets commercial. However, none of respondents showed any concerns with their breath or problem of bad breath at all. Therefore the author concludes that the purpose of fear approach in Clorets advertisement was fulfilled partially. Interviewee 4 pointed out to the Child Health Advertisement as it is closely related to respondent's recent life choices of quitting smoking. At the same time Interviewee 1 being a smoker declared smoking commercials ineffective and showed slight irritation caused by the fact of reminding about smoking consequences she is already aware of. Interviewee 2 mentioned a feeling of discomfort after L'Oreal Men commercial as it appeared too sexy. Respondent declared "*I don't want to see sexy models*

claiming having skin problems when they clearly do not and even if they did, they are too good looking for anyone to notice. It makes me feel like I am not good enough to use face wash being advertised ". Even though, contrary to L'Oreal Lipstick advertisement, slogan "Cause you are worth it" was not mentioned, one of the intentions of advertisement was to remind viewer of feared self. Hence one out of four male respondents got affected in the intended way. (Figure 3, Figure 4)



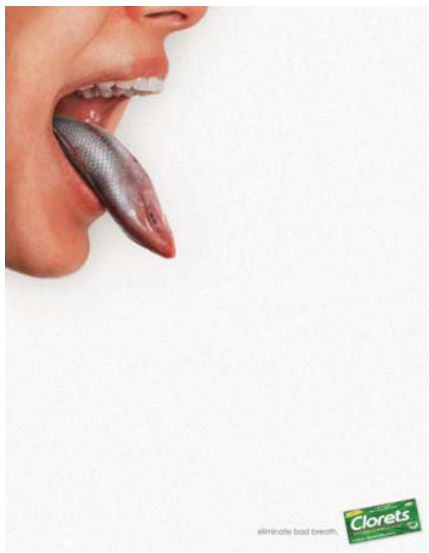


Figure 4. Negative response

Figure 5. Clorets (Coloribus.com 2017)

Upon observation of the catchiest ad, opinions divided. The only commercial that was named as memorable several times is L'Oreal featuring Beyonce. The reason for that was either the familiar person advertising the product or, for female part, personal interest. Interviewees 6 and 7 admitted remembering Beyonce commercial because it was sexy, Interviewee 4 revealed being a fan. Therefore the fame approach worked appropriately. However, none of respondents detected reference to feared self. Opposite to male Interviewee 2 being concerned with his appearance and feeling offended by L'Oreal Men commercial, none of the female respondents showed any negative emotions towards L'Oreal Lipstick advertisement or any concerns with ones appearance. Further division of memorability is presented in Figure 5. Choices were explained either by personal interest or correlation with inner beliefs.

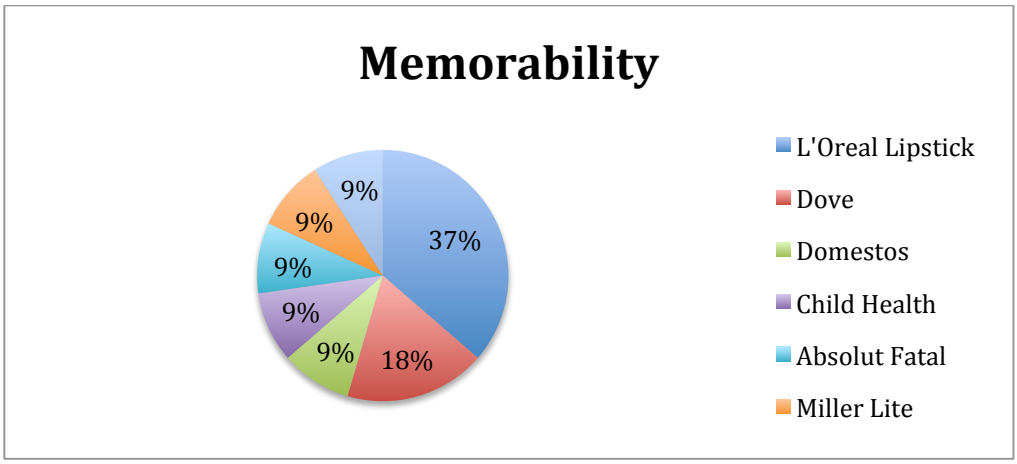


Figure 6. Memorability

None of the respondents showed willingness to do anything of what was shown in the advertisements or related to it. No concerns with appearance, health or hygiene were presented as well even though all the advertisements were related to aforementioned aspects. None of the respondents got desire to buy any of presented products, however some female respondents revealed willingness to test L'Oreal lipstick. Interviewee 5 also got thoughts on skincare products he forgot to buy. 3 out of 7 respondents revealed reinforcement of their opinions on smoking and drunk driving.

After aforementioned discussions the techniques used were announced. None of the respondents had shown any surprise or strong emotion in general. The common opinion was that any technique is good as long is it works, including fear approach. Moreover, such advertisements attract attention by evoking emotions. Even if the emotions are negative, they are remembered. However, after revealing the technique and analyzing commercials from a new perspective, all respondents claimed that none of the shown advertisements had a desired effect on them. From the observations described earlier, it is seen that in some cases advertisements did have desired response, therefore the author concludes that respondents are either not able to correctly express their attitudes verbally as was suggested in chapter 3.2.2 on neuromarketing or cannot admit falling under influence of advertisement.

At the end of the interview respondents were asked to name all the advertisements from the compilation, which they could remember. In general video commercials were remembered better than pictures. By comparing answers, the author revealed that the least memorable ad was from Expedia even though it was the only advertisement containing strongly marked subliminal message. None of respondents could recall Subaru ad presented in the very beginning as well as Sensodyne featuring expert opinion. Guinness advertisement was mentioned only once and most of respondents did not recognize the sense of Toyota Prius advertisement or Absolut Paradise. Therefore the advertisements where no technique was implemented or the techniques was weak and not obvious were remembered the least.

5 Summary

The main objectives of the thesis were to discover the main persuasive techniques used in marketing nowadays based on psychological factors and determining whether they have an effect on people and to which extend. The theoretical framework based on reviews of various literature sources explains the phenomenon of psychology in marketing for a better understanding of following investigation of persuasive techniques. Moreover, marketing and psychology are shortly explained as separate concepts.

The empirical part was implemented in the form of semi-structured personal interviews involving presentation and discussion of video material prepared by the author. Qualitative research was carried out in order to understand the perception of applied persuasive techniques in advertisement and outline whether those have any apparent effect on people. To limit the extent of study, techniques were tested based mainly on fear approach advertisements.

After analyzing the information collected from both theoretical and empirical part, author was able to draw a set of conclusions presented in the following chapter.

6 Discussion

There are a lot of persuasive techniques nowadays. Marketers are trying to discover all the hidden factors of human nature, which might be helpful in attracting attention and integrating the psychological revelations in their marketing campaigns. However the more humans are pressured with commercials the more they try to avoid them. Therefore the effectiveness of techniques discussed in the presented thesis work is quite questionable. With the development of technologies there are now ways to read human mind beyond the emotions, perceptions and opinions they can express verbally. Nevertheless, with the help of interviews conducted in the empirical part, the author was able to draw several common conclusions.

First of all, generally people do not care which approach was used on them even if they notice it. Subliminally people believe that advertisements causing negative emotions are more memorable. However, they tend to pay more attention to the advertisements with positive message, containing jokes or worldwide famous celebrities. Based on interview observations the author concludes that even when the negative commercial is remembered, it is not discussed in details meanwhile during the positive ad discussion people are willing to reveal more.

In addition, advertisements where fear approach was the most dominant are not remembered well. For example, interviewees could not remember or understand the sense of Absolut Fatal advertisement. Contrary, commercials, where several techniques were implemented and fear, shame or guilt approach was not obvious, were discussed the most. Therefore, a right mix of appeals can cause the highest involvement.

Furthermore, interviews revealed the most important conclusion. As was discussed in the chapter 2.1.2, perception includes selective exposure and selective distortion. Stimulus is not perceived or recognized if it is not relevant to the current situation. Thus Interviewee 4 paid attention to the anti-smoking advertisements that are relevant to the recent choice of quitting smoking. These commercials caused the feeling of fear and discomfort. Interviewee 7 paid the most precise attention out of all respondents to the car commercials, as due to life situation he is concerned with the problem of choosing a car. However, due

to research limitations, it was not possible to prepare individual set of commercials for all interviewees. Therefore, video compilation was quite general and did not get through the selective exposure of most respondents. Additionally, some advertisements were distorted in the perception of most interviewees and the intended messages lost their significance.

All in all, in the author's opinion the future of advertising is within the new technologies such as neuromarketing and data mining. People learned to abstract even from the sneakiest marketing tricks. Therefore neuromarketing can help to discover the processes in the brain caused by marketing from the scientific point of view and help determine what needs to be influenced for the most effective campaign. Data mining allows targeting the product almost individually to every consumer. To some extent it creates a feeling of personal recommendation, which is valuable in the world of high competition. Further research on aforementioned techniques and thorough investigation of their effectiveness can be considered as an extension to the presented thesis.

Figures

Figure 1. Maslow's Hierarchy of Needs, p.4.
Figure 2. Formation of perception, p.12.
Figure 3. Classification of advertisements, p.35.
Figure 4. Negative response, p.37.
Figure 5. Clorets, p.37.
Figure 6. Memorability, p.38.

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Appendix 1

Interview Questions

Before the video material:

1. Do you pay a lot of attention to advertisement?
2. Can you recall any product you bought recently because of advertisement? If yes, what product it was and what caught your attention in the advertisement? Where did you see the ad?
3. Can you recall any advertisement now? If yes, which and what is catchy about it?

After the video material:

1. What is your general emotional state after you saw the ad compilation?
2. Would you say that after viewing the compilation you have an urge to do something? (i.e. Pay more attention to your appearance/ decrease amount of smoking/ cut drinking habits/ drive more carefully/ clean the flat etc.)
3. Would you say that you got thoughts on the products you need to buy after viewing the compilation? If yes, are those the products mentioned in the commercials or from the same category/brand? What kind of products?
4. Which ad caught attention the most? Why?
5. Did any commercial made you feel uncomfortable/ frightened/ insecure/ ashamed? If yes, which and why?
6. *I reveal that most of the ads you saw are based on fear or shame marketing* What is your attitude to such kind of technique?
7. Now when you know the “trick” used in the commercials, would you say that it had any influence on you?
8. It’s been awhile since you’ve seen the compilation. Are you able to recall all the ads that you saw?