

FACTORS AFFECTING THE HUMAN MIND IN ADVERTISING

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Abstract: Advertising in the business world bombards consumers with large volumes of information. The psychological impact of advertising information manifests itself in the processing of advertising messages - feelings, thoughts, possible solutions that determine certain behavior of the buyer. In one way or another, the advertising process is involved in information processing events - sensations, feelings, attention, memory. On the other hand, in the processes of processing advertising information, a person's reaction to the advertising message, his feelings and emotions, such as pleasure, self-esteem, envy, understanding and acceptance of it, or rather, the rejection of what is perceived and understood but not shared is actively involved content that is not accepted by the consumer.

Key words: Advertising, human mind, human psychology, cognitive aspect, emotion, perception.

Psychological research has shown that the perception and processing of advertising information is influenced by many different factors, but three of them are almost always present: these are cognitive, emotional and behavioral factors. The cognitive component is related to how the advertising information is perceived by the individual. The study of the cognitive component includes the analysis of a number of information processing processes, such as emotion and perception, memory, image and imagination, thinking and speech. It is clear that both high-quality and low-quality advertising products can be made, and this affects the human cognitive sphere in different ways. As a result, the advertising message is perceived and remembered in different ways, which leads to different levels of readiness to act. Because one of the main tasks of the advertising effect is to emphasize the advertised product or service, to draw the consumer's attention to it, it is very important to study the cognitive processes of the psyche within the framework of advertising. Feeling. One of the important elements of human cognitive activity is intuition. It is known from the course of general psychology that intuition is the reflection of the individual properties of the surrounding world on the sensory organs with a direct effect on the cerebral cortex. It is known from the course of general psychology that intuition is the reflection of the individual properties of the surrounding world on the sensory organs with a direct effect on the cerebral cortex. Emotion is a basic cognitive process. Sensations are also differentiated according to the main sense organs: sight, hearing, smell, taste, tactile,

motor, tactile, organic, vibration, sense of balance. The ability to experience sensations is called sensitivity. Distinguish absolute and differential limits of sensations. The absolute limit (lower and upper) determines the ability of the sensory organ (analyzer) to perceive signals and create emotions. The differential threshold of senses means the difference of stimuli from which signals are separated. Advertising activities often use visual, auditory, taste, motor, smell, tactile and some other types of senses. Here, the problem of studying the emotions caused by the perception of advertising or the consumption of an advertising product becomes relevant. This goal is achieved by measuring the emotions a person experiences when consuming the advertised product. If the resulting feelings are significantly different from those already known, then the advertiser can distinguish this product and therefore influence the consumer's purchasing behavior. Psychological studies have shown that the sensations that a person experiences from objects that affect him are subject to Fechner's psychophysiological law. This law shows that at very large values of the stimulus, a person experiences smaller changes in sensations than at large values. Law also says that very strong effects (loud sounds, bright colors, detailed text) are not always the best for perception. Sometimes it is more effective to reach out to a person using less intensive means.¹

Perception. Another important element of human cognitive activity is perception. Unlike sensations, perception is a holistic reflection of things and events in the cerebral cortex. This reflection is accompanied or mediated by the conceptual apparatus, that is, it is indicated by the word, the name of the thing that a person perceives. By type, perception is similar to the senses: sight, hearing, smell, taste, touch. Perception is often done meaningfully. Recognition plays an important role in the process of perception. In the perception of advertising information, the formation of a perception image, which has the most significant influence (or not) on the buyer's behavior, plays a very important role. Special studies have shown that people are inexplicably loyal to, for example, a brand of cigarettes or beer or other products that have a wide range of products. But with special tests, they cannot distinguish one brand from another. Three hundred smokers who preferred one of the three main types of cigarettes were offered the same three types of cigarettes, only without the names. They should know their favorite variety. Out of three hundred subjects, only six were able to recognize the brand of their cigarettes. Psychologists came to a simple conclusion - people, in particular, "smoke the image, the image of cigarettes", not the brands of cigarettes. The main task of advertising is to create images of goods in the minds of consumers in a competitive environment that will encourage them to buy the advertised item. This is more true because many goods are standardized. What was said has been successfully

¹ R.I Makshansev Asvertising psycology M.-Novosibirsk, 2011

applied and is being put into practice. For example, after the demand for cigarettes decreased due to the widespread knowledge that smoking is associated with dangerous lung tumors, many leading companies changed their brands and demanded have created new images that are more relevant to the personal characteristics of consumers. The images are aimed directly at human emotions. Their meaning is understood at the level of consciousness through a well-established process. The researchers also concluded that the process and mechanism of relationship perception is universal and occurs automatically. All people have the same mechanism of perception. This is the objective result of the process of human evolution. This means that psychologists have discovered a universal cognitive mechanism that transforms human emotions into meaningful information. Thus, if the sensations do not contain a sufficient number of useful information elements to form a meaningful complete idea, then it was found that ambiguity arises, which must be resolved. If the generality of feelings is enough to form a meaningful idea, the information obtained will be combined into a clear picture and remembered. After all, a person perceives advertising according to the "law of brevity", which is fundamental in the psychology of perception. It says that all external sensations are reduced by a person to the simplest and most convenient forms: in order to understand something, the human brain divides complex external sensations into a mass of basic, simplest images and forms. If they are not complete or perfect, then one tries to guess what should be. For example, even an irregular or incomplete circle is still considered a "circle" rather than a sequence of arcs. And this process happens automatically in the human brain. From the advertiser's point of view, this means that if you offer a powerful ad to a consumer, it is enough to present only some of its elements, and the consumer will remember or think about the rest. After all, sometimes people laugh at just one line of a joke they know.

Visual images must meet a number of requirements. For ease of perception, their structure should be clear and precise. Psychologists who study the perception of the environment as a whole argue that in order for an object to stand out against its background, it must be contrasted, the object is created as a center and force that unites form, proximity and similarity. . At the same time, the product should be a dominant image that stands out against a neutral background.

Attention. The most important feature of perception is its orientation, which is called attention in psychology. In order to have a certain effect on the behavior of the consumer, it first of all attracts his attention. Attracting attention is the first link in the chain of the mechanism of psychological influence of advertising. Attention is accompanied by mental processes such as the perception of advertising information by the recipient, processing it into the mind. At the same time, attention serves as a kind of filter that filters out unnecessary messages. The selective nature of attention prevents the psyche from being overloaded by the flow of information. The mechanism of the

psychological effect of advertising on its consumer can be shown as a scheme: attracting attention -> maintaining interest -> showing emotions -> persuading -> making a decision -> action (purchase). Each stage of the psychological impact of advertising on the mind of the consumer requires the use of certain methods and methods of advertising influence that provide the greatest psychological impact. Only some advertising media can attract the attention of a neutral subject. These include, for example, a shop window that presents an assortment of goods that can be sold. Concentration of human mental activity on one object leads to separation of attention from other objects. According to Pavlova², attention is the concentration of excitation in certain areas of the cerebral cortex (the center of optimal excitation), simultaneously inhibiting other areas of the cortex.³ The most important feature of attention is the ability to divide, switch and concentrate. These properties of attention to a large extent affect the nature of advertising perception, understanding and memory. For example, the attention of a TV viewer or a radio listener in the process of perceiving advertising is unstable, it constantly changes. Experiences, ideas and other mental processes arising from the perception of an advertising television program are interspersed with images of familiar people, for example, resulting from association, focusing on the equipment in the room and the people sitting nearby. However, despite the dynamism, the focus on the advertising program is returning to a new direction. The effectiveness of the advertising effect is affected by the intensity of attention, i.e. a certain amount of mental activity spent by a person in perceiving advertising. Attracting attention to advertising is an individual phenomenon, depending on the needs of a person, his motives, motives and mood. Depending on the purpose of the advertisement and the interest of the person in the advertised product, attention is divided into several types. involuntary attention, for example, to the advertised product is caused only by its appearance or irritating properties: dynamism, intensity, contrast, size. The stronger the advertising stimulus affects human emotions, the higher the attention to it. A catchy advertising slogan on a newspaper page, an emotional vocabulary of a radio message accompanied by rhythmic music, a tense plot of a TV movie - all this attracts a person's attention involuntarily. However, such methods of increasing attention to advertising have certain limits - the limit of perception. Exceeding this limit will cause people to stop accepting "screaming" ads.

Conclusion:

An important factor in the process of attracting the attention of advertising is the matching of its triggers with the inner state and needs of the person to whom it is

² Pavlova TA, Dovgusha VV. Principles and methods of occupational psychophysiological selection of deep-water divers. Moscow 1991

³ Pankratov F.G. "Основы рекламы" Moscow 2015

addressed. A person's perception selects from the advertising message only what is most necessary for his life and subjectively does not perceive what he does not need. People consciously or unconsciously avoid information that does not match or contradict their beliefs, but usually perceive what is consistent with their preferences and experience. The effectiveness of the advertising effect largely depends on the duration of the attention process caused by the stimulus and the strength of the stimulus. A long-lasting irritant, such as bravura music played throughout a commercial, will wear out the audience very quickly.

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