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Ключові слова: глобальна проблема, інтеграційні процеси, ефективність, сільське господарство, конкурентоспроможність, екологія.

Ключевые слова: глобальная проблема, интеграционные процессы, эффективность, сельское хозяйство, конкурентоспособность, экология.

Keywords: global problem, integration processes, efficiency, agriculture, competitiveness, ecology.

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ADVERTISING AS AN INSTRUMENT OF REFLEXIVE MENAGEMENT OVER CONSUMER'S DECISION

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Nikonova M. Advertising as an instrument of reflexive management over consumer's decision.

Advertising as an instrument of reflexive control over consumers' demand was investigated in the article, with the objective of evaluating the probability of economic efficiency of its application. Advertising is quite important and delicate market instrument of gaining control over consumers' decisions. An enterprise, commencing an advertising campaign relies on two important components: psychology and economy. The psychological component seems to be interesting from the point of view of exerting moral pressure on a person. The second one presents interest due to its efficiency, gained form application of the product of advertising. Normally accounting and statistic data regarding the changes on products sales are used for measuring of actual efficiency of advertising. Even though it's fairly easy now to obtain such data the process of efficiency evaluating still may cause some difficulties. The reason is: the economic effect of advertising is mostly revealed not straight away, it may take some months. This is especially relevant for industrial production, where purchases are not spontaneous and require thorough evaluations and careful considerations. Besides, any changes in sales level may be caused by other factors, which may exert more serious influence than advertising, like, for instance, increase or decrease in the

level of consumers' income or inflation, causing raise of prices and the like. That is why it is very difficult to foresee and measure economic efficiency of advertising.

Ніконова М.І. Реклама як інструмент рефлексивного управління споживчим рішенням.

У статті досліджена реклама як інструмент рефлексивного управління споживчим попитом з метою розрахунку ймовірності економічної ефективності від її використання. Реклама - це дуже важливий і тонкий ринковий інструмент управління споживчим рішенням. Проводячи рекламну кампанію, підприємство розраховує на дві важливі складові - психологічну та економічну. Перша цікава з точки зору впливу на людину. Друга - ефективністю від використання рекламного продукту. На практиці для вимірювання дієвості реклами застосовуються бухгалтерські та статистичні дані про зміни в реалізації продукції. І хоча дістати такі дані в сучасних умовах не представляє великої праці, сам процес визначення ефективності може викликати складності. Вся справа в тому, що економічний ефект від реклами в більшості випадків проявляється не відразу, іноді навіть через місяці. Це особливо актуально на виробництві, в промисловості, де покупки не бувають спонтанними, а вимагають тривалих розрахунків та обґрунтувань. Крім того, зміна рівня реалізації може бути викликана й іншими факторами, які можуть впливати більш сильно, ніж реклама, наприклад зниження або збільшення рівня доходів споживачів або інфляція, яка викликала зростання цін і т. д. Тому спрогнозувати і виміряти економічну ефективність реклами дуже важко.

Никонова М.И. Реклама как инструмент рефлексивного управления потребительским решением.

В статье исследована реклама как инструмент рефлексивного управления потребительским спросом с целью расчёта вероятности экономической эффективности от её использования. Реклама - это весьма важный и тонкий рыночный инструмент управления потребительским решением. Проводя рекламную кампанию, предприятие рассчитывает на две важные составляющие — психологическую и экономическую. Первая интересна с точки зрения воздействия на человека. Вторая — эффективностью от использования рекламного продукта. На практике для измерения действенности рекламы применяются бухгалтерские и статистические данные об изменениях в реализации продукции. И хотя достать такие данные в современных условиях не представляет большого труда, сам процесс определения эффективности может вызвать сложности. Все дело в том, что экономический эффект от рекламы в большинстве случаев проявляется не сразу, иногда даже спустя месяцы. Это особенно актуально на производстве, в промышленности, где покупки не бывают спонтанными, а требуют длительных расчетов и обоснований. Кроме того, изменение уровня реализации может быть вызвано и другими факторами, которые могут оказывать влияние более сильное, чем реклама, например снижение или увеличение уровня доходов потребителей или инфляция, вызвавшая рост цен и т. д. Поэтому спрогнозировать и измерить экономическую эффективность рекламы очень трудно.

The problem's set up. An enterprise, commencing an advertising campaign relies on two important components: psychology and economy. The second one is much more interesting for us, as it determines financial efficiency of any advertising campaign. Still, their tense intercommunication is quite obvious. Normally accounting and statistic data regarding the changes on products sales are used for measuring of actual efficiency of advertising. Even though it's fairly easy now to obtain such data the process of efficiency evaluating still may cause some difficulties. The reason is: the economic effect of advertising is mostly revealed not straight away, it may take some months. This is especially relevant for industrial production, where purchases are not spontaneous and require thorough evaluations and careful considerations. Besides, any changes in sales level may be caused by other factors, which may exert more serious influence than advertising, like, for instance, increase or decrease in the level of consumers' income or inflation,

causing raise of prices and the like. That is why it is very difficult to foresee and measure economic efficiency of advertising.

The analysis of recent investigations and publications. David Ogilvy, the scholar of modern advertising made an important contribution into the world's advertising industry. U. Bernbakh, D. Gallap, D. Weden, R. Rubicam, O.E. Feofanov, W. Wells, J. Bernett, S. Moriarti et al. also contributed [1, 2].

Reflexive control sprang up as an independent scientific trend in the works of V.A. Lefevre, American and Soviet scientist. Essential contributions were made into theoretical understanding of reflection by T.A. Taran, V.Y. Krylov, Y.A. Schreider, P.V. Baranov, V.E. Lepskiy, A.F. Trudolyubov and others [3, 4].

The objective of the article is an opportunity to predict actions of the market players for evaluation of the probability of economic efficiency, gained by application of advertising as an instrument of reflexive management over consumers' solution.

The results of the investigation. Advertising is a very important and delicate market instrument. It has undergone a qualitative evolution in the course of its development, having passed the way from informing to admonishment and from the latter to creation of a conditioned reflex and then to unconscious hypnosis and from unconscious hypnosis to projecting of a symbolic image.

An enterprise, commencing an advertising campaign relies on two important components: psychology and economy. The second one is much more interesting for us, as it determines financial efficiency of any advertising campaign. The main problems of evaluating the efficiency of expenses spent on advertising are connected with the quantitative expression of the effect of advertising, as it is quite difficult to determine to what extent the enterprise's revenue grew due to financial means invested into advertising and it's practically impossible to predict the profitability of the product of advertising. But it is possible to evaluate the probability of the impact of advertising, on the basis of knowledge of behaviour of market participants.

The main objective of modern advertising is to exert a certain influence on the consumer's behaviour. The target here is to get the client's agreement for a purchase. For the analysis of advertising as an instrument of reflexive action upon a subject, its essence may be represented as a sequence, shown in Figure 1.

To make advertising exert the action depicted in Figure 1 it is required to take into account people's psychological traits, while developing the advertising product. The structure of an efficient advertisement may be represented in the form of the drawing, pictured in Figure 2.

The compilation of an advertisement should be started by the search for potential clients: it is necessary to find out their location and determined the mass media they prefer. The next step is to determine the main idea of an efficient advertisement. Numerous investigations in the sphere of market communication testify that one or another human need is satisfied, rather than any goods (services) are sold. Freedom of choice, including freedom of making decisions – is one of main human values, so the objective of advertising – is to create an impression that a person has made a decision voluntarily, on his/her own will.

That is why latent control of the potential consumer – is the cornerstone of efficient advertising, the targets being, the attraction is the plot of advertising product, reminding of the corresponding needs and even creating them.

The last and the most complicated type is addressing to unconscious. Advertising addressed to the bottom of human mind may be primitive and may look disgusting, but it will work all right. The main method of acting upon the bottom of human mind is to make a client convince himself/herself. To do it- impressions of childhood, male and female origin, "little happiness" could be used, traditions, needs and habits of potential consumers are taken into account. Setting and the text of advertisements are also the means of latent influence.

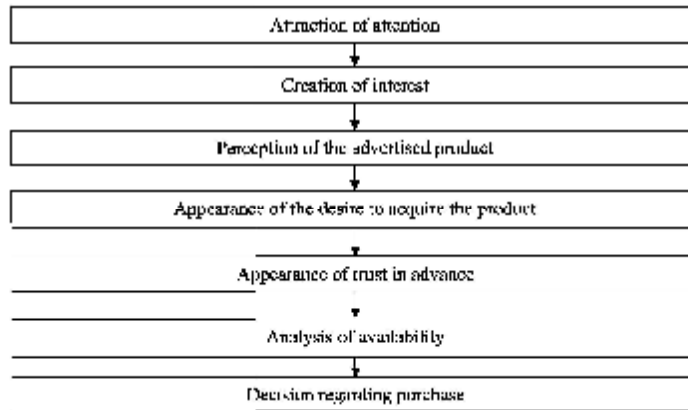


Figure 1- The essence the action of advertising

With regard to the aforementioned, advertising can be used for reflexive control as an instrument of action upon a subject (a potential consumer in this case), inducing a buyer to make a decision, preliminarily prepared by the controlling party, i.e. a commercial enterprise.

Now, let us consider how the theory of reflexive games [3] helps to analyze the relationship between separate participants. Let us analyze a simple situation between three market players.

A buyer is eager to purchase goods. Two competing enterprises represent these type of goods at the market. The buyer maintains good relations with both enterprises. Each seller tries to do its best to incline the buyer to purchasing the products of their own with the help of the advertising product. Is the buyer able of making a choice and what choice will he make? The described situation corresponds to the relation graph in figure 3.

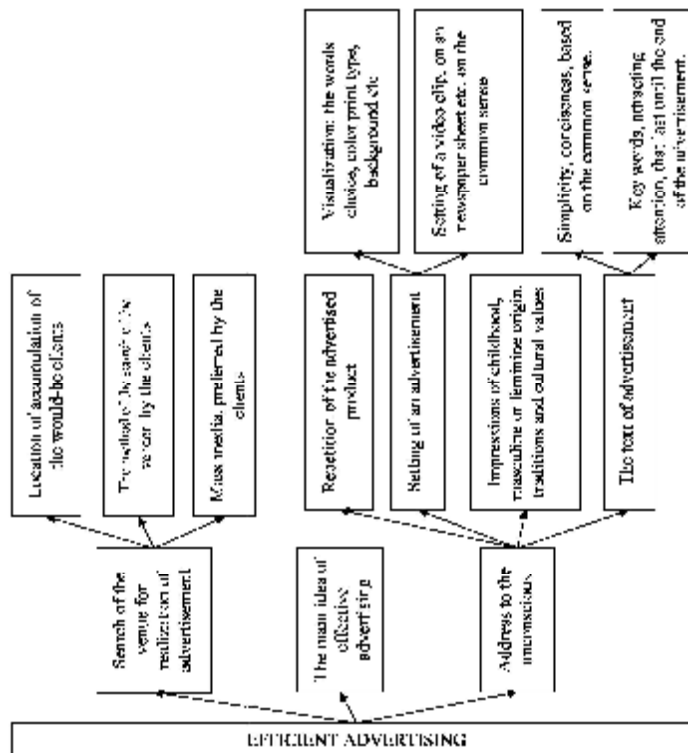


Figure 2. - The cornerstone of advertising

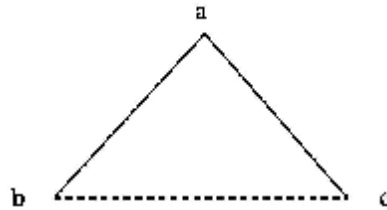


Figure 3. – The relationship graph

There, a – is a buyer, b – an enterprise 1 and c-is an enterprise 2. The universal multitude consists of two operations, which we call \acute{a} and β , where \acute{a} denotes buying goods of the enterprise 1, whilst β buying goods of the enterprise 2. M-multitude consists of four alternatives: $1=\{\alpha, \beta\}$, $1=\{\alpha\}$, $1=\{\beta\}$, $0=\{\}$, and all of them are realistic. Alternative 1 means buying goods from any seller. In Figure 3 a polynomial (1) corresponds to the graph:

$$a \times (b + c), \tag{1}$$

and also the equation for the buyer (2):

$$a = (b + c) \times a + \bar{a}. \tag{2}$$

This equation has a solution only on condition that $b+c=1$. The value of b – is the influence of enterprise 1, exerted by $\{\{a\}\}$ advertising product, the value of c – is the influence of enterprise 2, exerted by means of $\{\{b\}\}$ advertising product. Just because $\{a\} = \{\bar{b}\}$, then, $\{a\} + \{b\} = 1$ and equation 2 has a solution $a = \{a, b\} = 1$. Under these influences the buyer chooses alternative 1, i.e. makes a decision regarding purchase from any of the enterprises.

Now, let us consider the situation what will happen if neither enterprise 1, nor enterprise 2 exert influence on the buyer. In this case $b = 0, c = 0$. By inserting these values into (2) we will get:

$$a = \bar{a}. \tag{3}$$

This equation has no solutions, hence, the buyer is in state of frustration. The buyer may be in the state of frustration if only one enterprise will incline him to purchasing, for instance, $b = \{a\}$, $c = \{\}$. Equation 2 acquires this form (4):

$$a = \{a\} a + \bar{a}, \tag{4}$$

where, $A = \{a\}, B = 1$. Inequality $A \hat{E} B$ – is not observed, hence, equation (4) does not have a solution.

If enterprise 1 (enterprise 2) pushes the buyer to alternative $1 = \{a, b\}$ – i.e. to make a purchase, the buyer will choose this alternative, as in this case $A=1, B=1$, i.e. equation (2) has a solution.

Let us now determine the probability of happening of a positive event for enterprise 1 and for enterprise 2. For enterprise 1 the alternative of A event is acceptable (the buyer purchases his goods, or his goods and goods of his competitor simultaneously), $m_A = 2$. Similarly, for enterprise 2, the event B is acceptable. Now, let us re-number all possible options of solutions of buyer’s decisions at equation (2) $a=1$ and determine elementary events (cases) (5):

$$w_i = \{\text{choice of the } i\text{-th solution of the buyer}\}, i = \bar{1,3}. \tag{5}$$

There are 3 such elementary events, i.e. $n=3$. According to the classical formula of calculating probability [5] (6, 7):

$$P(A) = \frac{m_A}{n} = \frac{2}{3} \gg 0,67, \quad (6)$$

$$P(B) = \frac{m_B}{n} = \frac{2}{3} \gg 0,67. \quad (7)$$

Hence, the probability of application of the product of advertising for enterprises at for the analyzed market situation is very high.

Thus, at application of the theory of application of the product of advertising and availability of information regarding the number of participants and relations between them, it is possible to predict actions of the market players and economic efficiency of application of the product of advertising.

Conclusions. Advertising is an efficient, but expensive instrument of reflexive control for enterprises, as it is perceived by the buyer as a combination of emotional and information elements, indivisible from the goods themselves. It presumes functional, emotional and psychological, economic and cultural advantages, reflecting the combination of both material and non-material categories. All these is to produce a favourable impression upon the buyer, regarding the goods or services and cause the desire to buy goods, selecting it due to a number of reasons.

While analyzing the model of behavior of participants at the market it should be noted that application of advertising as an instrument of reflexive influence does not produce a definite answer regarding what particular operation from the investigate multitude will be realized. But it brings an opportunity to predict possible variants of subjects' actions, on the basis of which it will be possible to build up a strategy of our own and predict economic efficiency of products of advertising. This is especially important for simulation of a release of a new product, either of own manufacturing, or manufactured by competitors.

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Keywords: advertising, advertising campaign, advertising product, reflexive management, economic efficiency.

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