

Psychological problems of advertising high-technology devices

© M.V. Ermolaeva

Bauman Moscow State Technical University, Moscow, 105005, Russia

The study deals with topical issues and contemporary specifics of advertising high-tech devices. We analyse the stages of how advertising affects the consumer psychologically (the AIDA model), as well as the consumer's motivation. We consider the principles behind coordinating performance specifications and selling points in home appliance advertising.

Keywords: *psychology of advertising, hierarchy of effects in advertising, AIDA, consumer motivation*

REFERENCES

- [1] Mityagina T.V. *Organizatsionno-ekonomicheskiiy mekhanizm upravleniya reklamnoy deyatelnostyu promyshlennogo predpriyatiya*. Diss. ... kand. ekon. nauk [An organisation- and economics-based mechanism for managing advertising activity of an industrial enterprise. Cand. econ. sc. diss.]. Moscow, 2002, 175 p.
- [2] Repev A.P. *Mudryy reklamodatel* [The wise advertiser]. Moscow, Biblos Publ., 2016, 319 p.
- [3] Zazykin V.G., Zazykina E.V., Melnikov A.A. *Psikhologiya reklamy i reklamnoy deyatelnosti* [Psychology of advertising and advertising activity]. Moscow, ELIT Intelbuk Publ., 2009, 224 p.
- [4] Antonova A.V., Patosha O.I. *Psikhologiya potrebitelskogo povedeniya, reklamy i PR* [Psychology of consumer behaviour, advertising and PR]. Moscow, Infra-M Publ., 2017, 325 p.
- [5] Stolyarenko A.M., Amaglobeli N.D. *Psikhologiya menedzhmenta* [Psychology of management]. Moscow, Uniti-Dana Publ., 2005, 608 p.
- [6] Timofeev M.I. *Psikhologiya reklamy* [Psychology of advertising]. Moscow, RIOR Publ., 2017, 224 p.
- [7] Ermolaeva M.V., Lubovskiy D.V. *Aktualnye problemy psikhologicheskogo znaniya — Actual problems of psychological knowledge*, 2013, no. 1, pp. 34–42.
- [8] Mokshantsev R.I. *Psikhologiya reklamy* [Psychology of advertising]. Moscow, Novosibirsk, Infra-M Publ., Interregional Association Siberian Accord Publ., 2007, 232 p.
- [9] Moser K. *Markt- und Werbepsychologie: ein Lehrbuch* [Psychology of marketing and advertising: a coursebook]. Hogrefe, Verlag für Psychologie, 2002, 284 p. [In Russ.: Moser K. *Psikhologiya marketinga i reklamy*. Moscow, Institute of Applied Psychology Humanitarian Centre Publ., 2012, 336 p.].
- [10] Lebedev-Lyubimov A.N. *Psikhologiya reklamy* [Psychology of advertising]. Saint Petersburg, Piter Publ., 2007, 384 p.

Ermolaeva M.V., Dr. Sc. (Psychol.), Professor, Department of Industrial Logistics, Bauman Moscow State Technical University. e-mail: mar-erm@mail.ru