

THE CHALLENGES OF ADVERTISING AND CONSUMER NEEDS IN BUSINESS COMMUNICATION

ABSTRACT

Today, the world is heavily influenced by advertisements. In business, advertising is a form of communication that persuades and motivates individuals to take specific actions. A well-planned advertising campaign is crucial for driving high-quality traffic to the website and generating leads. It is a strategy for convincing a buyer to purchase a product. When creating and developing plans, it is important to approach the process with innovative and unconventional thinking. Companies should have a strong promotional strategy to compete in a highly competitive market. Several factors influence the consumer's decision-making process. Marketing-dominated stimulus is one of the most important factors in persuading customers to make a purchase. Advertising significantly impacts consumer demand and the entire consumer decision-making process. In other words, advertising grabs people's attention, builds brand recognition, and sparks interest in the promoted goods. Therefore, understanding consumer needs and developing suitable advertising strategies will help refine and grow the business.

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ԱՍՓՈՓՈՒՄ

ԳՈՎԱԶԴԻ և ՄՊԱՌՈՂՆԵՐԻ ԿԱՐԻՔՆԵՐԻ ՄԱՐՏԱՀՐԱՎԵՐՆԵՐԸ ԳՈՐԾՄԱՐՄ ՀԱՂՈՐԴԱԿՑՄԱՆ ՄԵԶ

Գովազդի և սպառողների կարիքները բիզնես հաղորդակցության կարևոր տարրեր են: Քանի որ բիզնեսները ձգտում են կապ հաստատել իրենց թիրախային լսարանի հետ, նրանք բախվում են բազմաթիվ մարտահրավերների հետ: Դրանք ներառում են սպառողների անընդհատ զարգացող նախասիրությունների ըմբռնումը, ազրեցիկ և համապատասխան գրվագրի ստեղծումը և իրենց ապրանքանիշի ուղերձի արդյունավետ հաղորդակցումը ակտիվ շուկայի պայմաններում: Այս մարտահրավերներին դիմակայելը պահանջում է սպառողների վարքագծի խորը պատկերացում և նրանց կարիքներն ու ակնկալիքները բավարարելու համար ռազմավարությունները հարմարեցնելու կարողություն:

Բանալի բառեր: լեզու և մշակույթ, գործարար հաղորդակցություն, մարքեթինգային հաղորդակցություն, գովազդային ռազմավարություն, սպառողների կարիքներ

РЕЗЮМЕ

ПРОБЛЕМЫ РЕКЛАМЫ И ПОТРЕБНОСТИ ПОТРЕБИТЕЛЕЙ В ДЕЛОВОЙ КОММУНИКАЦИИ

Сегодня мир находится под сильным влиянием рекламы. В бизнесе реклама – это форма коммуникации, которая убеждает и мотивирует людей к определенным действиям. Хорошо спланированная рекламная кампания имеет решающее значение для привлечения качественного трафика на сайт и генерации лидов. Это стратегия, призванная убедить покупателя приобрести товар. При разработке и планировании важно подходить к процессу с инновационным и нестандартным мышлением. Чтобы конкурировать на высококонкурентном рынке, кампаниям необходима мощная стратегия продвижения. На процесс принятия решения потребителем влияет несколько факторов. Стимул, основанный на маркетинге, – один из важнейших факторов, побуждающих клиентов совершить

покупку. Реклама существенно влияет на потребительский спрос и весь процесс принятия решения потребителем. Другими словами, реклама привлекает внимание людей, повышает узнаваемость бренда и вызывает интерес к продвигаемым товарам. В связи с этим понимание потребностей потребителей и разработка подходящих рекламных стратегий помогут совершенствовать и развивать бизнес.

Ключевые слова: язык и культура, деловая коммуникация, маркетинговые коммуникации, рекламная стратегия, потребности потребителей

Introduction

In today's constantly changing business communication environment, one of the biggest hurdles is creating advertising strategies that effectively grab attention and resonate with consumers' diverse and ever-changing needs. Advertising is a powerful tool for promoting products, services, and ideas. The word "advertising" comes from the Latin word "advertere," which means "to move the minds towards." At its core, advertising is all about promoting and bolstering the sale of products, services, and ideas. (<https://tinyurl.com/bddemxrc>).

In business, advertising is a form of communication that aims to persuade and motivate individuals to take specific actions. Effective communication is essential as it informs consumers about the company's services. Advertisements also highlight a product's benefits, features, and values. One of the impacts of advertising is its ability to influence people's purchasing habits. Therefore, it is crucial for advertising to engage with consumers effectively. Many businesses conduct marketing research to gain a better understanding of their customers. Providing information about a product or service is integral

to marketing communication. Advertising is an extremely powerful tool for business communication (<https://tinyurl.com/bddemxrc>).

The primary goal of advertising is to expand business by selling goods or services. There are several additional aims of advertising. The most important thing is to promote freshly released items among potential clients. Here are some of them:

- raise awareness of the personal selling program
- promote business awareness among the largest possible number of people
- join the national or even worldwide market and motivate a new set of clients
- improve customer goodwill and create trust by delivering higher-quality products and services

(<https://tinyurl.com/bddemxrc>).

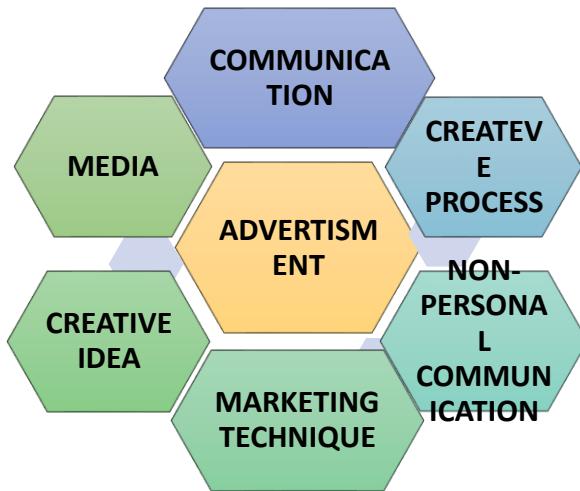


Figure N 1

The chart of advertisement

As we all know, advertising is a non-personal conveyance of information about products, services, or ideas. It is designed to motivate audiences to take immediate or future action and is often sponsored by specific advertisers across various media platforms. (Arens & Weigold, 2011; Richards & Curran, 2002).

Adverts require significant effort as they go through several stages, starting with planning and ending with implementation. They also involve groups of experts in various subjects. The process of developing advertising is as follows.



Figure N 2

The processes of advertising

There are several sorts of advertising, which are classified into seven categories:

- guerrilla advertising
- broadcast advertising
- out-of-home advertising
- public service advertising
- product placement advertising
- mobile advertising
- online/digital advertising (Arens & Weigold, 2011).

Navigating Business Discourse: Effective Communication Techniques in the Corporate World

Advertising facilitates competition among businesses. In a highly competitive market, companies must continue to offer consumers higher quality at a more affordable price. Through advertising, firms communicate what their brands aim to convey to customers. In other words, advertising enables businesses to effectively and promptly engage with customers. As a result, advertising plays a crucial role in the competition for consumers' attention, preferences, and financial resources among businesses.

Secondly, advertising is how consumers learn about new or improved products. Moreover, advertising aids in accessing media in many countries. To elaborate, consumers can obtain information or watch programs distributed across various media channels at a minimal cost or for free. (Tellis, 2004; Fennis & Stroebe, 2010).

Many advertisers recognize that how people react to advertisements is critical to the success of a business. Advertisers should consider two elements when evaluating an advertisement's success and meaning: audience resonance and strategic relevance. Audience resonance means that great advertising must be able to capture the attention of its target audience and linger in their minds for a long period. The second component, strategic relevance, states that an effective advertisement should align with the company's advertising strategy or accomplish a

strategic goal. These two elements are linked, and an advertisement cannot be effective if one is missing (Arens & Weigold, 2011).

Advertising is unique and diverse, so it is difficult to conclude how it works. It promotes a product, business, or event to its target audience. Advertising is any type of communication to persuade or influence a target audience to buy a product.

Advertising has both advantages and disadvantages as a means of commercial communication. When a company spends in presenting itself and its goods in a public arena, advertising produces a perception of credibility or legitimacy. Ads may communicate an impression of quality and durability, implying that a business isn't a one-hit wonder. Marketers may use advertising to repeat a message at key intervals. Repetition increases the likelihood that the target audience will see and remember a message, resulting in better awareness-building effects. Advertising can generate drama and human interest by featuring people and situations that are exciting or engaging. Finally, advertising is an excellent vehicle for brand building, as it can create rational and emotional connections with a company or offering that translates into goodwill. Advertisers use an important channel to communicate their products to consumers. A consumer is a person who has needs and wants to fulfill his basic needs, and these can extend to other life luxury wants. Consumers are advertisers' target daily through TV, newspapers, radio, social media, etc. Consumers are always annoyed by advertisements, but if they are personalized and related to their current needs and wants, they will become a source of

information for consumers rather than an annoying source. This led advertisers to examine the behavior of consumers. Advertisers started looking at each detail of consumers' journey in buying a product or a service to find when and how they should approach the consumers (<https://tinyurl.com/mr234292>).

In today's media industry, advertisements are easily ignored. Even attention-getting advertisements might get stale with time. Because advertising is a one-way medium, there is generally limited direct chance for customer response and involvement, especially from consumers frequently bombarded with competing market signals (<https://tinyurl.com/bdhdxwb8>).

People are bombarded by an overwhelming amount of advertising every day. Unfortunately, not all ads can grab customers' attention and stick in their minds. Therefore, being original is crucial in creating a memorable commercial. However, some argue that innovative commercials may not be more successful in persuading consumers to take action than simply listing product features. Innovative advertising conveys messages to consumers that are more likely to influence their purchasing decisions. The characteristics of creative advertising include connectivity, appropriateness, and innovation.

Connectedness means that creative advertising must deliver facts and feelings that align with what customers want or are experiencing. In other words, advertising is considered creative if it can connect with its target audience.

Appropriateness is the second characteristic of a creative commercial. This means creative advertising must provide information or a message that can present the brand's value proposition and concurrently show its relative advantages and disadvantages compared to its competitors. Further, all the message elements in an appropriate advertisement must work harmoniously to deliver a coherent and cogent message.

Novelty is the final element in a creative commercial. The term "novelty" refers to the necessity for the advertisement to be one-of-a-kind and remarkable. Regardless, an odd and unusual commercial cannot be termed creative even if the ad is distinctive and unexpected. In reality, a creative commercial must have facts and emotions that connect with its target consumers and offer the brand's value proposition, in addition to being distinctive. All elements, connectivity, appropriateness, and uniqueness must combine to generate an advertisement's creativity (Reinartz & Saffert, 2013; Shimp, 2010).

The success of advertising depends on more than just creativity. While a creative commercial can introduce a fresh and unexpected concept, it's another challenge to ensure that customers understand the message behind the idea. Therefore, another measure of success is that the advertisement should stay in the buyer's mind. This means that the target audience should be able to understand the message, remember it, and potentially change their preferences or brand attitude. A sticky advertisement in business communication has six features:

- simplicity

- concreteness
- unexpectedness
- credibility
- emotionality
- storytelling (Shimp, 2010).

To begin with, a sticky marketing message must be short. It must express the brand's fundamental idea or value proposition. If advertising does not have simple characteristics, it will either fail to convey the brand's fundamental nature or provide unneeded information that will distract the viewer from its core value. Moreover, it is easier for people to remember concrete messages than abstract ones. Interestingly, according to the research, consumers tend to be more persuaded by advertising messages opening at a level inconsistent with their thinking. Specifically, abstract consumers are reported to find concrete messages more engaging, and vice versa (Yang, 2011).

The third feature of a sticky message is unexpectedness. To create interest and curiosity in the audience, a sticky advertisement must be different from what they normally expect to see. Fourth, an advertisement's legitimacy implies that it must be trustworthy. Advertisers might utilize professional endorsers for items to boost an advertising message's credibility. Expert endorsers are people the public believes have specialist expertise in a certain subject (Tellis, 2004).

Consumers are more likely to pay attention to advertising that evokes emotions and connects with their feelings in fifth place. Finally,

storytelling is another characteristic that makes a commercial appealing and memorable. Advertisers and customers are familiar with telling a story in a commercial. Furthermore, it is an efficient technique for instilling a favorable brand image in customers' minds, particularly when the tale being told can elicit emotional responses from the audience (Shimp, 2010).

Advertising is a business marketing way to increase sales or make the audience aware of the products and services. Until a customer deals with the brands directly and buys products or services, advertising may help to form their first impressions of the business; hence, advertising can:

- enhance sales by informing potential clients about goods or services by providing basic information such as contact information and website address
- inform consumers about service changes, new product releases, special offers
- change people's attitudes and perceptions of business
- help to create or develop a distinctive brand for business
- generate awareness of business
- develop a particular market position

Not all advertisements are satisfying or successful when introduced to the public. Some issues can cause failure. Facing today's top advertising problems takes a great deal of time, planning, and effort (<https://tinyurl.com/mr234292>).



Almost every business goes by on a limited budget, especially for advertising. To properly manage the limited resources, however, it is necessary to discover the correct approaches, audience, and platform. Those who set lofty ambitions may put their money in danger, while those who are careful may spend relatively little mind.



The challenge begins with crafting the right message and transforming it into something that looks or sounds new. First, the audience needs to be identified to give a business a voice. Compelling content is the main challenge for every advertiser and what every business owner hopes to have in his advertisement (<https://tinyurl.com/mr234292>).



Choosing the right method

There is no perfect advertising formula since the approaches vary depending on the sort of audience. Choosing the best advertising approach for a company requires a series of tests before finding the one that works best. It might be difficult, but one must select whether to advertise on the internet, radio, print, outdoor, or television. A mix of two or three strategies may attract the most clients. There is a need to blend conventional and digital advertising methods for small companies. Using a vehicle magnet with the website's name on it is a good example. As a result, consumers will locate the business online due to offline advertising (<https://tinyurl.com/mr234292>).



Measuring effectiveness

One of the most challenging aspects of advertising is determining the effectiveness of a campaign, especially when running multiple advertisements simultaneously. It's crucial to ensure that the ads are being seen by the intended audience and not just assuming that they are. For instance, instead of spending money on a small newspaper ad that may go unnoticed, it might be more effective to invest in a larger outdoor banner that can reach a wider audience. Additionally, tracking

social media ads' performance is important to ensure they generate enough clicks (<https://tinyurl.com/mr234292>).



Keeping up with the competition might be difficult with limited resources. Working with authenticity pays off for small company owners. A smart method to distinguish a company from the competition is to provide honest, dependable, and noteworthy service. Giving consumers a positive shopping experience is the best thing the brand should do; besides, there is no need to be hesitant to ask for referrals because word-of-mouth is the finest type of promotion one can get (<https://tinyurl.com/mr234292>).

Consumers may have different needs, and when their needs are unmet, it can cause several problems. Here are some of them:

- functionality
- high price
- convenience
- experience
- design
- reliability
- efficient
- compatibility

- empathy
- fairness
- transparency
- control
- options
- information
- accessibility (<https://tinyurl.com/n79dkej2>).

Customers have unique budgets with which they can purchase a product or service. Hence, the prices must be reasonable. They need the product or service to function the way they need to solve their problem or desire. The product or service needs to be a convenient solution to the function the customers are trying to meet; otherwise, the consumers will be disappointed. The experience of using a product or service needs to be easy or at least clear so as not to create more work for the customers. Along the lines of experience, the product or service needs a slick design to make it relatively easy and intuitive. The product or service must reliably function as advertised whenever the customer wants to use it. The product or service is efficient for the customer by streamlining an otherwise time-consuming process. The service must be compatible with other products the customer already uses. When customers get in touch with customer service, they want empathy and understanding from the people assisting them. Customers expect fairness from a company in terms of pricing, terms of service, and contract length. They expect transparency from a company they're doing business with. Service outages, pricing changes, and things

breaking happen, and customers deserve openness from the businesses they give money to. Businesses should invest in educational blog content, instructional knowledge base content, and regular communication so customers have the information they need to use a product or service successfully. They need to be able to access the service and support teams. This means providing multiple channels for customers. If companies can begin to make changes before their customers' needs are not fulfilled, this can ultimately lead to growth, innovation, and retention (<https://tinyurl.com/n79dkej2>).

Conclusion

In the business world, advertising is a form of communication that aims to persuade and motivate individuals to take specific actions. Effective communication is essential as it informs consumers about the various services offered by a company. Advertising serves as a highly effective means of business communication. Communication involves the regular transmission of information from one party to another. It encompasses any form of communication to persuade or influence a target audience to purchase a product. The primary objective of advertising is to grow business by selling goods or services. Advertising facilitates business competition and encourages companies to offer higher quality products at more affordable prices in a highly competitive market. Understanding consumer needs is considered the most crucial factor in advertising strategy. It is also a key

element in the initial and most critical phase of developing and refining a business's advertising strategy. The study of consumer needs holds significant importance in advertising and plays a pivotal role in shaping an advertising strategy.

To achieve success, some advertising strategies were selected and used as a guide. Building advertising strategies involves five steps: researching advertising, selecting advertising goals, formulating budgets, creating advertising messages, and selecting media. Consumers want advanced and fast delivery, good products with reasonable prices, high-quality products, and trustworthy supplies. Instagram is preferable for consumers because no news distracts the followers. Understanding consumer needs and developing preferable advertising strategies will help refine and grow the business.

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