

Mechanisms of shaping the behavior of the recipient of the advertising message through stimulating subconscious

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Abstract:

The recipient has become exposed daily to a large number of advertisements and advertising messages, which results in a difficulty in being effective and affecting the recipient, so the recipient of the advertisement message is the destination that the advertiser seeks to reach and the main objective of the advertiser through the advertisement and the message contained in the advertisement, and on this basis, the advertiser must design an advertisement that contains an advertising message that can address the receiving audience appropriately and work to attract more attention and influence their behavior positively, Or combines profitable goals and human societal goals and has a great role in building society and shaping the recipient's advertising behavior; by sending an advertising message that works to persuade the recipient of the advertised product or service and at the same time work to advance and improve society, as advertising has an important and influential community and humanitarian role. Advertising can become a powerful and effective tool for influencing the behavior of recipients by examining the unconscious stimuli and the unconscious level or subconscious level of the recipient; and by knowing the human self, desires, and feelings that concern the individual, then the unconscious can be stimulated. He met through the advertising message contained in the advertisement and convinced him of the advertising message addressed to him and benefiting from it in forming a positive behavior for the recipient, and there are several ways to stimulate the unconscious of the recipient of the advertising message when used in the design of the advertisement that helps influence the recipient's behavior in response to the advertising message and helps shape its behavior Positively as we will look at it in the research. The effectiveness of these methods that drive the subconscious incentive will be measured by the recipient of the advertisement by conducting a questionnaire on a group of recipients by displaying ads using methods that drive the unconscious incentive.

Research problem:

The research problem lies in the importance of the unconscious stimuli contained in the advertisement in shaping the behavior of the recipient.

The research problem can be summarized in answering the following question:

1- What are the mechanisms of shaping the behavior of the recipient of the advertising message through stimulating subconscious?

Research aims:

1- The research aims to study the mechanisms of forming the behavior of the recipient of the advertising message through stimulating subconscious.

Research hypotheses:

The research assumes that:

1- Motivating the subconscious of the recipient of the advertising message through advertisement helps shape the recipient's behavior.

Research importance:

Paying attention to the unconscious incentives contained in the advertisement and knowing its impact on shaping the recipient's behavior through the advertising message presented to him.

Search limits:

Objective limits: This research means studying some Egyptian advertising models and explaining the unconscious incentives for advertising and its role in shaping the recipient's behavior through the advertising message presented to him.

Time limits: from 2012 to 2019.

Spatial limits: Egyptian advertising models.

Research Methodology:

The research follows the descriptive approach to describe and analyze some Egyptian advertising models and clarify the subconscious incentives in advertising messages and their role in shaping the recipient's behavior, and the work of a questionnaire to measure the extent of the impact of unconscious motivation methods at the recipient to positively shape the recipient's behavior through the presentation of 6 Egyptian advertising models to measure the effectiveness of the subconscious stimulation methods..

1- Advertising message

1-1 Explain the main idea of the advertisement or what the advertiser wants to say to the recipient, and this may be in one sentence or several sentences or a word or two and it may include explaining the advantages of the product to persuade the recipient and motivate him to believe what came in the advertisement and act as desired by the advertiser.

2- Unconscious incentives in the advertising message:

2-1 Motivation concept:

2-1-1- These are the forces inherent in individuals that drive them to behave in a certain direction, and behind every behavior an internal incentive that makes the recipient desire something also incentives have two functions:

- Attracting the recipient to a specific behavior.
- Directing the recipient's behavior towards achieving a specific goal.

2-2 The unconscious incentives: are the incentives that are not subjected to the control of individuals and are not able to direct or control them, as it is a complex process, in psychology it is a process to make a person move towards a specific goal or behavior, and in sociology it is homogeneity with a group in the sense that there is specificity to this incentive and it is related

to what others do. Based on this, unconscious motivations are divided into: **Individual Incentives, Social incentives.**

2-3 Types of Unconscious Incentives for Advertising Letter:

2-3-1 Formulation (Reframing): This is stimulating the subconscious of the recipient through the formulation incentive, which is that the recipient's behavior is reformulated in a different, more positive framework in order to advance his individual incentive through the advertising message.

2-3-2 Moving emotions (Evocation): It is the stimulation of subconscious at the recipient through the incentive to move the emotions by impact and moving the emotions of the recipient in order to positively shape his behavior.

2-3-3 Collectivism: It is the motivation of the subconscious of the recipient through the incentive of collectivity, a term used to describe an ethical, social or political viewpoint that emphasizes the importance of society's goals from the goals of the individual, as it is a principle that relies on social norms.

2-3-4 Ownership: It is the stimulation of the subconscious of the recipient through the incentive of ownership. The recipient is connected to a problem that the product advertises and participates in solving this problem. This association leads to the emergence of a specific behavior of the recipient.

2-3-5 Gamification theory: It is the stimulation of the subconscious of the recipient through the incentive of the game theory, which is the application of the elements of the game and its mechanisms of action in the context of other fields, to share the recipient, work to interact, and induce it to participate and encourage it.

2-3-6 Utility: It is the stimulation of the subconscious of the recipient through the use of the utility incentive, which is providing the benefit and certain services to the recipient, and thus influencing his behavior.

2-3-7 Modeling: It is the stimulation of the subconscious of the recipient through the use of a modeling incentive, which is following the model or imitation of the behavior of a specific person with a reputation so as to be an inspiration for this behavior, and its use is positively related to the goal and behavior of the individual.

2-3-8 Skill (skill up): It stimulates the subconscious of the recipient by using the skill incentive, which shows the recipient how to implement a behavior that he is convinced of, but lacks the skill and ability to implement this behavior.

2-3-9 Eliminate complexity: It is the stimulation of the subconscious at the receiver through the use of the incentive to get rid of complications, which is the removal of the largest possible barriers that stand in the way of implementing the recipient's behavior. Obstacles and removal.

2-3-10 commitment: It is the motivation of the subconscious by the recipient through the use of the incentive of commitment, which is a powerful and effective tool and the first important step in changing behavior by adhering to specific laws to induce an imperative change in behavior, especially when we do not have to completely change this behavior at once.

2-4 Mechanisms of Shaping the Recipient's Behavior by Stimulating Subconscious:

2-4-1 Projective techniques, 2-4-2 Metaphor, 2-4-3 ZEMT Code Generation Method.

3- Questionnaire

The purpose of the questionnaire is a research purpose that aims to know the effectiveness of using methods to stimulate unconsciousness in the recipient to positively shape the behavior and measure the effectiveness of these methods to stimulate unconsciousness, by stimulating unconsciousness in the advertising message through the display of 6 Egyptian advertising models (2 advertising models using the projection method 2 advertising model using the sewer code method, 2 advertising model using the code devising method to induce sub consciousness when receiving).

4- Results:

4-1 Behind every behavior that the recipient performs is an internal stimulus that raises the subconscious and its subconscious and consequently affects it and is followed by the recipient's behavior of a certain behavior.

4-2 Using subconscious incentives when designing the advertisement pushes the recipient's incentive into unconsciousness and thus the ability to positively shape the recipient's behavior through the advertising message addressed to him.

5- Recommendations:

5.1 Awareness of the dangers of misuse of unconscious incentives contained in advertisements and advertising messages in order not to help in the formation of negative behavior of the recipient.

5-3 Find different and new ways to stimulate the subconscious of the recipient through advertising because of its strong role in shaping the recip

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