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THE IMPACT OF SOCIAL MEDIA ADS ON USER BEHAVIOR

The increasing number of ads for one user is increasingly causing the problem of banner blindness. Therefore, to create effective advertising, it is necessary to understand how a particular ad element affects user behavior. Their connection and interaction.

To interact with ads in the digital space, a person uses distant senses: sight and hearing [1]. Based on the information received, a person forms an appropriate reaction reflected through a certain emotion. Carol Izard identifies ten fundamental emotions: curiosity, joy, surprise, anger, grief, disgust, contempt, fear, shame, and guilt. Each basic emotion has adaptive functions unique to it with unique motivational qualities [2]. They, in turn, encourage the user to take the appropriate action required by the advertiser.

A typical ad consists of 3 elements: visual material (image or video), text, and a button for a targeted action. Accordingly, the general behavior of a person in interacting with an ad consists of the following steps: identifying the ad through graphics - obtaining primary information - reading the text - clicking on the target action button. Depending on how interested a person is, they may click the button after viewing the graphic or text.

Visual material affects the user through sight or hearing, if video is used. Accordingly, the main goal of this element is to attract the attention of a person and keep them on the ad. The basic components that affect a person are the background of the image, text, colors used, and the overall composition. Any advertising graphic begins with the composition. It is a design idea that is reflected in a set of graphic elements. The background of the image creates an appropriate image of the product, which makes it attractive and desirable for a potential buyer. The text is necessary to emphasize the most important advantage of the product for the target audience. And by using the right colors, advertisers can make their ads more visible or show a connection with a particular brand.

The main goal of the ad text is to explain the idea presented in the graphic and provide more information about the product or service. This increases the motivation to perform the target action.

The button of the targeted action is necessary to activate the action by the user. It can influence the user depending on its content. For example, comparing the "Learn More" and "Order Now" buttons, it is obvious that more people will click the

former. Due to the fact that this will lead to less responsibility. Consider a typical ad by Comfy (Fig. 1).



Fig. 1 Comfy advertisement [3]

The image attracts attention primarily due to the bright green color. This makes the user notice the ad. And if he is already familiar with the brand, he quickly recalls it due to the use of company colors. Then a person can easily identify the product visually, as well as the main advantages: discounts, and guarantees. The text of the ad does not display any additional information. Therefore, it is most likely that after viewing the image, the user will click on the “Learn More” button if the product interests him or her.

The cost per impression is steadily increasing on social media as the number of advertisers grows. The issue of creating effective ads will become more and more acute in every industry. Therefore, the tendency to search for new approaches and ideas in ads will only increase. Accordingly, the issue of understanding the technical features of the impact of an ad on user behavior will always remain relevant.

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