BRAND FORMATION: TOOLS OF COMMUNICATIVE IMPACT ON CONSUMER

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The article analyzes the main approaches and methods of verbal elements of brand as a communicative act. The effectiveness of verbal elements is considered, where the content (internal) structure of verbal elements of the brand acts as a condition for successful communication. The example of the analytical description of communicative acts argues for the need to use every element of the internal structure (messages, appeal and epistle) as a condition for effective influence on the mind and subconscious of the addressee and, as a consequence, influence on his consumer behavior. The perlocutive effect of a communicative act is considered from the point of view of its implementation in the emotional and evaluative vocabulary, and its influential function is also analyzed in the article. In this article, the consideration of text pragmatics is based on the theory of language acts. The brand verbal element tool significantly influences the choice of a particular lexical unit. The authors investigate tools and categories of communicative influence on the consumer in marketing through the locution, illocution and perlocution of verbal and visual brand elements. Morphological units of emotional and evaluative vocabulary are adjectives, nouns and verbs, these parts of the language provide the most complete implementation of the pragmatic orientation of the advertising text. The effects of communication, components of communicative effectiveness of brand management from the point of view of perlocative linguistics are considered. It is suggested to use verbal elements of locution, illocution and perlocution in advertising communication and in general through marketing and brand.

ФОРМУВАННЯ БРЕНДУ: ІНСТРУМЕНТИ КОМУНІКАТИВНОГО ВПЛИВУ НА СПОЖИВАЧА

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Ключові слова:
маркетинг, бренд, комунікація, локуція, іллокуція, перлокуція, перлокутивний ефект.

У статті проаналізовано основні підходи та методи вербальних елементів бренду як комунікативного акту. Розглянуто ефективність вербальних елементів, де умовами успішної комунікації виступає змістовна (внутрішня) структура вербальних елементів бренду. На прикладі аналітичного опису комунікативних актів аргументовано необхідність використання кожного елемента внутрішньої структури (повідомлення, звернення і послання) як умови ефективного впливу на свідомість і підсвідомість адресата і, як наслідок, впливу на його споживчу поведінку. Перлокутивний ефект комунікативного акту розглянуто з позиції його втілення в емотивній і оцінній лексиці і впливаючої функції, яку також досліджено в статті. Розгляд прагматики тексту ґрунтується на теорії мовних актів. Інструмент вербального елемента бренду істотно впливає на вибір тієї чи іншої лексичної одиниці. Досліджено інструменти та категорії комунікативного впливу на споживача в маркетингу через локцію, іллокцію й перлокцію вербальних елементів бренду. Морфологічними одиницями емотивної та оцінної лексики є прикметники, іменники й дієслова. Ці частини мови забезпечують найбільш повну реалізацію маніпулятивної спрямованості рекламного тексту та вербальних інструментів бренду. Розглянуто ефекти комунікації, компоненти комунікативної ефективності управління брендом з точки зору перлокутивної лінгвістики та психології. Запропоновано використання вербальних елементів локуції, ілокуції та перлокуції в рекламній комунікації і через маркетинг та бренд.

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Statement of the problem

The article deals with the problems of methodical approach to forming verbal brand elements, where the content (internal) structure of the advertising message acts as a condition for successful communication. The example of the analytical description of a communicative act argues the need to use each element of the internal structure (messages, appeal and epistle) as a condition for effective influence on the consciousness and subconsciousness of the addressee by the method of perlocutive effect and, as a consequence, influence on his consumer behavior. The semantic differential method was added as a method of performance evaluation, which was added to the parameters of expert and consumer quality assessment of verbal type advertising text.

Analysis of recent studies and publications

This topic is reflected in the work of many scholars, the basis for building the formation of verbal elements of the brand by marketing was the theory of language acts (J. Austin, 1986), he argues that it is quite clear that communication will be effective, if the author's intent has a perlocutionary effect [1]. The effects of communication in the model of J. R. Rossiter [5], who argued that communication is understood as the sequential formation of consumer awareness, brand awareness, brand attitude and brand behavior. For example E. Romat [7] wrote about a general typology of hierarchical models that offers a table of consumer behavioral responses, brand loyalty, motivation, price factor and the need for a given trading category. As a result, no localization, illocution, and perlocution has not yet been offered by the types of communication influence on the consumer to form a verbal brand tool.

Objectives of the article

The objective of the study is to consider tools and categories of communicative influence on the consumer in marketing through the locution, illocution and perlocution of verbal and visual brand elements.

The main material of the research

The formation of verbal brand elements is understood as a communicative act. The authors are invited to identify the locution, illocution and perlocution of verbal and visual elements of the brand, to transpose the terminology, traditionally applied to a specific act of speaking, to the communicative space of the brand.

Detection of specificity of realization of communicative intention in the formation of a brand is carried out from the standpoint of the theory of language acts (J. Austin, 1986) [1].
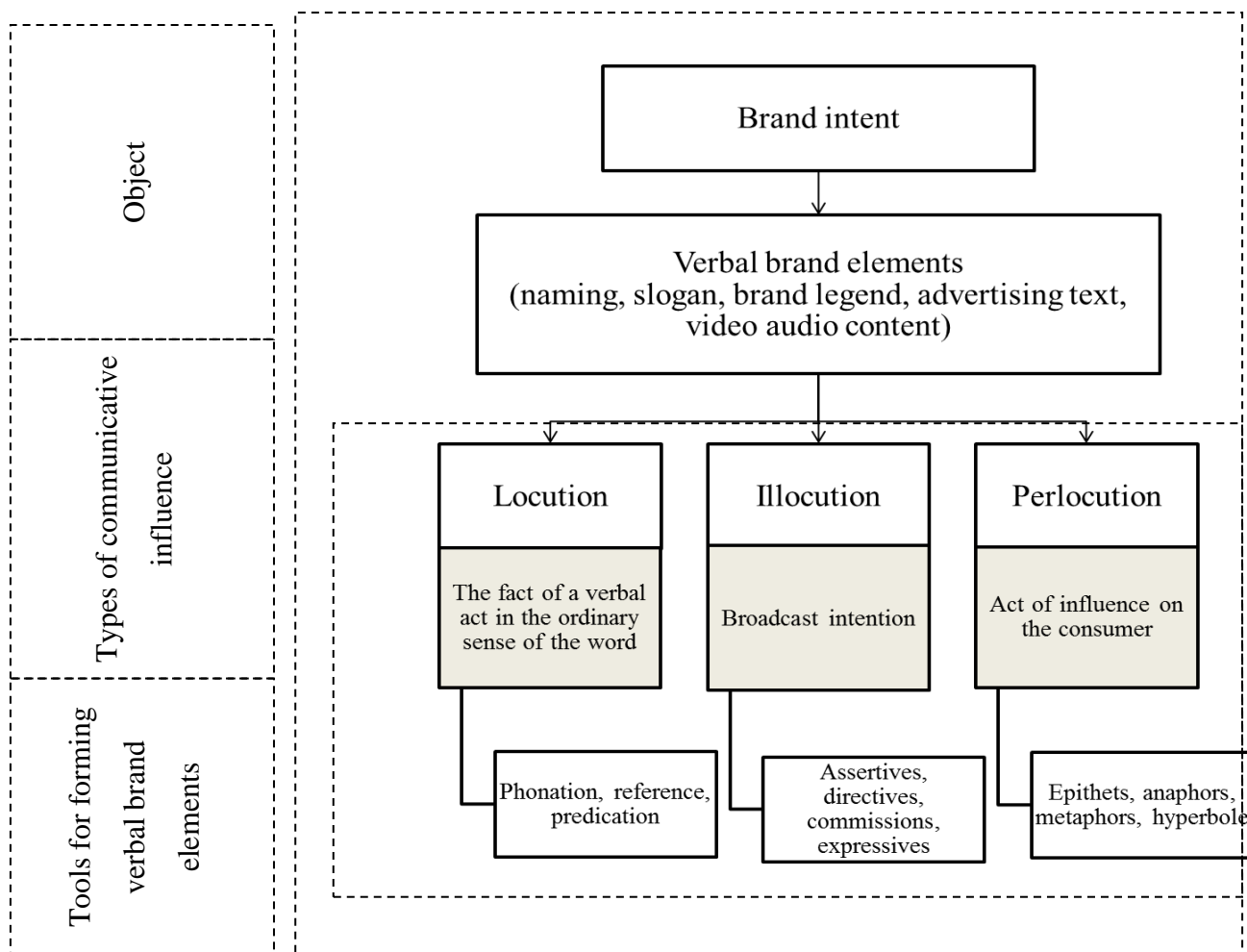

Fig. 1. Methodical approach to forming verbal brand elements

* Intention (from the Latin intentio – "intention, desire") – the orientation of consciousness, thinking on any object.

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Therefore, a communicative act is quite complex. The theory of language acts identifies three levels, or aspects, of analysis of a language act. First, a linguistic act can be seen as own speaking something. Considered in this aspect of the language act acts as a locative act (from the Latin locution – "speaking").

The locative act, in turn, is a complex structure, since it involves the proclamation of sounds (act of phonation), and the use of words, and linking them according to the rules of grammar, and marking with the help of words of certain objects (act reference), and the attribution of these objects to certain properties and relationships (the act of predication). For a long time linguistics has focused on the study of the locative aspect of speech act, but the linguistic tools of illocutionary and perlocutionary effect have been virtually never studied from the side of marketing and the ability of these effects to directly and indirectly influence the consumer.

A little later, American philosopher John Rogers Searl [2], considered a student of J. Austin, in the article Classification of Linguistic Acts [A Taxonomy of Illocutionary Acts] proposed to divide the illocutionary acts into several categories, which we propose to take into account when forming verbal elements brand:

– assertives – speaking through a communicative act commits itself to vouching for the truth expressed in the act of the sentence. (For example: to approve, deny, to object, etc.);

– directives – speaking through a communicative act tries to encourage the listener to do something. (For example: ask, order, beg, allow, invite, advise, etc.);

– commissions – speaking through a communicative act commits to doing something in the future. (For example: to promise, to take an oath, to give a word, to vow, to make commitments, etc.);

– expressive – speaking through a communicative act expresses his psychological state. (For example: thank, congratulate, apologize, sympathize, approve / disapprove, etc.);

Morphological units of emotional and evaluative vocabulary are epithets, anaphoras, metaphors and hyperbole, i.e. they can be understood as all known adjectives, nouns and verbs, as these parts of the language provide the most complete implementation of the pragmatic orientation of advertising text [3]. With their stylistic color, they help to give the text of the advertisement the necessary shade, highlight the main thing and draw the attention of the reader. So the noun can be used to represent the desired image of the advertised product. The words in this part of the language help to create an image of generalized meanings in which the consumer puts his meaning. Therefore, capacious, sensual, precise words depicting objects and phenomena of the real world that can be seen, sniffed, tried, are more effective in advertising. Verbs serve to induce and influence the consumer. Their pronounced expressiveness and dynamism make it possible to put on them a basic semantic function, thus further increasing the perlocutionary effect of the advertising message. Adjectives complement the desired image with the necessary stylistically colored units. With the help of this part of the language, the author provides the text with imagery, emotionality and colorfulness. With the help of adjectives it is possible to distinguish the qualities of the goods that attract the buyer, affecting his feelings and imagination [4, p. 41]. The words of this part of the language greatly help to realize the perlocutionary effect of the advertising message. The semantic background of adjectives can be used in manipulation, since these lexical units often have abstract semantics. Due to the high degree of appreciation and emotionality of this part of the language, the verbal elements of the brand acquires a unique tone, creating the desired image of the product.

Considering the effectiveness of communication and brand management from the perspective of perlocutionary linguistics, where the act of locating is "speaking" in the full ordinary sense of the word, illocution is what the speaker intended to say, that is, his intention, and perlocution is the act of influencing the audience [1], it is quite obvious that communication will be effective in which the author's intent has a perlocutionary effect.

Verbal brand elements can be understood as relatively strong imaginary associations of the future buyer, associated with a given trademark, through which the trademark position is created in the market and subsequently the brand itself, and the consumer tends to decide to buy the product or use the service.

The effects of communication in the model of J. R. Rossiter and L. Percy [5] are as follows:

– need for product category;

– trademark awareness (ability to identify the trademark);

– attitude towards the trademark;

– intention to buy a product of a certain trademark;

– promotion of the purchase.

Thus, effective advertising communication means the consistent formation of the consumer, firstly, brand awareness, secondly, attitude to the brand and, thirdly, the behavior of the brand (buying, re-buying). However, in this case, advertising is defined not as a type of information, but as a complex of psychological measures to influence the consciousness of potential consumers in order to actively promote the market of advertising objects, be it a product, service or political activity [6].

The first models of analysis of advertising influence were hierarchical models. By their concept, they all represent an orderly sequence of any consumer reaction. The general principle of constructing such a sequence is stable: input information (advertising) – a number of intermediate effects – purchase. And each subsequent reaction is as if "nested" in relation to the previous one, that is, it is assumed that the next in the hierarchy consumer reaction occurs only after the implementation of the previous one. Generally, these became already classic models E. Romat [7] presented in the following form (Table 1).

Table 1 – General typology of hierarchical models (by E. Romat) [7]

Direction of influence	AIDA	AIDMA	ACCA	DAGMAR
Cognitive	Warning	Warning	Warning	Identification
Affective	Interest	Interest	Perception of arguments	Assimilation
Suggestive	Desire	Motivation, desire	Belief	Belief
Connective	Action	Action	Action	Action

Thus, the components of communicative effectiveness are:

1. cognitive component (understanding, knowledge);
2. emotional component (attitude);
3. the connective component (behavior) [8].

However, consumer behavioral responses are the least related to advertising text as such, because in this case, consumer demand factors (loyalty to a certain brand, motivation, price factor, necessity in a given trade category, material capacity, etc.) This is why the forefront our focus is on the first two components of communicative performance that are directly related to the quality of the ad text.

Thus, effective verbal brand elements should attract, be remembered, aroused, or helped to generate a certain emotional attitude to the information contained in the text and, ideally, to stimulate action. However, all this is possible only if the verbal elements of the brand is understood by the consumer, that is, the illocutionary power of the message will be decoded as the author of the text wanted. We emphasize that the verbal elements of a brand are considered by us to be "a communicative unit intended for the non-personally paid information on a product, service, natural or legal person, ideas, undertakings, social value for the purpose of promoting them (1), which has formal features in its structure - signaling the advertising nature of information required by the law on advertising (presentation), one or more brand components and / or promotional details (2), and having a polysemiotic (polycodic) nature, that is, of equal importance tu verbal and non-verbal expression of meaning (3)" [9, p. 12-13].

In addition to formal (presentation signal, brand component(s) and promotional details) or logical, the promotional text has a meaningful, internal structure. Ideally, it consists of a promotional message (what this promotional text is about); advertisement (to whom the message is addressed and how the addressee influences the style of this appeal) and, finally, the advertisement (implemented in the recipient's subconscious). Thus, in the advertising message is implemented information function of advertising, in the advertising appeal-communicative, and in the epistle-suggestive.

The effectiveness of the brand depends on the recruitment and acquisition of branding components; from the presence of the image of the subject of the advertising message and from pointing to the product group. The communicative function of advertising can be implemented verbally at the level of vocabulary (direct name of the addressee) and grammatically – from the use of the form of the person to the address to the most

effective language techniques, such as question, answer without question, application, appeal, imperative. Non-verbally communicative contact is achieved kinetically (facial expressions, posture, gestures). The message consists of a non-verbally expressed meaning, initially perceived subconsciously and only if necessary decoded and converted into a verbal form.

Analyzing the internal structure of verbal brand elements from a communicative point of view is very important. If the recipient cannot answer the question, which is offered to him in a particular case, then there is an error in the advertising message. There are two strategic mistakes in advertising – insufficient attention to the specifics of the recipient (then the addressee will not hear us) or, conversely, excessive attention that leads to the violation of traditional language norms. Understanding who the message is addressed to make the text more effective. As for the message, it largely depends on the personal capacity of the perceived subject and different range of interpretations. In addition, creators of advertising text can focus only on message and circulation, without encapsulating the potential of the message. In any case, it is better to dispense with the message than to get the recipient to think about the image, maybe bright, but not semantically related to the product or service being offered (the image is a "vampire").

From the point of view of communication, these elements of the internal structure of the advertising text form components of the linguistic situation, where extralinguistic factors (the subject of speech, the addressee, the task (intention) of the author) determine the choice of linguistic means and, as a consequence, the genre-style features of future expression. Thus, illocutionary power (that is, authorial intention) is realized in the advertising text in the form of a set of certain codes, among which are particularly non-verbal, structural and verbal.

Thus, the competent use of the components of the content structure of verbal elements of high degree of locution and perlocution affects the effectiveness of advertising communication as a whole, which allows to find the shortest way through marketing and brand to the consumer of a product or service.

Conclusions

Thus, the use of verbal elements of locution, illocution and perlocution as types of communicative influence through the tools of forming verbal elements of the consumer in communication and in advertising in general through marketing and brand leads to effective influence on the consciousness and subconscious of the addressee and, as a consequence, influence on his consumer behavior. This

allows to take the effectiveness of verbal communication by taking the message decoder to the next level, influencing psychologically and subconsciously the consumer, subsequently having the ability to manipulate on his attitude to the product and brand.

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