

IV. GENERAL TRENDS AND THE DEVELOPMENT OF INDUSTRY-SPECIFIC SECTORS OF THE ECONOMY



AGE AND ETHNO-CULTURAL FEATURES PERCEPTION OF ADVERTISING

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Summary. In the context of intercultural advertising communication, for effective promotion of goods abroad, advertising companies need to take into account not so much the age characteristics of the perception of advertising messages by potential consumers, but their cultural characteristics.

Keywords: advertising communication; age characteristics of advertising perception; cultural characteristics of advertising perception; Russians and Americans.

The effectiveness of the psychological impact of advertising messages is determined by the quantity and quality of advertising media used by specialists and specially organized influence technologies that leave a mark on people's minds and memories, the degree and extent of attention attracted. But the ability to correctly identify and structure the means of influence on the consumer is connected with the quality of coverage of the individual-cultural and age characteristics of the potential consumer. Accounting in advertising age characteristics of the buyer, determining the needs and specifics of the perception of the advertising image, and ethno-cultural factors that reflect the whole spectrum of life and activity of its consumers and underlying their perception of the world, are important psychological determinants of advertising effectiveness.

We assumed that in the perception of advertising by representatives of Russian and American early and medium adulthood, the following characteristics are distinguished:

1. there is no significant difference between the generations of early and medium maturity between the Russian and American samples;
2. cultural aspect plays a leading role in the perception of advertising;
3. visual appeal of the commercial, its availability and understandability, positive attitude to the main characters of advertising affect the desire of potential consumers equally in the American and Russian samples to purchase the advertised product.

The basis of the study is the theoretical position of the subject-oriented concept of perception, in which perception is viewed as a gradual, creative, im-

age-building process, proceeding on the basis of the categorization of the received information, as a result of the categorization of individual elements, the final image gets perceptual meaning (J. Brunner). Perception is a continuous process, a perceptual cycle in real conditions in which a person lives. Perception is directed and organized by a cognitive scheme that fixes a person's knowledge of the world (W. Neisser). For the study of age features, we used the age periodization of D. Bromley, on the basis of which we identified two age periods, which are fundamentally different in the specifics of their needs and the perception of advertising messages.

The study consisted of three stages, it was attended by 100 people (50 US citizens and 50 citizens of the Russian Federation), divided into four samples by age (Russian from 18–24, and Russian from 25–35, American from 18–24 and Americans from 25–35).

At the first stage, we carried out a method of expert assessments of the cultural values of America and Russia using the G. Hofstede's "Values Research Module 1994" methodology to obtain quantitative results.

We found that Russians and Americans have practically opposite cultural values: Americans have a career priority, freedom, family, Americans tolerate change more easily, are not tied to a place and are much less anxious than Russians and tend to expect success. Russians, in turn, have more distant relationships with children (less control), Russians experience more emotional resistance to change, severe work-related stress, and increased anxiety, fear of defeat, and therefore much less propensity for risk and change.

At the next stage of empirical research, respondents needed to watch four promotional videos and answer the questions that were offered.

We found statistically significant differences using the Chi-square criterion among the answers of the Russian and American samples to questions about whether they like the promotional video, would they like to buy the advertised product and how they relate to the main characters of the advertisement. No statistically significant differences were found within the American and Russian samples.

In a qualitative assessment of the results, we made the following conclusions:

1. The Russians, regardless of the age and the producer of the advertising video (American or Russian), were mainly evaluated by the personality of the actor, and not his role. Americans – the opposite. It is also worth noting that the Russians regarded the advertising products of their country very negatively, although they objectively noted the attractiveness of the video itself ("good advertising, but the product is not very good"), and the American one is positive. The Americans did not observe such in-group discrimination, they equally assessed both the promotional videos of their country and others, and it is worth noting that the Americans were very careful in making negative comments, always explaining the reason for their opinion; Russians, for the most part, responded briefly and succinctly, without adding arguments or explanations.

2. Evaluating the heroes of the commercial for the Yubileinoe cookie, Russians aged 18 to 24 and 25 to 35 considered the characters cute and funny, while Americans, regardless of age, considered the characters and their actions strange. The Americans noticed that, according to the concept of the video, the characters (cranberries) "die", and "kamikaze cranberries are not the best idea for advertising cookies".

3. When evaluating the heroes of the commercial for the Milano brand of cookies, we found that Russians (aged 25–35) found the repulsive appearance of the heroine repulsive and noted the "bad choice of the actress". While the Americans considered the heroine to be visually appealing, they paid attention to the fact that she looks tired of the family, and the image of the child is translated as a "burden." The Russians had almost no such observations.

4. Americans often raised issues of family values

In the third stage, we looked for the relationship between the desire of consumers of different cultures and age groups to purchase the advertised product and their assessment of the attractiveness of the promotional video, its availability and understandability, and a positive attitude to the heroes of the video. The relationship was identified using the Pearson product-moment correlation coefficient:

1. Both Americans and Russians, the main factor influencing the desire to purchase a particular product, emphasize the visual appeal of the promotional video and its semantic accessibility.

2. Americans, like Russians, because of the language barrier associated with advertising video clips of another culture, found it difficult to determine whether they want to buy the advertised product or not by making a purchase decision. The advertised product of its country, where there are no restrictions on understanding the content of the commercial, this item did not have a significant correlation, from which it can be assumed that Russian commercials are potentially interesting and attractive for representatives of the American cult and commercials of the USA – for Russians.

Our study of the influence of culture and age on the perception of advertising showed that when representatives of Russian and American early and middle adulthood perceived advertising there are no significant generational differences, but the cultural aspect plays a leading role in the perception of advertising.

However, the obtained results suggest that the visual appeal of the commercial, its availability and clarity, and positive attitude towards the main characters do not affect the desire of potential consumers of the American and Russian samples to purchase the advertised product. It turned out that only the visual appeal of the promotional video influences the desire of Americans and Russians to acquire one or another product.

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ТЕНДЕНЦИИ И ОСОБЕННОСТИ РАЗВИТИЯ ДЕЛОВЫХ УСЛУГ В КАЗАХСТАНЕ

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Summary. This article discusses trends in and the structure of traditional business services for the business: management consulting and market conditions study. Vector of the growing demand-led for logistics services was identified, which currently accounted for nearly half of the demand for management consulting services on the market. In the field of the market conditions are dominating advertising services, at the same time studies of the market are growing, but their proportion in relation to the demand for advertising is minor.

Keywords: business services; management consulting; services of market conditions studies; logistics services; advertising services.

Постиндустриальная экономика характеризуется не только наличием значимого удельного веса высокотехнологичных отраслей промышленности, но и интенсивной динамикой сферы постиндустриальных услуг, включающих информационно-коммуникационные, деловые и профессиональные услуги [1].

В состав деловых услуг включаются услуги для бизнеса, который на основе аутсорсинга все чаще отдает эти услуги сторонним специалистам, сокращая издержки и усиливая свою конкурентоспособность в основной сфере деятельности.

В статье рассматриваются особенности развития двух видов услуг, которые традиционно включают в состав деловых [2].

Услуги управленческого консалтинга.

Этот вид услуг по объему производства занимает второе место после группы услуг архитектуры, инжиниринговых и технических услуг, как в 2011 году, так и в 2017 году. Это говорит о высоком уровне спроса на такой вид деловых услуг. Основные показатели сегмента представлены в таблице 1.