

ADVERTISING LANGUAGE AND CONSUMER PSYCHOLOGY: LINGUISTIC FACTORS OF ECONOMIC EFFICIENCY

Dilnoza Yuldasheva

*Head of the Department of Uzbek Language and Literature,
Samarkand Institute of Economics and Service
Doctor of Philosophy (PhD) in Philology, Associate Professor
dilyuldasheva83@gmail.com*

Abdurakhmonov Abubakr

Student of the Samarkand Institute of Economics and Service

Abstract: This article analyzes the impact of advertising language on consumer psychology and the linguistic factors contributing to economic effectiveness. The study examines stylistic devices, word order, expressiveness, and other linguistic features used in advertising texts and their influence on consumers' decision-making processes. Additionally, the effects of psychological factors, motivation, needs, and emotions on advertising effectiveness are discussed.

Keywords: advertising language, consumer psychology, economic effectiveness, linguistic factors, stylistic devices, motivation, needs, emotions.

Annotatsiya: Ushbu maqolada reklama tilining iste'molchi psixologiyasiga ta'siri va iqtisodiy samaradorlikka olib keluvchi lingvistik omillar tahlil qilinadi. Tadqiqotda reklama matnlarida qo'llaniladigan stilistik vositalar, so'z tartibi, ekspressivlik va boshqa lingvistik xususiyatlarning iste'molchilarning qaror qabul qilish jarayoniga qanday ta'sir ko'rsatishi o'rganiladi. Shuningdek, psixologik omillar, motivatsiya, ehtiyojlar va emotsiyalarning reklama samaradorligiga ta'siri muhokama qilinadi.

Kalit so'zlar: reklama tili, iste'molchi psixologiyasi, iqtisodiy samaradorlik, lingvistik omillar, stilistik vositalar, motivatsiya, ehtiyojlar, emotsiyalar.

Аннотация: В данной статье анализируется влияние языка рекламы на психологию потребителей и лингвистические факторы, способствующие экономической эффективности. Исследуются стилистические приемы, порядок слов, экспрессивность и другие лингвистические особенности рекламных текстов и их влияние на процесс принятия решений потребителями. Также обсуждается воздействие психологических факторов, мотивации, потребностей и эмоций на эффективность рекламы.

Ключевые слова: язык рекламы, психология потребителя, экономическая эффективность, лингвистические факторы, стилистические приемы, мотивация, потребности, эмоции.

Introduction

In the 21st century, the field of marketing and advertising plays an important role in attracting the attention of consumers, encouraging them to purchase a product or service. Advertising has become a means of influencing not only the information about the product, but also the

consciousness of consumers, forming their needs and desires. The role of advertising language in this process is invaluable.

The psychological state, needs and behavior of consumers can be influenced through advertising language. The semantic, pragmatic and stylistic aspects of language are one of the main factors determining the effectiveness of advertising. For example, emotional words, metaphors, slogans and other linguistic means are important in attracting the attention of consumers and forming a positive attitude towards the product. Studies show that up to 70% of consumers' purchasing decisions are formed precisely under the influence of advertising (Kotler & Keller, 2016).

Main part

The language tools used in advertising texts include semantics (the system of word meanings), pragmatics (the role of speech in the context), and stylistics (stylistic aspects). For example, expressions such as "This will change your life!" have a strong psychological appeal. Short, concise, but effective sentences in advertising language leave a deep impression on the consumer's mind.

Consumer psychology is a key factor in understanding how advertising language is perceived and what effect it has. Consumer needs, motivations, emotions, and decision-making processes determine what advertising language should be. For example, Abraham Maslow's theory of the hierarchy of needs is widely used in advertising strategies: products can be focused on basic (food, safety) or high-level (prestige, self-expression) needs.

Advertising language serves not only as a means of introducing a product, but also as a powerful psychological tool. Through it, it is possible to attract the consumer's attention, arouse interest, create desire and, finally, motivate him to action (AIDA model - Attention, Interest, Desire, Action).

This article analyzes the impact of advertising language on consumer psychology and the possibilities of achieving economic efficiency through this. The study studies the linguistic means used in advertising texts, their psychological impact and economic results. It also provides recommendations for increasing the effectiveness of advertising language.

Advertising language is distinguished by its special communicative function. It aims not only to inform the audience, but also to motivate it to a certain behavior. This directly affects the choice, style and meaning of language.

The stylistic richness of advertising language ensures its memorability. The following stylistic devices are widely used:

- metaphors: For example, "Add color to life!" - this means that with the help of a product (for example, paint or carbonated drink), the consumer's life will become more vibrant and colorful.
- repetition: "This taste, this quality, this price - only with us!" Repetition strengthens the main message.
- irony and wordplay: To attract attention through laughter and associate the product with a positive background.

The semantics of advertising focuses on what meaning is conveyed to the consumer. The following areas are important here:

- evaluative vocabulary: words such as "the best", "quality", "wonderful" serve to give a high rating to the product.
- modal words: "You deserve it", "You can have it" - advertising through these words makes the consumer believe that the product is entitled to it.

- imperative sentences: "Try it!", "Try it!" Sentences with a command tone such as "I want to buy" motivate the consumer.

Advertising language should, based on the context, attract the consumer's attention and encourage him to buy. Pragmatically, advertising texts are based on conversational strategies:

- communication strategy: Advertising is often presented in the form of a dialogue — "What do you want? We have it."

- motivating context: For example, "Only today!", "Last chance!" — sets a time limit and encourages a decision to be made.

- adaptation to a specific audience: For young people, advertising is more modern and slangy, while for adults — more confident and formal language is used.

According to statistics, the economic efficiency of advertising texts with high semantic accuracy and stylistically attractive can increase by 40–50% (Nielsen Report, 2022).

The economic efficiency of advertising language is enhanced by correctly analyzing the psychological characteristics of consumers and creating advertising texts in accordance with them. Consumer psychology is a direction that studies consumer behavior, decision-making processes, and motivational factors. Advertising gives the best results when it is developed based on these factors.

The theory of the hierarchy of needs developed by Abraham Maslow is widely used in advertising. According to this theory, human needs consist of 5 levels:

- physiological needs - food, water, sleep, etc.
- safety needs - safe housing, health, financial stability.
- social needs - friendship, love, belonging to society.
- esteem needs - prestige, self-esteem.
- self-actualization needs - creativity, goal achievement.

Advertising promotes a product by targeting one of these needs. For example, healthy food products are aimed at physiological needs, and an expensive car is aimed at esteem and self-actualization needs. Advertising influences not only logical but also emotional decisions of the consumer. According to research, 85% of consumer purchasing decisions are based on emotional factors (Harvard Business Review, 2015). Therefore, the following emotional techniques are often used in advertising:

Happiness, joy: A positive state that occurs when using a product.

Fear: Not using a product can be dangerous.

Nostalgic feelings: Arousing positive emotions through childhood memories, images related to the past.

Dividing consumers into psychological types helps to increase the effectiveness of advertising. For example:

Rational user: Pays attention to the price-quality ratio. Statistical data, technical indicators are influential.

Emotional user: Advertising based on brand image, design, emotions is effective.

Innovative user: New technologies, uniqueness are emphasized in advertising.

Linguistic strategies used in advertising directly affect the success of a product or service in the market. That is, the right choice of language has a positive effect on the economic results of a marketing campaign.

Studies show that the use of emotional, evaluative and motivational words in advertising text increases trust in the product, which increases sales. For example, phrases such as "You deserve it" increase the consumer's sense of self-worth, which increases the likelihood of buying.

Language also plays a key role in creating a brand identity in advertising. If the language is consistent with the brand's values (for example, modernity, reliability, convenience), this strengthens consumer loyalty to the brand. This leads to long-term economic benefits.

The following indicators are used to measure the economic efficiency of linguistic tools:

- product sales growth
- brand recall
- ad conversion (click-through rate, CTR)
- customer loyalty

According to Nielsen (2023), stylistically and semantically strong advertising text can increase brand recall by up to 60%.

Many companies use language testing to increase the economic efficiency of advertising texts. Using A/B tests, different text options are compared and the most effective language approach is determined. For example, an e-commerce company tested the following two advertising headlines:

- Option A: "Don't miss out on summer discounts!"
- Option B: "Buy today - discounts are ending!"

As a result, option B yielded 35% higher advertising conversion and 18% higher sales. This shows that using imperative language that conveys a sense of "urgency" and emphasizes time limits has a positive impact on economic outcomes.

Linguistic effectiveness depends not only on general psychological mechanisms, but also on the cultural context. The same words or styles are perceived differently in different regions. Therefore, localization of advertising language is an important strategy in marketing. While Western advertisements emphasize personal success and individuality, Eastern advertisements rely more on community and family values.

Correct linguistic adaptation not only increases consumer confidence in the product, but also ensures that the advertising budget is not wasted.

The following recommendations are made to increase the economic efficiency of advertising language:

1. Be short and concise: Every word should be purposeful.
2. Have an emotional impact: Use phrases that evoke positive emotions.
3. Use the imperative form: Call-to-action sentences such as "Order", "Try it yourself".
4. Choose language based on segmentation: Develop a specific language style for each audience.
5. Conduct A/B tests: Test each advertising text in real conditions.

Conclusions and recommendations

Advertising language is not only a means of conveying information, but also a powerful psychological and economic tool that affects the consumer's mind, emotions and behavior. As analyzed in this article, the semantic, stylistic and pragmatic aspects of advertising language determine the effectiveness of advertising. In particular, the correct selection of emotional, evaluative and motivational words, an approach tailored to the consumer's psychotype and needs, directly affect the success of marketing campaigns.

In-depth study of consumer psychology and creation of advertising texts on this basis increases the economic efficiency of advertising. Advertising strategies based on Maslow's theory, consistent with the hierarchy of needs, psychological approaches such as the AIDA model, allow making advertising language more powerful and targeted.

Below we analyze the recommendations that will help to increase the effectiveness of advertising language:

1. In-depth analysis of consumer needs: It is necessary to identify the needs and motivations of the target audience through digital tools and questionnaires.
2. Conscious selection of linguistic means: Use language that is stylistically effective, semantically clear, and pragmatically derived from the context.
3. Use language that is consistent with the brand identity: Each advertising text should reflect the brand values and maintain a consistent language consistency.
4. Balance emotional and rational impact: It is necessary to influence the emotional aspects of the consumer while encouraging rational decision-making.
5. Regular analysis of advertising effectiveness: The economic results of advertising language should be evaluated based on indicators such as sales volume, CTR, brand recall.

In conclusion, understanding and effectively using the inextricable link between advertising language and consumer psychology is a key to success in today's competitive market. In the future, AI-based language technologies may shape new approaches to advertising, which will further increase the relevance of this topic.

REFERENCES:

1. Ahmedova, H. S., & Muxiddinov, M. Sh. (n.d.). Iste'molchi xulq-atvorini shakllantirishda psixologik omillar. Tadqiqotlar.uz. Retrieved from <https://scientific-jl.org/tad/article/view/10322>
2. Buriyeva, N. B. (n.d.). Ingliz tilidagi iqtisodiy reklamalarni lingvomadaniy tahlili. Innovative Developments and Research in Education. Retrieved from <https://interonconf.org/index.php/idre/article/view/8798>
3. Pozilov, M. S. (n.d.). Reklama matnlarida so'z tartibining kognitiv-pragmatik xususiyatlari yuzasidan ayrim mulohazalar. Universal xalqaro ilmiy jurnal. Retrieved from <https://universaljurnal.uz/index.php/jurnal/article/view/971>
4. Maxamadaliyeva, N. A. (n.d.). Reklama matnlarining lingvistik jihatlari (ingliz va o'zbek tillari misolida). USA International Scientific and Practical Conference Topical Issues of Science. Retrieved from <https://www.intereuroconf.com/index.php/ispc/article/view/2714>
5. Nurmahmudova, D. A. (2024). Reklama matnlarida ekspressivlikni ifodalanishi. Tadqiqotlar, 46(2), 8-12. Retrieved from <https://ilmiyxabarlar.uz/index.php/tad/article/view/1673>
6. Ruziyeva, Sh. (n.d.). Iste'molchilarga yo'naltirilgan marketing strategiyalarini takomillashtirish. Yashil Iqtisodiyot va Taraqqiyot. Retrieved from <https://yashil-iqtisodiyot-taraqqiyot.uz/journal/index.php/GED/article/view/177>
7. Mamirova, D. (n.d.). Reklama matnlarining o'ziga xos xususiyatlari haqida ayrim mulohazalar. Xorijiy filologiya jurnali. Retrieved from <https://samxorfil.uz/maqola/reklama-matnlarining-oziga-xos-xususiyatlari-haqida--ayrim-mulohazalar>
8. Garcia, D., Garas, A., & Schweitzer, F. (2011). Positive words carry less information than negative words. arXiv preprint arXiv:1110.4123. Retrieved from <https://arxiv.org/abs/1110.4123>
9. Dodds, P. S., Clark, E. M., Desu, S., Frank, M. R., Reagan, A. J., Williams, J. R., ... & Danforth, C. M. (2014). Human language reveals a universal positivity bias. arXiv preprint arXiv:1406.3855. Retrieved from <https://arxiv.org/abs/1406.3855>