

EVALUATION OF THE INFLUENCE OF DISCRIMINATION ADVERTISING ON CONSUMER BEHAVIOUR ON THE INTERNET

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The article is devoted to the method of assessing the impact of discriminatory advertising on consumer behaviour on the Internet.

The object of the research is discriminatory advertising in the household goods market, and the subject – discrimination in the household goods market by gender.

Studies have shown that the greatest number of consumers who reacted to discriminatory advertising is married couples with children; the overwhelming majority of them are women. The greatest effectiveness of banner advertising on gender is received by a group of women but the number of ad views belongs to a group of men. Conducted research confirms the influence of advertising on the formation of the value system of consumers. At the same time, advertising is a kind of ideological dimension norms and consumer values: social, moral, gender, family, and others.

The target audience is characterized by gender and determined the degree of influence of discriminatory advertisements by regression analysis. The approximation coefficient of the obtained model $R^2 = 0.84$, which indicates that the linear function model is adequate and describes 84% of the data. The evaluation shows that the non-discriminatory nature of advertising increases the number of banner clicks.

The effectiveness of the influence of discriminatory advertising is estimated using

the CTR advertising effectiveness indicator. Defined genders with the greatest influence CTR index and a high degree of correlation between the index CTR and its discriminatory nature.

It is determined that discriminatory advertising according to CTR indicator is the least influential women, consumers, and consumers with children between the ages of 18 to 24 years. The greatest influence discriminatory advertising has on men from 35 to 54 years old without children.

The study shows that in advertising, there are certain gender stereotypes and it observes the effect of discriminatory advertising to consumers on the Internet. Indeed, in the present in the advertising production relations between man and woman are simplified to the level of ritual idioms. In order for the viewer to immediately penetrate the essence of the image, so those emotions awaken in him, the creators of advertising offer him the ideal reproduction of images that symbolize the ideal distribution of roles between them in a given social situation. Thus, advertisers sell the consumer a universally recognized version of the social world and the relationships in it, that is, they prompt what the consumers expect in a typical situation, what their actions should be so that they do not go beyond the framework of the constructed naturalness.