

Future of statistics in applying during planning advertising

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The advertising campaign is one of the main forces to promote innovative product to market. A huge number of papers devoted to the study of the positive role of advertising in the business.

When planning an advertising campaign does not always correctly determined the object of its action, grouped and segmented the market and consumers.

Moreover, the outcome advertising affects a large number of factors. This causes baha-tofaktornist advertising process. As well as the variety of fillings and semantic definitions of advertising generates proportionally large number of linguistic variables that characterize the process of advertising communication and its effectiveness.

Planning of advertising is multicriterion process with multiple variables, so consider rational planning, primarily as a statistical model.

Application of simulation provides a complete picture of performance based on their mutual influence under the influence of a particular set of factors. On the basis of the calculation of the efficiency of the elements of planning an advertising campaign using statistical modeling can determine the time and achieve break-even point of maximum

efficiency, plan advertising budget from the standpoint maximum efficiency.

Most initial data for solving economic problems are making and expert opinions submitted phrases and words that linguistic data, so we must convert linguistic parameters in numeric expressions. It solves a problem and the theory of fuzzy sets.

Linguistic variable is a variable whose value is not a number, and the words and expressions that cause blurred and because they do not have a specific numeric value.

Methods based on linguistic variables relate to methods of evaluation and decision-making under uncertainty. Their use involves formalizing output parameters and process efficiency targets as a vector of interval values (fuzzy interval) falling in each interval is characterized by some degree of uncertainty.

Given the complexity and diversity of phenomena assessment elements of planning a marketing event is not possible to choose the best and reliable method that leads to the need to apply several statistical approaches simultaneously as solutions produced by one method could be improved by other means. Thus improves solution quality and reduced errors.