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BRANDS AS INFORMATION TECHNOLOGY IN ADVERTISING

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In the advertising universe exists a large quantity of different techniques. The impact of branding, at its core, is the power to raise quality for buyers, advertisers, publishers, and the others. Relevance of the topic is that we face brands in our everyday life everywhere. Moreover, a strong brand has tremendous power and brings good income to its owners.

As a rule, every year, consumers have more and more difficulties because of a variety of goods, and it isn't surprising when we'll take into account how fast new brands appear at market. Nevertheless we shouldn't forgot the main function of the brand, that it has an informational feature.

For the most part brands are significant because they affect people. To begin with, brand is a promise of good quality of commodities, and only then a set of design and logos. On the one hand, the brand is a pollicitation, it is able to instill trust in the minds of consumers. But on the other hand, the brand is an inviolable safeguard of that quality. To put it more simply, all of us get used to buy something with the bright reputation. Surely, first of all it's because of our image, but the next, that attracts our attention, is quality of all well-known brands.

To my mind the reason of flourishing brands is the brand loyalty. It detects customer preferences to gain a brand. Consumers think that the brand offers exclusive features, and believe in high quality standards at the appropriate price. This faith of customers becomes a base for new buying habits. At the very beginning customers will purchase a brand for trial, after being satisfied, they will continue buying the commodity from the certain brand. One

more and the most important thing is brand loyalty. It portrays an sustaining approach concerning a brand. Everybody understands that as a result of such loyalty we get regular purchase of the brand for a long time.

Consumer behavior mainly sheds light on how demanders decides to spend their resources such as time and money on products and servises. Furthermore, it also sheds light on how the consumers value the commodities after the purchase.

It should be mentioned, that the prices on various commodities can vary, and of course brand products cost more, usually. But the main reason people want to own expensive things is that they feel themselves luxuriously, excellent and modern. For example company «Apple» constantly updates and improves its production its true. So for many people its mortally need to possess such iPhone. It doesn`t matter whether that phone is convenient or suitable, they just muddle money for brand name.

In brief, brands dictate lifestyle and behavior of consumers. Brands affect their culture and form their scale of values. In my opinion branding is one of the most genuine techniques in advertising, it has mainly informative aim. From a consumer perspective, the positive side of branding lies in pointing the specific properties of goods so, that buyers can easily choose what exactly they need.

To summarize, modern consumers depend on brands, sometimes they are not able to understand all features of the product, so the brand helps to clear up it. The main objective of the brand is to simplify choice. Every day the buyers face many similar products, and they don`t have time to compare all the reviews, so brands as information technology in advertising show merits of product and aid to make a right option.