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## PROSPECTS AND MAIN TRENDS IN MODERN SCIENCE



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Zamonaviy bozor iqtisodiyoti sharoitida reklama - bu ishlab chiqaruvchilar va iste'molchilar o'rtasidagi muhim kommunikatsiya vositasi hisoblanadi. Har kuni minglab reklama xabarlarini bilan duch keladigan iste'molchilarning e'tiborini jalb qilish va ularni xarid qilishga undash uchun samarali reklama strategiyalari ishlab chiqish zaruriyati tobora oshib bormoqda.

Reklama samaradorligi ko'p jihatdan to'g'ri tanlangan jozibadorlik strategiyasi va xabar taktikasiga bog'liq. Iste'molchilarning turli ehtiyojlari, mahsulotlarga bo'lgan qiziqish darajasi va psixologik xususiyatlarini hisobga olgan holda reklamalarni yaratish - bu marketing mutaxassislari oldida turgan dolzarb vazifadir.

Ushbu maqolada reklama xabarlarida qo'llaniladigan turli jozibadorlik taktikalari, ularning iste'molchilar ehtiyojlari va mahsulot turlari bilan bog'liqligi, hamda mahsulotlarga bo'lgan qiziqish darajasining reklama samaradorligiga ta'siri tahlil qilinadi. Shuningdek, FCB (Foote, Cone & Belding) matritsasi va boshqa nazariy modellar asosida amaliy tavsiyalar beriladi.

Reklama xabarlarida turli jozibadorliklardan foydalanish orqali maqsadli auditoriyaga ta'sir ko'rsatilib, ularning harakatga kirishishiga erishiladi. Reklama xabarlarini ma'lum xabar elementlari yoki xabar elementlarining abstrakt konstruktsiyalari orqali jonlanadi (Friestad va Wright, 1994, 4-bet). Reklamalarda jozibadorlik - nostalgik qo'shiqni ishlatish, jinsiy imo-ishoralar yoki metaforik ifodalardan foydalanish, ijtimoiy yoki oilaviy qadriyatlarini aks ettirish, mahsulotning chidamliligi, tejamkorligi yoki narxini arzonligiga e'tibor qaratish, ya'ni turli taktik yondashuvlarni qo'llash orqali amalga oshiriladi. Ushbu sa'y-harakatlarning asosida maqsadli auditoriyada reklama ob'yektiga nisbatan ehtiyoj uyg'otish va uni qondirishga undovchi motivatsiyani shakllantirish yotadi. Shuning uchun reklama murojaatlaridan foydalanish bo'yicha qaror qabul qilish jarayonida turli omillarni hisobga olish kerak.

Bunday omillardan biri iste'molchilarning ehtiyojlaridir. Iste'molchilarda ikki turdagi ehtiyoj mavjud: foyda olishga asoslangan (utilitar) va lazzat olishga asoslangan (gedonik) ehtiyojlar.

Foyda olishga asoslangan ehtiyojlarda mahsulotlarning ob'yektiv va aniq xususiyatlari ta'kidlanadi. Masalan, iste'molchilar uchun mahsulotning arzonroq narxi, energiya yoki yoqilg'i tejash imkoniyati, agar oziq-ovqat mahsuloti bo'lsa, uning sog'liq uchun foydasi yoki gigiyenik sharoitlarda ishlab chiqarilganligi kabi funktsional yoki amaliy foydalari oldi planga suriladi.

Lazzat olishga asoslangan ehtiyojlarda esa sub'yektiv jihatlar hisobga olinadi. Gedonik ehtiyojlarni ko'rib chiqayotganda, reklama xabari shaxsning mahsulot iste'molidan kelib



chiqadigan hayajon yoki zavq kabi hissiy reaksiyalar yoki fantaziyalar bilan bog'liq his-tuyg'ularga bo'lgan ehtiyojini kodlashi juda muhimdir. (Solomon, 2017, 173-bet). Reklamalarda ratsional yoki hissiy jozibador (emotsional) xabarlardan foydalanish ularning foyda yoki lazzat olishga asoslangan ehtiyojlarni qondirish kontekstida qo'llanilganligi aniqlangan. Chunki ratsional reklama xabarlarida sub'yektivlik, hissiylik va qadriyat kabi hissiy komponentlarga qaraganda ob'yektivlik, funksionallik va foydalilik asosidagi xabarlar kodlanganligi ko'rinadi (Leonidou va Leonidou, 2009, 543-bet). Shu sababli, sohaga oid adabiyotlarga tayangan holda, tadqiqotchilarning jozibadorlik bilan mahsulot turi o'rtasidagi bog'liqlik bor yoki yo'qligini bu jihatdan tekshirganligi kuzatiladi. Ushbu doirada olib borilgan mavjud tadqiqotlar shuni ko'rsatadiki, hissiy jozibadorliklar qadriyatga asoslangan mahsulotlar uchun afzal ko'riladi, ratsional reklama jozibadorliklari esa foydaga asoslangan mahsulotlar uchun qo'llanilishi kerak (Albers Miller va Stafford, 1999, 44-bet).

Reklama jozibadorliklari turini belgilashda yana bir omil – mahsulot yoki xizmatga bo'lgan qiziqish darajasidir. Mavjud tadqiqotlarga ko'ra, ratsional va hissiy xabar jozibadorliklari nuqtai nazaridan reklamalarning samaradorligi bilan reklama ob'yektiga nisbatan qiziqish darajasi o'rtasida ijobiy bog'liqlik mavjud. Akbari o'zining "Different impacts of advertising appeals on advertising attitude for high and low involvement products" nomli ishi doirasida o'tkazgan tadqiqoti natijasida hissiy jozibadorliklarning past qiziqish darajasiga ega mahsulotlar reklamalarida ratsional jozibadorliklarga qaraganda odamlarga yaxshi ta'sir ko'rsatishini aniqladi. Ratsional jozibadorliklarning esa yuqori qiziqish darajasiga ega mahsulotlar reklamalarida ijobiy ta'sirga ega ekanligini aniqlagan (Akbari, 2015, 489-bet). Amalga oshirilgan ko'pgina tahlillar natijasida olingan xulosa shundan iboratki, ratsional jozibadorliklar yuqori qiziqish darajasiga ega mahsulot yoki xizmat reklamalarida keng qo'llanilar ekan, hissiy jozibadorliklar esa past qiziqish darajasiga ega mahsulot yoki xizmatlar reklamalarida ishlatiladi (Koekemoer, 2004, 146-bet).

Dens va Pelsmackerning (2010, 59-bet) "Consumer response to different advertising appeals for new products: The moderating influence of branding strategy and product category involvement" nomli ishida; noutbuklar kabi yuqori qiziqish toifasiga kiruvchi mahsulotlar ko'zda tutilganda ratsional jozibadorliklar oldingi planda turishi va ijobiy hissiy jozibadorliklarning shirinliklar kabi past qiziqishli mahsulot toifasida qo'llanilganda ijobiy natija berganligini anqlaganlar. Shu asosda, ular, ayniqsa yangi brendlar o'z reklamalarida, past qiziqishli mahsulotlarda hissiy jozibadorliklarni, yuqori qiziqishli mahsulotlarda esa axborot beruvchi jozibadorliklarni afzal ko'rish kerak degan xulosaga kelishgan.

Reklamaning ishlash mexanizmini izohlashga qaratilgan modellardan FCB (Foote, Cone & Belding) matritsasi modeli va Ongli ravishda ma'lumotni qayta ishlash ehtimoli modeli (Elaboration Likelihood Model — ELM) ham reklama jozibadorligi qiziqish darajasi tamoyillariga mos kelishi kerakligini ta'kidlaydi, ya'ni "axborotga asoslangan" yoki "funktional" tovarlar uchun ratsional reklamalar afzalroq, "lazzat" tovarlar uchun esa hissiy jozibadorlikdan foydalanish kerakligi ta'kidlanadi (Dube va boshq., 1996, 84-bet). Shu

nuqtai nazardan, mahsulot tasnifi uchun yaxshi ma'lum bo'lgan Foote, Cone va Belding (FCB) matritsasi, iste'molchilar tomonidan tovarlarni xarid qilish qarorining yuqori yoki past ishtirokiga qarab tasniflash orqali, kognitiv (fikrlash) yoki emotsional (hissiy) ma'lumotlarni qayta ishlashni markazga qo'yadi (Vaughn, 1980, 1986). Demak, reklamalarda ma'lum bir jozibadorlik turidan foydalanishda reklama ob'yekti bo'lgan mahsulot yoki xizmatiga bo'lgan qiziqish (munosabat) darajasining muhimligi ta'kidlanadi. Model iste'molchining xarid qilish qarori bilan qiziqish darajasi o'rtasida bog'liqlik bor degan farazga asoslanadi (1-jadval).

1-jadval

Foote Cone va Belding modeli

Qiziqish darajasi	Fikrlash	Tuyg'u (his)
Yuqori	Tovarlar: avtomobillar, uy, mebel. Xabar o'zgaruvchilari: uzun matn, axborot beruvchi taqdimot, qiyoslash	Tovarlar: Zargarlik buyumlari, kosmetika, kiyim-kechak. Xabar o'zgaruvchilari: Hissiy (emotsional) tasvir.
Past	Tovarlar: oziq-ovqat, uy-ro'zg'or buyumlari. Xabar o'zgaruvchilari: kuponlar, namunalari.	Tovarlar: likyor, shirinliklar, sigaret. Xabar o'zgaruvchilari: kreativlik, hayot tarzi.

Manba: Vaughn, Richard (October 1980). How Advertising Works: A Planning Model. *Journal of Advertising Research*, 27-33.

Ushbu matritsada "fikrlash" ratsional jozibadorliklarga, "his" esa emotsional jozibadorliklarga bog'liq holda tasniflanadi va izohlanadi (Lee & Johnson, 2005, 179-181-betlar).

Grigaliunaite va Pileliene (2016, 411-bet) esa o'tkazgan tadqiqotlari natijasida, ratsional reklama jozibadorliklarining past qiziqishli tovarlar toifasida va ayniqsa oddiy mahsulotlar guruhiga oid reklama kampaniyalarida samaraliroq ekanligini ta'kidlaydilar.

Xulosa qilib aytganda, reklama xabari taktikasi - bu ilm va san'atning uyg'unligi. Nazariy bilimlar, empirik tadqiqotlar va ijodiy yondashuv kombinatsiyasi orqali samarali, ta'sirchan va natijaga yo'naltirilgan reklama kampaniyalari yaratish mumkin.

FCB matritsasi va shunga o'xshash modellar amaliyotchilarga mustahkam ilmiy asos beradi, lekin oxir-oqibat muvaffaqiyat iste'molchilarni chuqur tushunish va ularning ehtiyojlariga to'g'ri murojaat qilish qobiliyatiga bog'liq.

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