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PSYCHOLOGICAL TECHNIQUES IN THE ADVERTISING SPHERE

Possibilities of using psychological knowledge exist in the field of advertising. Psychology of advertising as an applied field of knowledge is at the junction of economic and social psychology.

Psychology of advertising is concerned with assessing the needs or expectations of consumers, creating demand for the product to be sold. Advertising today is the most powerful method for human consciousness, human psychics. Today, psychology and advertising are closely related and almost inseparable concepts. The main task of the advertiser and the goal of the psychology of advertising is to encourage the consumer to purchase the advertised product, merchendise, use the service [1, c. 15].

Marketers and advertisers use many psychological techniques that, as a rule, people do not even notice, so they choose one or another type of product or service without thinking, even if they do not need them.

Probably the simplest example is supermarkets and hypermarkets. Going to an ordinary supermarket for something necessary, a person is already faced with a large number of psychological "scams". Modern stores are progressing: baskets for goods are becoming larger and larger, the floor is deliberately tiled so that the cart rumbles, and the buyer, without making any noise, drives more slowly, thereby studying the goods on the shelves in more detail. There is always pleasant music playing in trading rooms, and it's not for nothing [3,c.26]. When listening to music, a person relaxes, which affects the reduction of his or her concentration, thus this person can buy extra things without thinking too much. There is also a marketing "hook" on the shelves near the cash registers. Small goods catch the eyes of customers standing in line at the checkout, so the customer may subconsciously buy chewing gum, chocolate, or an extra pack of napkins.

Advertising posts. You have prepared an advertising post: you have selected the audience, written a good text, determined the ideal time and there is no influx of customers. Most likely, you missed the most important thing – psychology of buyers [2, c. 40–41].

Marketers are also able to work inconspicuously here. There are a number of certain rules for this:

1. Minus logic. Most people are guided by emotions, not logic, because emotions are stronger than any logical arguments. Therefore, if you want to improve your promotion, for example, on Facebook, actively use them. Do it in the easiest, fastest and the most efficient way. Add a photo with the desired emotion to the record. It is easier for your customers to read information from another person than to search for it in text.

2. Attraction of the buyers' attention. More than once you can hear about the importance to use the right colors. Customers perceive colors on a subconscious level and usually react to them in the same way. Therefore, the result is easy to predict.

3. Game of prices. Have you noticed that prices ending in "99" (eg $39.99) look more appealing? The fact is that the human brain looks at the numbers to the left of the decimal point and rounds such a value to the lower side.

An interesting fact: you perceive a decrease in price by 1 penny more significantly than, for example, by 40.

Of course, it doesn't work every time and in every situation.

4. Usage of a trigger. Our brain is programmed for impulse decisions. The world is constantly moving forward, and buyers feel that they are not keeping up with it and are missing out on something important. They suffer from the uncertainty of the future. And more and more often they live in this moment.

5. Focus on the main thing. You can often see advertising posters or videos in social networks, where the text is printed in a smaller font, but huge numbers. And they are the first thing that the buyer pays attention to.

6. Deficit. Buyers like to own an exclusive item or become one of the 50 lucky ones who got into a closed master class, or get the title of the fastest buyer by making a purchase in a record 23 minutes.

7. Use of odd numbers. Odd numbers improve engagement, increase click-through rates, and attract large audiences [4].

Advertising plays a big role in people's lives. And it will continue to be so. Successful advertising provokes to spend more, and psychology will definitely help here.

In the end, we can say that the main task of advertising is not even the promotion of good products and sales stimulation, but the desire to

make the future buyer "realize" a need that he did not even suspect before, and only then to convince him her that this particular product will best satisfy this need [1, с. 19].

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CHANGES IN THE EMPLOYMENT MARKET IN UKRAINE DURING THE WAR

During February 2022 Ukraine's Employment Market situation changed rapidly. The war with russia had a radical impact on the labor market in Ukraine. This crisis has created uncertainties of the labour market's stance of Ukraine.

According to the Monitor, "a set of multiple and overlapping crises, compounded by the Ukraine war and subsequent negative spillover effects, have materialized over 2022 which are deeply impacting the world of work". The effects are being felt through food and energy inflation, declining real wages, growing inequality, shrinking policy options and higher debt in developing countries [3].