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VISUAL ILLUSIONS AS A MEANS OF INFLUENCING THE CONSUMER

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Резюме – в данной статье мы рассматриваем влияние зрительных иллюзий на потребителя, будут рассмотрены такие аспекты, как эффективность, частота и сферы использования зрительных иллюзий в современном рекламном бизнесе.

Resume – in this article we consider the impact of visual illusions on the consumer, such aspects as the effectiveness, frequency and scope of use of visual illusions in the modern advertising business will be considered.

Introduction. In the modern pattern of doing business, an important role is played by the ability to find an approach to a consumer, including service, communication and advertising. Advertising is a key element in the first stage of communication with a client, and the more memorable this stage is, the more profitable further cooperation with a consumer will be. Therefore, some companies have decided to use visual illusions as advertising, since this approach provides a strong positive impact on most market segments.

Main part. Human consciousness has the ability to mark and place bright, interesting and extraordinary images in long-term memory, which marketers skillfully use using slogans, videos, photos and other tools to influence the consumer. However, especially resourceful advertising figures know that consciousness is a deep and complex system arranged in an unpredictable way, and therefore, when choosing the way to influence the consumer, they stopped at using visual illusions. The issue of visual illusions as a means of influencing the consumer is very relevant today and plays a significant role in the field of marketing, which is confirmed by a large number of scientific papers on the topic, namely, the works of Andrei Fedorov, Olga Saidasheva and Yulia Vorontsova. Let's look at some examples of the use of visual illusions in advertising.

The British oil and gas company Shell Lubricants used the visual illusion of rotating circles by placing contrasting yellow and purple circles inside the gears, thereby illustrating the perpetual motion and the serviceability of its product. Smart Owl company for the production and sale of home electronic devices used

an optical illusion of moving spirals in its logo. Spirals in this case form the eyes of the owl depicted on the logo, as if hypnotizing the buyer.

A company producing pet care products has successfully used such a flaw in our brain as difficulties with determining the perspective, which names the Muller-Lyer illusion. They placed an image of a dog on the entire floor surface of the lower floor of the shopping center, next to which the inscription "Get them off me!". Thus, looking at the floor of the first floor from the upper floors, people began to play the role of little fleas as they moved around the floor.

The logo of the zoo in Pittsburgh is made with the help of a visual illusion of the ratio of the background and the object. On it you see either a tree formed in black, or a monkey and a tiger formed by the interaction of the tree with the background. Thus, the logo reflects the maximum rapprochement with nature from both the flora and fauna. Using the same technique, FedEx created its own logo. Here, letters act as an object, and the essence of interaction with the background lies in the fact that an arrow is formed inside the letters, reflecting the company's activities, namely, postal and courier services. But the most successful example of using the illusion of the ratio of object and background in the logo is the Swiss chocolate company Toblerone, since its logo depicts a mountain, of which there are many in this country. The mountain, when interacting with the background, forms the silhouette of a bear – the symbol of the city of Bern.

The company "World for all" together with several Indian shelters launched social advertising, using the illusion of interaction between the background and the object. In the foreground is a family of a father, mother and their child. The space between them forms the figure of a pet, telling the viewer that there is a place for a pet in every family. Sonos, an American developer and manufacturer of audio products, best known for its multiroom audio products, used a visual illusion to attract the customer's attention even in its logo. This kind of visual effect is called the Goering illusion. When moving, such a picture begins to pulsate, creating the effect of false movement.

Each of these examples has become a very successful product promotion tool and has gained great, almost viral popularity in the Internet space, which has a positive effect on the popularity of products among the masses.

Conclusion. Based on the examples considered, it can be concluded that such advertising is an effective method of promoting your product, idea. Optical illusions, in principle, cause emotion in a person, and when it is used in the right place and in the right context, it immediately has a double effect on the client. Using this approach to the promotion of its products, the company guarantees attention to itself and its products, since this method is very non-standard and is postponed in the minds of people, which is the best indicator of the effectiveness of advertising.

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DOING BUSINESS IN AN ENVIRONMENT OF UNIVERSAL GLOBALIZATION AND ACCELERATION OF TECHNOLOGICAL PROGRESS

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Резюме – предприятия имеют доступ к глобальному рынку, который позволяет им продавать свои товары и услуги потребителям по всему миру. Это привело к усилению конкуренции и появлению новых возможностей для роста. Кроме того, технологический прогресс позволил предприятиям работать более эффективно и результативно. Это включает в себя онлайн-маркетинг, социальные сети, платформы электронной коммерции, цифровые платежи и другие.

Summary – businesses now have access to a global marketplace that allows them to sell their goods and services to consumers around the world. This has led to increased competition, and new opportunities for growth. Also, progress in technology has allowed businesses to operate more efficiently and effectively. This includes online marketing, social media, e-commerce platforms, digital payments and others.

Introduction. In today's world, businesses operate in an environment of universal globalization and acceleration of technological progress. This means that companies must think and act globally, adapting to various regulatory environments, cultural contexts, and economic conditions. They need to stay aware of emerging technologies and innovations to remain competitive while also balancing concerns about data security, privacy, and ethical considerations.

Main part. The rapid pace of technological change is also forcing companies to rethink traditional business models and embrace new ways of working. Automation, artificial intelligence, and machine learning are transforming industries and disrupting traditional jobs, creating new opportunities and challenges for businesses and workers alike.

At the same time, globalization is presenting both opportunities and challenges for companies seeking to expand operations into new markets. Access to