

Mutual influences between advertising trends and their impact on consumer behavior

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Abstract:

The study of consumer behavior is a relatively new field, and it is constantly growing, especially with the development in digital technology, which has changed a lot of consumer perception and understanding of things. Awareness and understanding of the process of consumer behavior stems from providing data that helps companies and businesses to be more realistic in selling, designing and developing products or services. Recently, crises, rapid changes and technological progress have affected the consumer behavior trend, and consequently, this was reflected in the advertising designs, which appeared to show a trend of consumer behavior and at the same time followed the trend of advertising. It also affected consumer behavior by analyzing the recent changes that appeared on the effect on the advertising trend and the subsequent emergence of different means and messages in line with the trend. Therefore, the research problem stems from the change in the pattern of mutual influence between advertising trends and consumer behavior trends. Therefore, this research aims to monitor the mutual effects between advertising trends and consumer behavior trends. The research found that brands have the opportunity to develop their good marketing strategy by identifying and understanding the factors that affect their customers, and finding the marketing message and directing the advertising campaigns with an advertising with more efficient trend, more in line with the needs and ways of thinking of target consumers, and better able to meet the needs of their customers and increase sales.

Keywords:

Consumer Behavior Trend, Advertising Trend, Brand