

## **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

### **Introduction:**

The study of consumer behavior is one of the research trends that has given increasing attention in the context of the expansion of market studies and marketing research over the past decades. Perhaps one of the reasons that led to interest in the subject is that markets and companies have continued to grow in size away from the in-depth study of the final consumer to whom the products are directed. Therefore, there is no longer a great deal of closeness between businesses and consumers, even in traditional market processes, which are themselves an everyday social experience. They have become largely an anonymous process with minimal personal interaction, perhaps even without face-to-face contact. It can be done through online shopping. Knowing that this process represented the largest percentage of face-to-face interactions, as there was significant interaction between employees and customers.

Recently, companies are moving towards paying attention to individual consumer behavior, as it helps them provide information about how consumers think, feel, and choose their products, thus directing products that suit their trends and requirements.

Therefore, studying consumer behavior helps understand how individuals can make certain decisions and how time, money and effort can be spent while choosing goods and services. It is the topic that explains the basic questions that marketing research is interested in knowing in order to direct marketing departments and others towards the requirements and desires of the consumer. These questions are: What does he buy, why does he buy, when does he buy, where are the places to buy, how often do he buy, and how do they use them.

Recently, crises, rapid changes, and technological progress have influenced the consumer behavior trend, and this has subsequently been reflected in advertising designs, which have begun to show a consumer behavior trend and at the same time follow the advertising trend.

It also influenced consumer behavior through analyzing the recent changes that appeared to influence the advertising trend and the subsequent emergence of different means and messages that are in line with the trend.

### **Research problem:**

The research problem can be monitored from the change occurring in the pattern of mutual influence between advertising trends and consumer behavior trends, which consequently led to a change in each of them at the global level. Then the research problem can be formulated through the following question: What are the mutual influences in advertising trends and what is their impact on consumer behavior? .

### **Search goal:**

The research aims to monitor the mutual effects between advertising trends and the extent of their impact on consumer behavior.

### **search limits:**

Spatial boundaries: to the whole world.

Time limits: from 2019: 2022.

Objective limitations: The research is interested in focusing on advertising via social media sites.

### **Research hypothesis:**

The research assumes that monitoring the mutual influences between advertising trends and consumer behavior trends will lead to knowing consumer trends and then increasing the efficiency of appropriate advertising performance for them.

### **Research Methodology:**

The research follows the descriptive method.

### **Research Results:**

1- Brands have the opportunity to develop their good marketing strategy by identifying and understanding the factors that affect their customers or what is called the Consumer Behavior Trend, and then finding the marketing message (unique value proposition) and directing advertising campaigns with an Advertising Trend that is more Efficient and more in line with

the needs and ways of thinking of target consumers, and more able to better meet the needs of its customers and increase sales.

2- From a commercial point of view, a wide range of emotional responses can be stimulated through an advertising trend, which can range from disgust to happiness.

3- A trend can be considered a state of gathering and agreement on a specific topic that achieves popularity and spread among a specific segment or category, and then it has physical characteristics made of a set of features that come to mind when mentioning a trend.

4- Artificial intelligence technology is widely prioritized in marketing and sales departments compared to corporate departments, as artificial intelligence technologies make a real impact in terms of data analysis and efficiency.

5- Consumer behavior greatly affects the construction of the advertising trend. Through analyzing the recent changes that have appeared, they influence the direction of advertising and the subsequent emergence of different means and messages that are in line with the advertising trend.

### **Research recommendations:**

1- It is necessary to move towards conducting more studies that monitor the relationship between consumer behavior, which has changed significantly as a result of the change in modern digital means of communication, and advertising trends.

2- Conducting marketing studies aimed at analyzing recent changes in consumer behavior, which have shown a great ability to influence advertising trends and then the advertising policies of various institutions.

3- The need to adopt new advertising methods that are compatible with the recipient's culture and behavior in the digital age and are compatible with the latest developments in the advertising trend.

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