

## SUMMARY

**Subject matter:** PROMOTIONAL TOOLS OF CONSUMER BEHAVIOR.

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**Topicality of the research:** Behavior management tools bring to bear influence on consumers, and are perceived by them as a part of everyday modern life. Study and application of promotional tools in practice requires careful analysis and new approaches to the process of advertising and marketing strategies on the stages of production and marketing, as well as the creation of a competitive product advertising.

**Objectives of the research:** Studying the essence of advertising management tools consumer behavior.

**The tasks of the research:**

- study the behavior of consumers as a social phenomenon;
- analyze the nature and role of management tools consumer behavior;
- examine advertising as a social and cultural phenomenon,
- research the economic and management aspects of a comprehensive advertising process;
- find the main promotional tools of influence consumer behavior;
- analyze the effectiveness of advertising management tools consumer behavior;
- analyze the global brand advertising «The Coca-Cola Company» and «PepsiCo» in Russia in terms of the effective impact on consumers;

**The theoretical and practical significance of the research:** theoretical foundations of management tools of consumer behavior are shown; the essence, goals, objectives, functions, advertising tools are examined. The studying can be used by a wide range of experts in solving applied problems in the process of improving the effectiveness of advertising management tools consumer behavior.

**The results of the research:**

- advertising management tools consumer behavior often have a decisive role in the formation of the desired advertiser to consumer demand and purchasing power;
- brand should be based, above all, taking into account the ideology of consumption, that is, a strict focus on a particular segment of the market;
- it is important to thoroughly work out the attributes of the brand - the packaging, the advertising message, logo, name and slogan to unify the brand and force the consumer to remember its distinctive features;

- «The Coca-Cola Company» and «PepsiCo» skillfully apply these attributes in practice, and it is through this tightly entrenched in the minds of consumers and have their fans.