

MARKETING EFFECT TO THE CONSUMER PSYCHOLOGY: SINGAPORE EXPERIENCE

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Abstract. Consumer psychology is a field of study that includes: advertising, psychology and interface of marketing. Works that integrate consumer psychology includes different fields of theory and different approaches, methods to study and practice. This article will give information about how to impact consumer psychology through modern social media, advertising methods, and via marketing communication. Sales and marketing strategies in our days are developing in various ways and in various forms. This article will review Singaporean marketing strategies and provide marketing suggestions on how to impact customer psychology in order to reach a competitive advantage, to attract more customers, improve sales numbers, evaluation of current business environment and others.

Keywords: *marketing strategies, social media, social commerce, advertising in Singapore, digitalized advertisement, influencer marketing, SG business communications, customer attraction.*

This article is going to investigate marketing strategies of Singapore, which could superiorly influence to the consumer buying processes and teach fast buying decisions through observing and learning modern social media, advertising and communication techniques. Article will illustrate step by step market development of Singapore, investigate reasons of rapid acceleration, strategies used in its trade sales and analyze role of marketing communications, influence of modern advertising and social media applications among its target businesses, business centers, shopping malls, brands, touristic market places. By mastering these marketing strategies, businesses can thrive in today's competitive world and achieve tremendous success. Article will explore the influence of marketing strategies on the customers' decision-making processes, as well as address the key areas of marketing research which should be focused to improve the efficiency of this influence.

Modern marketing findings on how to influence consumer psychology, multiple suggestions for achieving tremendous target markets and commercial objectives can be reached through applying Singapore marketing approaches. In 2021, Singapore ranked as the top ten richest countries in the world. Lee Kuan Yew, ex-Prime Minister of this country said; "a first world oasis in a third world region". "We built up the infrastructure," he said. "The difficult part was getting the people to change their habits so that they behaved more like first world citizens, not like third world citizens spitting and littering all over the place." "Do not chew gum. Do not throw garbage from rooftops. Speak good English. Smile. Perform spontaneous acts of kindness. It should be noted that Singapore today one of the greatest financial hubs in the world. In 2011, Singapore's applied excellent marketing strategies in its tourism sphere generated country US\$18billions in revenue in excellent marketing strategies in its tourism sphere generated country US\$18billions in revenue, achievements in marketing of this country are visionary, way ahead of their time and ground breaking. Lee Kuan Yew's marketing strategy was simple but in smart manner; namely; marketing a brand which people around the world wanted to see, visit and experience for themselves, secondly, telling it to their friends and others. Singapore's F1 by peoples' perception is a sporting race. However, it is not, it is a marketing vehicle. It's all about finding yourself in the culture, building great connections with people. You need to know which questions to ask, who to ask and where to go. In other words, marketing. Former Prime Minister of Singapore understood that brand assets and brand values needed to be communicated powerfully through marketing in order to achieve results globally.

It is estimated that social media users in Singapore will grow up to 6.15 million in 2028.

All successful companies in Singapore have applied digital strategies. 84.7 percent of the population in Singapore uses social media platforms, which means that colossal number of campaigns launched their businesses and achieving their goals in sale, conversion, and ROI through TikTok, YouTube and Instagram (see statistics in Appendixes). Singapore is technologically advanced country in Asia. Social media become daily live activity of Singaporeans, they took experience, receive information, become new brand clients through its marketing influences and is fact that social networks have evolved beyond individual connection. Entertainment in social platforms become the most powerful tools for brands to communicate with customers and driving strategies as influencer marketing and social commerce.

So, findings indicated that in order to reach continuous growth in businesses and to impact customer decisions, additional grows in social media is required. Right implementation of social media will lead to more effective marketing consequences. Indications related to the personal online gaming and shopping in 2020 showed that Singaporeans spend about 8 hours per day for the internet. society is actively using all media platforms and 95 percent of people in this country are focused on smartphones. The dominance platforms in Singapore includes; WhatsApp, Instagram and Facebook which remains stable and gives highest use rates among other social apps. This digital engagement is more than just a trend, it is a daily lifestyle. WhatsApp is mainly used for group and private chats, Instagram, YouTube, Facebook and Tik Tok offers various options as expressing private opinions and others. In Singapore, group of influencers or other significant influencer can easily become determination factor for customer's purchasing decisions. Because they attract potential buyers and promote brands. Influencer marketing in Singapore developed over the past years and they become part of business consultants for buyers in social media. In 2023, Singapore provided highest rate in YouTube advertising.

Advertising in Singapore is also one of the effective ways of customer attraction. Due to the huge amount of tourist visits to this country, Singapore makes significant expenses on advertising. Touristic places especially; Orchard Road, Marina Bay, Sentosa resorts, Harbour front, China Town, are the best examples where advertisement took place to attract and influence millions of customers buying processes every day. However, it should be noted that you can feel power of marketing, advertising from the entrance to Changi Airport. Changi Airport is unrivalled and unique platform where thousand and more advertisers reach a premium international audience. Airport's iconic media site which is located at T2 departure hall continues impress and captivate check-in passengers with its duo-facing, sleek Full HD LED displays. Last model of advertising techniques, gigantic eye-catching lightboxes, digitalization, big infrastructure at the airport astonishes each visitor day by day. Where visitor goes, he or she encounters with big DOOHs, OOHs, billboards, advertisements which gives full information about service or products. Country's significant investments in its advertising strategies brought rapid surge both in marketing and finances. CNBC reports indicated that in 2023, tourist arrivals number doubled to 13.6 million. This indication, in 2022, was 6.3 million. It should be noted that SCAP is the regulating and guiding principle for advertising in Singapore. It promotes and insures the highest ethical advertising standard. With the developments in technology specifically and globally in Singapore, most marketing and advertising agencies using (AI) Artificial Intelligence in their advertising efforts. Substantial increments can be found in the use of chatbots on websites for advertising. Positive interaction with customers and enabling businesses to meet individual wants of customers through a more personalized touchpoint can be made through IA. This method assists campaigns to analyze their consumer behavior and to grow overall customer experience. This is a clear and definite approach in Singapore advertising industry in order to make customer experience more personalized. Market research in advertising is critical when setting up businesses, because, you need to know who you are talking to and directing advertising method, and language towards.

Singaporeans are real communication specialists. They know how to communicate with customers. They don't yell, they are not careless, they are friendly and open to any communications. They are curious about their customers; they know how to sell their products or service. In Singapore, sales marketing's top tool is communication skills. According to the survey conducted in Holmes report, 50 percent of effective communications processes resulted to low employee turnover rates, moreover 47 percentage of them showed higher returns to shareholders. Most critical marketing communication roles is precisely delivering the message, Marketing effect to the consumer psychology must be delivered through communication skills, because, it conveys service to potential customers and/or benefits of a product. Ineffective communication, brings customer misunderstandings and confusion. Singapore's way of communication differs with friendly smiles, additional offers, and free surprises. Teamworking abilities of staff, ensure that everyone is working towards the same goal. Effective internal communications within the team is also matters. It helps companies understand their needs and preferences, which can lead to the development of better products and services. It can also help identify improvement areas and build stronger relationships with customers. According to the Singapore marketing strategies excellent communication skills is the first step in creating successful business. Because of this skills, unique emotional bond is created with clients through making them feel important and valued. At the process of convincing potential customers to buy a company's service or products, it is important to show them how valuable they are. Loyal and trusted customers can be created in this manner. While promoting services or products to the customer, one of the essential key factors in communication becomes active listening of their wants and needs. On time response to their messages and emails significantly impact to customer relationships. Being in constant contact with customers firstly, helps companies understand their needs and secondly enables better customer support, to resolve problems beforehand and offer solutions to their questions. Doing so indicates customers that business will always ready to help them, by strengthening the brand-consumer bond.

Implication of the findings from article and their contribution in marketing strategies are substantial and went through experience. Marketing strategies of Singapore widely applied among several countries. Galvanizing indications in finances, astonishing marketing achievements, big flow of tourists' visit can show how perfectly planned development structure of this country beforehand. Article showed importance of social media, survey facts about social media users in Singapore, people who constantly use media platforms, decision making through internet influence and so on. Digital advertising strategies, out of home advertising methods with application of last modern version of technologies impact both local and foreign customer buying psychology and bring benefit to any country. Utilization of Artificial intelligence in advertising brought effective results among customer experiences. Positive interaction with customers and enabling businesses to meet individual wants of customers through a more personalized touchpoint can be made through IA. This method assists campaigns to analyze their consumer behavior and to grow overall customer experience. This is a clear and definite approach in Singapore advertising industry in order to make customer experience more personalized. Customer-centered, valid and authentic buying experiences can be achieved through effective marketing communications, channels and tools which is also including strategic and integrated communication types and through involving, crating interest, persuading, and delivering value to the customers. Ultimate aim of marketing communications is to impact consumer psychology and leading them to desired outcomes such as purchases, positive word-of-mouth and brand loyalty. Marketing communication is essential factor that drives businesses to success. It consists from creating, exchanging information about the services and products among clients and customers, delivering value. Effective communication gives several benefits, starting from building relationships, overcoming barriers and fostering professionalism with transparency. If marketing communications aligns with broader business strategy, it may create cohesive and unified approach which develop customer engagement,

brand perception and business success. Marketing communication is crucial in creating reputation and brand image.

Today many developing countries are trying to pay more attention to improve its sales and productivity by producing quality good and products. They are developing extra business plans to reach the good amount of target markets. But it should be considered that producing good quality goods and products are not enough for further development for any business. There should be additional marketing strategies to attract customers and maintaining them as a loyal buyer in order to reach a maximum profit from business. Developing countries may use developed county's business tactics and marketing strategies. One of the best examples with strong marketing influences could be Singapore. This city achieved great results beyond its expectations and showed role model in the development.

In conclusion, social media marketing in Singapore developed its tactics brilliantly. Facebook, Twitter, Instagram, YouTube and LinkedIn are not just the mode of entertainment they connect people, connect businesses, friends, colleagues or someone at a long distance. Social networking and social media channels have become the best source of promoting businesses through working on marketing campaigns and marketing strategies. In Singapore marketing communications is key to connect with target markets, to craft successful market strategies, building brand loyalty and set clear objectives. Singapore is developed country; despite of this fact country is always looking for new developments and new technologies. In terms of advertising country has wide range of possibilities. Digital advertisement in Singapore developed greatly, on the other hand, traditional offline advertising also trying to defend themselves with innovative formats, (OOH) outdoor advertisings showing quite well results with good statistics. Successful marketers should be aware this type of advertising methods and not just repeat every trend they come across. Marketing investigations stated that today's customers are smart enough to seek benefit from each service or product. Therefore, business should consider their audience needs, listen their wants, set exact goals, deliver quality communications both offline and online, make clear and interesting advertising methods in order to reach maximum profit.

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