

SEMIOTIC MESSAGES IN ADVERTISING – IMPACT FOR CONSUMER BUYING DECISIONS

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Abstract

Purpose – This study aims to explain theoretical fundamentals of symbols and signs as for more, the use of semiotics in advertising. An additional aim is to identify visually how these messages of signs and symbols effect consumer behaviour.

Design/methodology/approach – Literature review as a research methodology was adopted in this study as well as content analysis to review provided with graphical examples.

Finding – In particular, methods that are based in knowledge of semiotics and theory will have larger credibility and validity as to their effectiveness for the clients and consumers.

Research limitations/implications – Theoretical approach most recently requires empirical investigations in order to prove literature review and fulfil the gap in exposed printed adverts.

Practical implications – The proposed conceptual framework provides marketing strategists with a template for a different approach to advertising contents' which success depends on Semiotic codes revealed in printed advertisings. Gives two-way perspectives for advertising one as marketing tool e and the other as communication processes perspective.

Originality/Value — The novelty lies not in the acquainted use of semiotics in advertising but in the carefully orchestrated construction of gazes, angles, representations, narratives and interpretations characteristic of semiotic use in advertising in which has a tremendous influence to consumer buying decisions.

Keywords: advertising, semiotics, symbols, signs, consumer behaviour.

Research type: general overview.