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**FEAR FACTOR AS AN INSTRUMENT OF SALES INCREASE**

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***Research Methodology.*** *During the research the methods of marketing research have been applied, including monitoring, observation, analysis. Monitoring and content analysis of publications in the media have been used in order to identify the degree of efficiency of perception and communication applications. Behavioural effectiveness of the psychological effect of PR publications influence has been determined by statistical analysis of the dynamics of household goods sales.*

***Results.*** *The efficiency of fear factor usage has been proved as a tool in convincing communication advertising and PR campaigns. It has been found out that the main communication tools were PR, advertising, internet marketing, rumours.*

***Novelty.*** *In the research there was the first attempt to analyze the effectiveness of the fear factor in the communicative impact on the consumer to change his mind in certain product groups based on practical examples, in particular, to determine the causes of the sharp increase in domestic product sales in 2014.*

***Practical Significance.*** *The results of the study have revealed the effectiveness of the fear factor as a means of manipulating the consciousness of the consumer in order to increase sales of certain product groups. This factor can be an effective tool especially in unplanned advertising / public relations communications.*