

4. Kyoto Convention. APPENDIX I Provisions concerning the dual-channel system for the clearance of travellers and their baggage [Electronic resource]. - Mode of access: <http://www.unece.org/fileadmin/DAM/cefact/recommendations/kyoto/ky-f3-e3.htm>. Дата доступа: 14.04.2023.

## **NEUROMARKETING IN PACKAGING**

Старосветская В. В.

Научный руководитель: ст. преподаватель Дерман И. Н.  
Белорусский национальный технический университет

Packaging is a powerful tool for brands that can not only grab consumers' attention but also influence their purchasing decisions. The application of neuro-marketing techniques to the study of packaging has recently gained considerable popularity both in academia and in practice, but there are still some concerns about the methods and indicators offered commercially and the interpretation of their results.

For decades, marketers have tried to understand the motives behind consumer buying intent. What makes a product stand out? What do consumers think and feel when they interact with a product and its packaging? Many marketers refer to packaging as the silent salesperson. Let's talk about why packaging makes consumers choose a particular product over others on the shelf and how this can be used to boost sales.

Consumers' first impression of a product is influenced by the design of the packaging. The truth is that sight accounts for 90% of all information that enters our subconscious mind, and we do not even consciously perceive it and therefore do not analyse it.

In the past, marketers relied on traditional research methods such as focus groups and surveys to find answers to these and other questions. Thanks to advances in technology, there is now a new field of marketing methodology: neuro-marketing, a scientific discipline at the intersection of psychology, neurobiology and marketing that works with the buyer's subconscious, which entire agencies specialize in applying to packaging design.

According to the Association for Neuromarketing Science and Business, "Neuromarketing studies what emotions have to do with human decision-making and uses this knowledge to improve marketing effectiveness. " Neuromarketing applied to packaging can drastically improve the consumer experience, from the aesthetic to the functional.

All neuromarketing techniques are technological and scientific, just to eliminate rational evaluation and track unconscious reactions. Neuromarketing

research on packaging can be carried out using biometric testing such as eye-tracking, assessment of cardiovascular responses such as pulse and blood pressure, analysis of brain reactions, i.e. the evoked potentials when presented with a particular object or facial code analysis. Studies are conducted in a retail environment with a precise target market.

The benefits of neuromarketing for packaging are incredible. Biometric testing can show how your customers respond to packaging colours, shapes, symbols, texture, substrates and more.

And fortunately, you don't need to be a scientist to start realising the benefits of neuromarketing for packaging. Anyone can adopt the principles of neuromarketing by learning about human factors. Regardless of our culture, our language, our skin colour or our gender - human factors are psychological and sociological ways in which we are all hardwired. And the human factor will help you increase the chances of your product being noticed, holding attention, quickly communicating a clear value and ultimately converting that attention into a sale.

To succeed, neuromarketing advises us to consider four key human factors:

1. Perception - what do people look at, how do they look at things and why do they look at what they do?

2. Cognition . What processes do consumers use to make decisions? How do they choose the right product for their needs?

3. Attractiveness . What do consumers find attractive and appealing?

4. Decisions . What factors influence a consumer's final buying decision?

By influencing perception and the subconscious through the senses, it is possible to focus consumers' attention on brands and products. As a result, people buy, virtually unconsciously, but cheerfully. Beyond their will, they even buy what they did not initially want and are happy about it.

These human factors are important to understand for everyone involved in the packaging development process. And, of course, the direct purpose of packaging - to protect the contents from moisture, dust, mechanical damage, theft from the counter, etc. - remains a must. Learning how customers interact with your product category and with your brand is particularly important. If you care about product sales and brand performance, it's important that you understand these human factors in order to assess the return on investment in your packaging design features. Knowing what triggers human perception, cognition, appeal and decisions will allow you to optimise the potential success of your product and its packaging.

Emotion is the driving force that encourages people to buy. This is why advertising uses every possible means to influence the audience in an attempt to elicit an emotional response from them. But we need to understand which emotions to provoke and how to do so. Neuromarketing can help us figure this out.

Colour is the simplest, yet one of the most effective tools in packaging neuromarketing. The colours of the spectrum that can be detected by the eye have

various effects on the human subconscious. Specifically, the autonomic nervous system is responsible for the correct functioning of the entire body, starting with the heart and ending with the glands of internal and external secretion that produce mood hormones. The same system determines the response to external stimuli and the level of adaptability of vertebrates to changes in the environment.

Positive emotional pictures around a product increase its attractiveness. That is why advertising characters always smile a "Hollywood" dazzling smile, even if they are already running the 40th kilometre of a marathon.

The impact on pain works better than the promise of pleasure. Negative context is more effective than positive promises. Therefore, it is worth emphasising how the product will help solve the problem and relieve customers' "pain" rather than what it is good for.

A smiley face next to the price tag can encourage people to want to buy the product. It seems trivial, but smiley symbols do encourage customers to buy.

It is necessary to choose topics that evoke the strongest neural excitations in certain members of the target audience. For example, scientists have proven that men respond well to themes of success, eroticism and aggression, while women respond well to relaxation, smiles and children.

It is no coincidence that happy, joyful people look at us from all advertising brochures. It has been scientifically proven that presentations with motivational pictures increase sales because they provoke an emotional response from customers.

It's so hard to resist buying something you want to touch all the time. And how much emotion can you get from a pleasant tactile experience during a holiday, a treatment at a beauty salon, or even choosing clothes in a shop. If your product is one-of-a-kind and expensive, approach the issue of consumer packaging with special attention and make sure to use tactile marketing. It affects the tactile receptors, and the customer unconsciously likes the product at the level of skin sensation when touching the packaging.

Aroma marketing is the use of fragrance to impress customers and evoke the right feelings and emotions. In a narrow sense, it is a technique involving the use of various fragrances to influence the target audience. The most common scents are divided into floral, food, fruity, woody, exotic and emotionally stimulating. Scents are preserved using microencapsulation technology, which allows liquid or solid substances in the form of a paste to be encapsulated in a closed, strong casing.

Based on the results of real researches, it can be said that by integrating declarative and neuromarketing methods, a more holistic approach to consumer responses to food packaging evaluations is obtained. However, attention should also be drawn to how complex and confusing it can be to analyse and interpret neuromarketing data, relative to the notion that analysing neurophysiological data

requires training and experience. Furthermore, despite the large number of scientists studying food packaging with neuromarketing tools, it is a young discipline. Consequently its theoretical, empirical and practical field is still developing. Therefore, from an academic point of view, a testing framework should be provided to help neuromarketing companies provide indicators capable of responding to what they are supposed to measure. Only a concerted effort to achieve standardisation in the discipline can eradicate the over-promise and under-delivery that have affected the reputation of the field. Indeed, developing the practical functionality of neuromarketing in packaging can be incredibly impactful in improving packaging as a product and engaging specifically with your target audience, thereby benefiting the field of packaging production.

### Литература

1. Как очаровать покупателя упаковкой товара [Electronic resource]. – Access mode: <https://fkfd.ru/news/kak-ocharovat-pokupatelya-upakovkoy-tovara/>. – Access date: 20.03.2023.

2. Методы, инструменты и применение нейромаркетинг [Electronic resource]. – Access mode: <https://marketing.hse.ru/blog/nejromarketing/> – Access date: 20.03.2023.

3. Нейромаркетинг: как читать мысли потребителя и предсказывать его действия [Electronic resource]. – Access mode: <https://mymarilyn.ru/blog/marketing/na-chto-sposoben-sovremennyy-nejromarketing-a-vy-ob-etom-ne-doga-duvalis/#n6> - Access date: 20.03.2023.

4. Нейромаркетинг: что это и как это работает [Electronic resource]. – Access mode: <https://unitalk.cloud/ru/insayty-dlya-biznesa/chto-takoye-nejromarketing/>. – Access date: 20.03.2023.

5. Exploring the potential of neuro marketing in packaging [Electronic resource]. – Access mode: <https://packagingeurope.com/exploring-the-potential-of-neuro-marketing-in-packaging/4996.article>. – Access date: 20.03.2023.

6. What Can Neuromarketing Tell Us about Food Packaging? [Electronic resource]. – Access mode: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7764425/>. – Access date: 20.03.2023.

7. Neuromarketing in packaging [Electronic resource]. – Access mode: <https://packagingschool.com/blog/2018/06/07/2018-6-07-neuromarketing-for-packaging/>. – Access date; 20.03.2023.

8. Аромамаркетинг и полиграфия [Electronic resource]. – Access mode: [https://www.publish.ru/articles/200906\\_10796283](https://www.publish.ru/articles/200906_10796283). – Access date: 20.03.2023.