

## NEUROMARKETING: THE ART OF SALES BASED ON PSYCHOLOGY

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*Resume – Neuromarketing – is the study of unconscious human reactions to marketing stimuli with special equipment (scanners, galvanometers, electroencephalography, and others.). The obtained results are the basis for the creation of advertising messages that will be predictably effective. The data that is obtained by neuromarketing specialists, allow you to change a person's thoughts before he realized it and did his position.*

*Резюме – Нейромаркетинг - это исследование бессознательных реакций человека на маркетинговые стимулы с помощью специального оборудования (сканеры, гальванометры, электроэнцефалография и др.). Полученные результаты являются основой для создания рекламных сообщений, которые будут предсказуемо эффективными. Данные, полученные специалистами нейромаркетинга, позволяют изменить мысли человека, прежде чем он это осознает и сделает свою позицию.*

**Introduction.** Neuromarketing, as a tool of influence on the consumer's behavior, is increasingly gaining popularity among practitioners in marketing. People turn to it when creating and promoting a new product. It also helps with scientific accuracy to determine which color, word, image, sound, smell and taste attracts the target audience and has the maximum effect on the subconscious mind.

**Main part.** Neuromarketing is an interdisciplinary field, located at the interface of neurobiology, psychology and behavioral economics.

There are 5 main channels of influence on the behavior of the buyer, causing the necessary emotions and reactions:

- 1) vision – visual effects;
- 2) smelling – flavours;
- 3) hearing – sounds;
- 4) taste;
- 5) touch – tactile sensations.

Visualization - the main way to influence on behavior. On the Internet and in advertising, visualization plays an important role in influencing on the audience.

Smells - the most powerful instrument of influence on the human subconscious. To increase sales, many companies have repeatedly used aromamarketing. For example, the smell is the calling card of many fast-food restaurants, this aroma is so ingrained in the memory of customers that when you hear it from afar you immediately want to stop by and have a snack. You can not resist and walk past the coffee house from which smells of fresh pastries and hot coffee. In shoe stores, leather fragrance is used, in spas - refreshing smells of forest, sea, flowers. All these fragrances inspire shopping.

Effective shopping motivator is the background music in the stores: light, pleasant, but rhythmic and quite dynamic – this encourages shopping. In different stores the different music is used: in clothing stores – there is music from fashion podiums, in children's stores - music for children, in supermarkets - calm, unobtrusive music, in massage parlors - the sounds of nature. The use of monitors with the broadcast of promotional products, also acts on the subconscious of a person through his receptors.

Taste is also important to increase sales. Large companies use customer service (offered a cup of coffee, tea). In the malls there may be various tasting promotions.

Another way to influence the consumer is through touch. The decision to purchase is influenced by the softness of the fabric, pleasant to the touch materials and even packaging. If a high-quality product the seller will do everything that you would support the product, twist it in your hands and remember these feelings.

An integral part of it is color. It would seem that such an insignificant thing as color can influence our feelings and behavior in general. When choosing a color, it is necessary to take into account that their values are not universal and that in different countries the characteristic of one color varies considerably.

For example, in Europe, red symbolizes love, and in Egypt it is the color of mourning. White is often associated with weddings in North America and is associated with innocence. In Eastern cultures, white means death. Exporter of white wedding dresses in China will burn in two accounts.

Colors can be combined to express values in culture. In the western world, green and red are associated with Christmas, when black and orange represent Halloween.

Some large eminent companies are matched with their company colors. IBM - blue - defines stability and conservatism. UPS - brown - symbolizes durability and reliability. The color can be associated with products like "Tide", in a bold orange package, evoking vivid impressions. Clean, calm, simplicity. It is a neutral color that may hint at purity in fashion and sterility in medicine.

Yellow - vivacity, happiness, positive. Yellow can be attractive for your business with calm emotions.

Orange - creativity, fun, enthusiasm. Add some fun to your company if you want to create a gaming environment for your customers.

Red - drive, energy, passion. Red - the color of attention, serves as a reason to increase blood pressure and increase heart rate. Use red to bring liveliness into your brand name.

Pink - femininity, romance, finesse creates a feeling of weakness, emptiness and some sweetness.

Violet - majesty, sophistication, wisdom. You can add a few violet tones to your appearance for a first-class business.

Blue - confidence, security, trust. Blue is the most popular and neutral color on the overall scale. A safe choice for the dedication of commercial property buyers.

Green - health, money, prestige. To create a calming effect or a growing image, choose green.

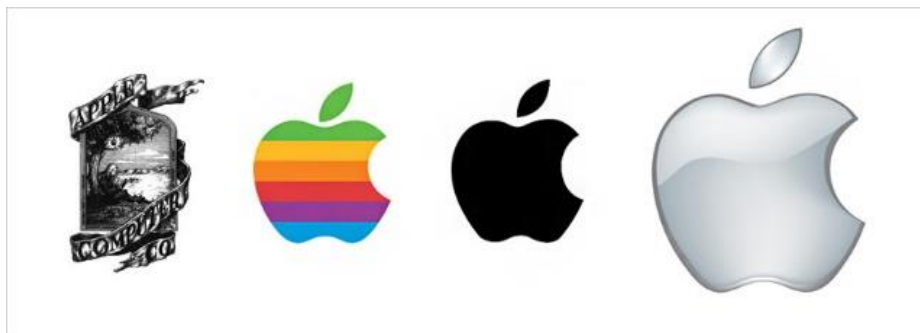
Black - classic, bold, power. Black can be aimed at an advanced market or used in youth marketing to add mystery to your image.

The main visual component of the company's brand is its logo. Studies have shown that people perceive images better than text. The logo expresses the main direction, features of the company, and its difference from others. If you create a positive business image, then every time you see a logo, customers will have pleasant emotions associated with the company. A well-designed logo can contribute to business success, while a low-quality logo can harm a company.

The first logo of company "Apple" was an engraving with Isaac Newton under the apple tree, which was wrapped around a large ribbon with the signature "Apple Computer Co." (1976-1977). The designer of this logo was one of the founders of the company, Ronald Wayne. After the departure of Ronald, the logo was changed.

The second logo was made by designer Rob Yanov. There is nothing left of the old company logo, except perhaps the idea of a fruit falling on Newton's head. The new Apple logo is a bitten rainbow apple (1977-1998).

The logo that we see now on Apple products was changed in 2007. "Apple" was with a metal reflections, and the shape remained the same. (рисунок 1)



Picture 1 – Logos of company “Apple”.

Source: [2].

Coca-Cola has the most recognizable corporate identity of the logo, which is more than 117 years old. The company was established in 1886, and the logo in 1893. The company logo is written in calligraphical font "Spencer". It was created by Frank Robinson - an accountant and friend of the company's owner.

In the early 1980s, due to competition from Pepsi products, it was decided to change the company's logo to New Coke. Having made this marketing move, the company began to lose sales. Consumers did not like the new name of the drink. After some time, the former name Coca-Cola was returned to the drink, thereby the company improved its sales.(рисунок 2)



Picture 2 - Logos of company “Coca-cola”

Source: [2].

**Conclusion.** Thanks to the methods and tools in neuromarketing, it is possible to understand the true consumer response to certain marketing stimulus and obtain reliable research data to develop the most effective advertising communication. However, there is a downside in the study of subconscious reactions in order to sell as much as possible to the consumer:

– Breach of confidentiality. Companies can “read minds” of their customers. This violates the principle of confidentiality.

– Physiological discrimination. The data obtained in neuromarketing research may contain information that a particular product is targeted for people with certain physiological features (visual impairment, hearing, taste, tactile receptors, smell), which is called discrimination.

– It is also possible in the future to introduce an automatic price increase when registering certain parameters of the buyer's organism (for example, a price increase for a drink if a person is thirsty).

Also, under the guise of neuromarketing, various “non-standard” methods of attracting customers are often presented, which, however, are not directly related to neuromarketing: for example, the aromatic design of the premises. In this way, from the obtained results it can be concluded that there is no need to use neuromarketing to study customer preferences due to the lack of scientific elaboration of these methods and low practical value at high costs of obtaining results.

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#### MEASURING DESIGN

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*Resume – One of the key questions for many companies is how the value of design can be measured. Being able to measure the ROI of design is important for three reasons. First of all, business needs to know the real value of investments in design. Secondly, design managers and leaders are often asked to provide evidence of success. And thirdly, design is often utilized to meet business objectives. That's why the issue of measurement of design's contribution to the business process shall not be ignored.*

*Резюме – Один из ключевых вопросов для многих компаний – вопрос оценки ценности дизайна. Важно иметь возможность измерить рентабельность инвестиций в дизайн по трем причинам. Во-первых, бизнес должен знать реальную стоимость инвестиций в дизайн. Во-вторых, дизайн-менеджеров и руководителей часто просят предоставить доказательства успеха. И в-третьих, дизайн часто используется для достижения коммерческих целей. Именно поэтому вопрос оценки вклада дизайна в бизнес-процесс не должен остаться без внимания.*

**Introduction.** "Good design is good business," said Thomas Watson, president of IBM [1]. To build a good business, it is necessary to evaluate, measure and plan, including design in the plan. Design-management is an important issue of measurement of design's contribution to the business process for decades. Some of the companies, for example Apple or P & G, succeed. They maintain statistics on projects with design, drawing conclusions about what results design has brought. Other companies are only aware of the role of design in business.

There is no advice. Still, is it possible to measure the use fullness of design? Summarizing the experience of research and practice, Thomas Lockwood, President of Design Management Institute, offers 10 categories of design measurement, which help to identify and measure the contribution of design to business. In some cases it is possible to quantify, in other cases – to give a quantitative evaluation [2].

**Design can be measured in terms of “purchase influence” and emotional impact.** "Money buys, but emotions sells", said Hartmut Esslinger, founder of the design consultancy Frog Design. This is especially true with emotional effect of design [3]. The brand sells emotions by using a unique design, which connects the customer and the product. Old good example which can be attributed to several categories of value creation is Starbucks. In the late 1980s, three players - General Foods, Nestle, p & G - dominated the American coffee market. Coffee was sold in eateries, cafes and canteens. It was usually cheap – \$ 1 per cup. When Starbucks had come on the market, it sold a cup for 3\$, but in luxury and elegant interiors. The coup was created by the strategy and its competent embodiment in design. Then, brands were selling not coffee, but a "place to meet" and "creative atmosphere." People are willing to pay high prices for emotions, so good design helps to create added value [1].

Design can enable business strategy and enter new markets. Designer James Dyson spent 5 years and 5127 prototypes to create a fundamentally new design for vacuum cleaner, but it is not impressed Hoover, Philips and