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## NEUROMARKETING – THE MANAGEMENT OF CONSUMER MASS CONSCIOUSNESS

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*Resume - The article reveals the concept of neuromarketing, studied the history of its appearance. The spheres of use of this concept, its influence on sales and brand image are revealed.*

*Резюме - В статье описана концепция нейромаркетинга, изучена история его возникновения. Рассмотрены сферы использования нейромаркетинга, его влияние на продажи и имидж торговой марки.*

**Introduction.** Neuromarketing is a word which causes thoughts about medicine and trading at the same time. And about something scientific and magical, like neurolinguistic programming. Principally, all these associations are appropriate. Neuromarketing is a science which was born as a result of research of the human brain, which gave an answer to the eternal question of sellers: "How to make consumers buy my product?"

Really, the modern consumer market is full of a variety of trade offers. Nothing, perhaps, will surprise today's consumer. Assortment? "The next store has bigger one!" Quality? "I have just recently seen much better!" Price? "We've seen sales much bigger!" It is possible to understand a consumer, but it is difficult. Retailers constantly have to spend a lot of money in order to look into a mysterious soul of a client: a good marketing research is not cheap. And what is more – there is no any guarantee that research will reflect all customers' thoughts. The buyer is prudent and secretive. Additionally, he or she does not want to feel like a Guinea pig and pour out his soul for the prosperity of some kind of the company.

Yes, if a person wants to be sincere, he or she cannot always answer the question why he or she prefers a particular product. Put it mildly, the mind and real motivation don't play a role here. It's all only about emotions and the subconscious.

**Consumer mass consciousness.** For the first time the word "neuromarketing" sounded from the lips of Harvard researchers. The part "neuro" relates to the human brain and the part "marketing" - to trading. In other words, it came to a certain control over the buyer without his knowledge and against his will. This word had quickly spread between countries. The Americans did not accept it, and then a wave of protest against neuromarketing rose. Newborn science was accused of manipulating human consciousness, brainwashing, and even witchcraft and shamanism. In general, the Americans preferred to forget about it. But in Austria and Germany reaction to the idea was the other – thinkers of these countries have always been keen on the study of consciousness and the subconscious, and nothing shameful in the study of the depths had been seen. Neuromarketing is a scientific study of involuntary human reactions to any attributes of the store - name, logo, color combination, audio signals, symbols, etc. - and their interpretation. Research is subjected to pulse, perspiration, and currents of the brain, an eyeball movement and other spontaneous people's reaction. Magnetic resonance imaging of the brain is used here. So, Arndt Trindl, having created and headed a group of scientists, with national pedantry and diligence began to study the human brain. Shortly, the human brain evolved unevenly. In particular, our mind, scientists say, is in charge of the limbic system. This is the oldest part in which all our feelings and emotions occur. Studies of the Austrians proved that neural activity begins in the limbic system of the brain. This means that any stimulus coming from the outside is reflected first in the emotions, then in the subconscious and only then in consciousness.

Different people, of course, perceive and react differently to different stimuli from the outside. We all have different nervous systems, we were brought up differently. However, there are common points that unite all people. The subconscious directs four major motives: safety, sociality, alpha dominance and innovation.

But how can we apply it specifically in trade? All we have in certain cases certain emotions that awaken the so-called neural activity. Researchers have proven that people are much more willing to make a purchase in a state of neural activity. In other words, in the case when there was an impact on their senses. How to achieve this? First of all, the store should take care of the visual filling of the interior, Arndt Trindl advises. Even a discount store, decorated attractively and brightly, can cause strong emotions among visitors. So, during the experiment in one of the department store, the researchers placed a large and emotionally expressive photo. The visits doubled, and the turnover of it increased by 25 percent. The photo was removed, and the life of the Department returned to the normal mode".

There are a lot of other ways to cheer up customers: for example, to make special lighting, convenient thoughtful passages, change the logo, the image of the store. A remarkable emotional impulse to purchase are the photos of children placed in the trading halls. This technique is ideal if the target audience of the store is women. In general, everything that concerns the theme of children, happiness and safety are "female" topics. And as a result, there are spikes in buying activity. And what will affect the man? Whether we like it or not, the nerve

cells come to the strongest excitement when a man contemplates scenes of women or violence (alpha-dominance). As the Austrian researchers explain - everything is quite logical. These stimuli play a crucial role in the performance of humans' natural duty.

Do not forget about the other human senses. The more sense organs involved the better. Let your customers touch your product – it will more likely to be bought! But it is important not to overdo with smells. They should be natural, appropriate to the occasion. Roughly speaking, leather shoes should smell like leather, not a food dish, even the most delicious.

**Conclusion.** Can you agree that it is interesting to see how neuromarketing technology works in retail networks? In practice, the use of neuromarketing research in Belarus is not widely published. However, it is hard not to mention the fact that more and more advertising agencies are turning to scientific organizations for the analysis or development of advertising and trade incentives. Neuromarketing is accepted.

There is a situation in which in the future, with the growth of competition and the emergence of available information about neuromarketing, its role in advertising and brand education will grow. Looking back at the Western models of development, we can say that neuromarketing is a potential component of the commercial success of foreign retailers.

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#### NEUROMARKETING MARKETING IN DESIGN

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*Resume - In this article neuromarketing as absolutely new and effective tool in the sphere of design, its influence on emotional and behavioral reactions of the customer is considered.*

*Резюме - В данной статье рассматривается нейромаркетинг как абсолютно новый и эффективный инструмент в сфере рекламы, его влияние на эмоциональные и поведенческие реакции заказчика.*

**Introduction.** It is pleasant to us to consider ourselves being rational, capable to make independently various decisions, despite of environment pressure. And though we can seriously consider various facts and opinions of other people, the last word always remains for us.

In fact, everything is a little different. Decision-making is influenced by a set of various variables, including biology, psychology and the external environment. Marketing specialists and psychologists for years studied cognitive prejudices along with ways of distribution of various ideas.

Everyone in life had moments when coming home we began to realize that we have bought a thing, absolutely unnecessary for us, having given in to some emotions. We can not realize, but marketing specialists already throughout a long time have learned to influence us and to mention our emotions. They could reach our subconsciousness, thereby I influence it. Could under the influence of various factors, define processes which take place at us in a brain. And thanks to this knowledge they try to embody the purposes in reality.

**Main part.** Neuromarketing - set of actions and methods on studying of behavior of buyers, ways of impact on emotional, behavioral reactions of the person.

Neuromarketing helps to understand with a huge accuracy what taste, sound, color and smell will be able to attract to us target audience and to make the maximum impact on subconsciousness of the person. Many hold the opinion that it is absolutely unethical because is based on studying of brain activity, desires which can't be controlled and also reactions of people. However other people think that this technology will help to understand consumers better.

In theory neuromarketing is quite interesting, but information is more interesting as after all neuromarketing is used in practice. The companies when they want to create a new product develop the advertising company for the organization. Thanks to it we can define what after all taste, color, the smell and design it will be attractable with an absolute accuracy to us buyers [1]. The often-largest companies resort to services of neuromarketing laboratories. The most known is Consumer neuroscience. There are such cases when the company is able to create the laboratory. The Coca Cola company where constantly conduct researches which help them to understand what will be able to exert the greatest impact on their consumers has such a laboratory.

Also, neuromarketing is widely applied in development of design. The organization which is engaged in production of the Lays chips can be an example of the company using this method in design. If to carry out the analysis of packing, then we can notice that they use bright colors, photos of useful food, seeing which we can want to buy these goods. Still important key feature is brilliant packing. Very actively neuromarketing is used in