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NEUROMARKETING

Do you want to fully understand what drives consumers' attitudes and behaviors? Then you will need more than traditional market research methods. Traditional tools, like consumer surveys and focus groups, assume consumers consciously articulate their preferences, whereas the majority of thoughts occur in our subconscious minds. In other words, consumers do not choose rationally. That is where neuromarketing comes in. Neuromarketing uses neuroscience (brain research) to reveal subconscious consumer decision-making processes. Neuromarketers study brain- and biometric responses, as well as behavior, to understand and shape how consumers feel, think and act.

They answer questions like: How desirable is your product? What emotion is triggered by your promotion? Which ad is most effective? What price causes the consumer pain? How do consumers feel at your point of sale.

The main conception of neuromarketing. Color is Key. Colors can evoke a wide range of emotions, with studies consistently showing a link between certain colors and certain emotions. 85% of buyers named color as the main reason why they chose a particular product. One of the most famous examples is Coca Cola's ubiquitous use of the color red, but there are many more companies who have also used color to great effect. For example, for a logo it is efficient to use bright colors (red, yellow, green), and proof of this is the success of companies such as Lays (uses red, yellow, white in the logo), McDonalds (red, yellow, white, green), Pringles (red, yellow), etc. These colors instantly attract attention, especially red and yellow. Colors such as white, gray, black create contrasts and highlight all other colors. Universal in use. They are present in logos: Mercedes-Benz, Apple, Prada, Gucci, Chanel, Disney.

Looks aren't everything. By applying neuromarketing discoveries, we can impact consumers without them even knowing that we are doing it. There are several forms of sensory marketing, such as through touch, sound or smell. All of them, however, are based on the same idea: influencing the audience to think of a certain brand in the presence of sensory stimulations. Smell is the perfect example of the use of sensory marketing. Sometimes, getting a customer to make a purchase is as easy as influencing

their senses with the right fragrance. A very common example are supermarkets which strengthen the smell of fresh bread in order to attract people to the bread section and encourage them to purchase. Effective shopping motivator is the background music in the stores: light, pleasant, non-burdening, but rhythmic and quite dynamic - it seems to encourage shopping. Moreover, in different stores different music is used: in clothing stores - this is music from fashion podiums, in children's stores - music for children, in supermarkets - calm, unobtrusive music, in massage salons - sounds of nature, etc.

Anchoring. Anchoring occurs when people use the original information as a basis for comparison. For your customer, the anchor is the reference point to which all other products, offers or prices relate. We offer a discount of 60% - we compare the price with a discount and without and the deal seems to us profitable. We come to the store, and we see there laptops for 80, 170 and 200 thousand reasonable option - simply because other laptops in this store are more expensive.

Setting the Right Price. We all love sales! This is an opportunity to buy a good thing for little money. Increasingly, on store shelves, on advertising slogans, we see “undervalued” prices with 99 digits at the end. Consumer behavior experts point out that the numbers ending in 99 have a magnetic effect on the person who wants to buy the goods: the human mind reads from left to right, so he remembers the first digit, not the last one. It is clear that the buyer will give preference to the product for \$5.99 and not for \$6. The marketer Anderson noticed that the magical property of the nine acts strangely on the buyer: when prices are overvalued, for example, from \$34 to \$39 for a dress, the sale of this product only increased. With the increase in the cost of the same dress to \$37, the demand has not changed.

Final Thoughts. Breaking through the clutter has proved to be an increasingly difficult task in this day and age, and marketers are always searching for an advantage. Understanding the most basic roots of human emotion is vital in comprehending a consumer's purchasing behavior. The beauty of neuromarketing is its ability to integrate into both your outbound and inbound marketing strategies. From things like offering a prospect a warm beverage and seating them a soft chair during a sales conversation to using pictures in babies in advertising. These are all tactics our brain subconsciously responds to. Awareness of the marketing tactics that could impact your efforts will be the best way to get better results with less money.