

JEL CLASSIFICATION: M30, M31

RESEARCH OF NEUROMARKETING INSTRUMENTS INFLUENCE ON CONSUMER'S BEHAVIOUR

Oksana V. BOSAK

Candidate of Science in Economics, Associate Professor of the Department of Economics and Personnel Management, Lviv Institute of Banking of the University of Banking of NBU (Kyiv)

Summary. The approaches to identifying neuromarketing essence are characterized. The basic neuromarketing principles and the meanings of its

varieties are highlighted; the prospects of its using in the domestic market are defined.

Key words: *neuromarketing, sound design, visual merchandising, consumer, aroma marketing, kinesthetic channel.*

The purpose of the scientific paper is to highlight the neuromarketing basis and the main instruments of influencing on consumer's behavior. Among article's objectives the most important is to research the practical application of neuromarketing, which is directed to the clarifying of peculiarities of the subconscious reactions origin on person's external irritants with the goal of further applying the received information for the enterprise development.

Neuromarketing is one of the most effective modern technologies based on statistical processing of data obtained as the consequence of psycho-physiological investigation. The object of neuromarketing research is presented as a variety of reactions of human behavior: the changes in sphygmus, the process of sweating, brain's impulses, movements of the pupils and other spontaneous reactions, magnetic resonance imaging of the brain is also widely used.

The combination of neuro and marketing implies the merging of two fields of study (neuroscience and marketing). The term neuromarketing cannot be attributed to a particular individual as it started appearing somewhat organically around 2002. At the time, a few U.S. companies like Brighthouse and Sales Brain became the first to offer neuromarketing research and consulting services advocating the use of technology and knowledge coming from the field of cognitive neuroscience. Basically, neuromarketing is to marketing what neuropsychology is to psychology. While neuropsychology studies the relationship between the brain and human cognitive and psychological functions, neuromarketing promotes the value of looking at consumer behavior from a brain perspective.

Neuromarketing questions are highly discussed today because of the ambiguity of using this method in sales promotion and increasing enterprise competitiveness. Therefore, to solve this problem it is important to research the essence of the neuromarketing theory and its instruments in the context of their applying in the national market.

The term neuromarketing refers to the use of modern brain science to measure the impact of marketing and advertising on consumers. For decades, marketers have sought to understand what consumers were thinking, but they've relied on traditional techniques – asking them what they thought in focus groups and surveys.

Neuromarketing techniques are based on scientific principles about how humans really think and decide, which involves brain processes that our conscious minds aren't aware of. When combined with sound experimental designs and procedures, these new techniques provide insights into consumer decisions and actions that are invisible to traditional market research methodologies.

Neuromarketing is not a new kind of marketing – it's a new way to study marketing, so it's part of the field of market research. Here are six major areas where neuromarketing is being used today:

- Branding: Brands are ideas in the mind that draw strength from the connections they make. Neuromarketing provides powerful techniques for measuring brand associations.

- Product design and innovation: Neuromarketing can measure consumer responses to product ideas and package designs that are largely automatic, emotional, and outside our conscious awareness.

- Advertising effectiveness: Much advertising impacts us through non conscious means, even though we don't think it does. Neuromarketing explains how.

- Shopper decision making: Neuromarketing shows how store environments directly influence how shoppers decide and buy, and it's not a logical process.

- Online experiences: The online world provides new challenges to our old brains. Brain science shows the many ways we can be subtly influenced as we go about our online activities.

- Entertainment effectiveness: Entertainment creates experiences in people's minds that can influence attitudes, preferences, and actions. Neuromarketing shows what happens when entertainment transports us into an imaginary world.

Neuromarketing is the branch of neuroscience research that aims to better understand the consumer through his cognitive processes and has application in marketing, explaining consumer's preferences, motivations and expectations, predicting his behavior and explaining successes or failures of advertising messages.

References

1. Palakhniuk A. (2005) Aromat rastushchikh prodazh [Aroma of Growing Sales]. Reklamnye idei.

2. Lindstrom M. (2006) BRAND Sense. Chuvstvo BRENDA. Vozdejstvie na pjat' orhanov chuvstv dlja sozdaniya vydajushchysja brendov [BRAND Sense. Impact on Five Senses to Create Outstanding Brands]. M.

3. Nejjromarketinh: pochemu o nem hovorjat «shepotom» [Neuromarketing: Why Do They Speak about It in a Whisper?]. Retrieved from <http://www.vb.com.ua/articles/view/281/2009/11/13/>.

4. Aromahija byznesa: vlijanie tsveta, zvuka i zapakha v prodazhakh [Aroma Magic of Business: the Impact of Color, Sound and Smell on Sales] Retrieved from <http://mindspace.ru/>.

5. Rjumshina L. Y. (2004) Manipuljativnye priemy v reklame [Manipulative Techniques in Advertising]. M.: Rostov n / D: Izd.tsentr «MarT».

Neuroscience can help Marketers by: providing confirmatory evidence about the existence of a phenomenon, generating more fundamental (i.e., a neural-level) conceptualization and understanding of underlying processes, refining existing conceptualizations of various phenomena, and providing methodologies for testing new as well as existing theories.

However, the application of the today neuroscience techniques to marketing stimuli can be of help for many areas of marketing. For instance, information gathered in this way could be employed both during the design process of a product and during its commercial campaign to advertise it. In the first case, the information gained by using brain imaging could be used to further tune the characteristic of the product. In the latter case, such information will be used to understand the adequacy of the proposed advertising campaign to the message the particular industry would like to convey to the public. The result of this entire process will be a product that could match better the demand of the consumers.

6. Romanjukha S. (2010) Nejjromarketynh. Sila ehmotisij v protivoves otzhivshim predstavlenijam [Neuromarketing. The Strength of Emotions in Contrast to Outdated Notions]. Otdel marketynha.

7. Kan E. Ju. Nejjromarketinh – mekhanizm manipulirovanija potrebiteljami [Neuromarketing – Mechanism for Manipulating of Consumers] Retrieved from www.nbu.gov.ua.

8. Popova Zh. H. (2002) Idei psikhoanaliza v sovremennoj reklame [Ideas of Psychoanalysis in Modern Advertising]. Marketinh v Rossii i za rubezhom.

9. Rajjhorodskij D. Ja. (2007) Psikhologhija i psikhoanaliz reklamy [Psychology and Psychoanalysis of Advertising]. Samara : Izdatel'skij Dom «Bakhrakh-M».

10. Psikhologhiia koloru v drukovanii reklami [Psychology of Color in Print Advertising]. Retrieved from <http://www.ukrop.com.ua>.