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SYSTEM OF NEURO-MARKETING AS MOTIVATOR OF RETAIL NETWORKS EVOLUTION

Today, at a time when the market is extremely rich with variety of products, the competition between companies, producing similar products, becomes tougher. In addition, picky consumers are beginning to better understand the peculiarities of the influence of manufacturers, which entails a reduction in response to standard methods of marketing. That is why companies are beginning to develop and practice the unusual techniques to revitalize the sales. One of these techniques is neuro-marketing, which is relatively new on the Ukrainian market of retail networks.

Neuro-marketing as a scientific discipline studies the spontaneous reaction of consumers to external factors, such as: visual, auditory, olfactory, tactile and emotional.

Visual factors include the architecture of the building, the lighting in the room, the range of colors, features of furniture and equipment design, interesting pictures, unusual merchandising and harmonious combination of all these elements.

Modern visual marketing is used by a large amount of retail chains. Color is one of the most important features of visual marketing. For example, «Amstor» uses orange color to enhance customers' appetite, so it's not surprising that we buy twice as much as planned, when we come to their supermarkets for the products. Continuing the topic of the color spectrum used by a retail networks, it's necessary to mention «Obzhora» network. Predominance of green color in its trading halls portrays the image of company that cares about its customers and offers only fresh products. In turn, "ATB" sales network using combination of blue and white colors, positioning itself as a strong and reliable company that cares about its customers.

Regarding audio-marketing, it has become almost an integral part of retail networks. After all, it is thanks to him moving speed of visitors can be regulated. In time when the influx of people is relatively small, music is calm and quiet, which is reducing visitor's movement speed, so he can see much more goods and buy a few unplanned items. Quite the opposite situation can be observed in so -called "rush hour". Audio accelerates and make the visitors do the same, helping to reduce jams in the trade hall.

Aroma-marketing in retail chains involves spraying pleasant scents in the trading hall causing pleasant feelings and contribute to the expansion of commodity turnover. For example, in food networks, vanilla and pistachio flavors proved to be most suitable, because they enhance visitors' appetite.

Tactile marketing involves placing the trade hall furniture and equipment, made of kind to the skin materials, in most convenient locations.

The last factor - emotional marketing involves friendly atmosphere, created by the staff of the company.

As for the active application of neuro-marketing in retail networks, for today, professionals' opinion in this matter is dispersed, and a clear decision was not formulated. Many of them consider neuro-marketing as an unethical and deliberate impact upon the mind of the buyer and the imposition of various commodities to him without his awareness. However, there is another view; unlike the hype, neuro-marketing is not an aggressive method of impact, which is its positive side during an oversaturation of space with advertising information. Also, it was proved that the system of neuro-marketing helps visitors to relax and concentrate on the selection of goods.

Thus, we can conclude that despite the fact that there are many points of view regarding neuro-marketing, using of its complex system of elements promotes the rapid development of retail networks as well as positive emotions of the visitors.