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## **NEUROMARKETING AS AN INSTRUMENT OF CUSTOMERS' ATTRACTION**

In the modern marketing everything changes too fast, but one thing remains invariable – understanding the customer.

All of us are customers. And it doesn't matter what we buy – shopping is an integral part of our daily life. Every day we see hundred commercials, banner advertising in the Internet, show-window advertisement. So why customers prefer a certain clothes brand, a certain car mark, a certain shampoo or chocolate? Key to the answer is in the survey of human brain activity.

The newest survey showed that the human behavior isn't conducted by intellect. It is conducted by our emotions. According the results of marketing researches and data of classical marketing such an area and also an instrument called neuromarketing was born.

Neuromarketing is exciting symbioses of marketing and a science about human. It opened slightly the human consciousness for us, became the key to the biology of purchase (BUYOLOGY), the key to subconscious human minds, feelings and wishes, every day inducing us to make a choice in favour of one or another product.

Neuromarketing is just a tool that can help to define what customers are thinking about, when they are making a decision to buy this or another product or brand.

Up to now, questioning or observation was the only method to understand the customer. Nowadays, customers are very picky by variety of trade propositions. It is almost impossible to amaze them. Traditional marketing survey based on customers' questionnaires about their preferences can't show the real picture. Only looking into the mysterious soul of our customer, the salesperson can understand what the customer wants. It is neuromarketing that proved that human's behavior is conducted by emotions, not by minds. It studies involuntary human's reactions to different attributes: colour, symbols, audio,

name, logo etc. These reactions are being researched with the usage of MRI scans of human brains.

Gears, which are underlying in the usage of neuromarketing methods, are based on the knowledge that all information perceived by human penetrates into our brain through senses: touch and smell.

Neuromarketing survey showed that emotional product presentation, in contrast to the usual one, creates higher neuronal activity in customers' minds, since the processing of the stimulus in the brain of the buyer is more intensive. Consequently, the emotional stimulus influences the purchasing behavior better than the emotional ones. A buyer will be likely interested in the presentation of the goods with a positive emotional message (love, happiness, family, children, beauty, etc.).

Having deal with the biochemistry of emotional reactions of buyers, a salesperson will be able to work effectively upon all of their senses, using positive stimulus. This may be the smells, sounds, colors, ways to display goods, creating a variety of other conditions that are beneficial for the mood and the purchasing power of visitors at the store, as a consequence that improve sales strategy.

Due to the usage of expensive technologies neuromarketing could never compete with the focus groups and other methods used to evaluate existing products and advertising. Nevertheless, this approach has real prospects. In future, neuromarketing will become the norm, will bring more convenient and effective products, making them much cheaper and affordable. Ukrainian trade is ready for active use of neuromarketing. There are no doubts that only emotions are capable life breathe into unprofitable markets. They are the pledge of trade future.