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THE TECHNOLOGY OF NEUROMARKETING

Neuromarketing is a technology seeking to stimulate consumers' demand. It uses certain kind of regularities of the human mind, which are, as a rule, not realized by the customer himself and sometimes – due to the peculiarity of such knowledge – not even assumed by him in his own behavior.

The concept of neuromarketing, first developed by psychologists of Harvard University in the 90's, is based on the statement that the subconscious area of the brain, an area that is not controlled by the human consciousness, is responsible for the intellectual human activity and emotions.

The most well-known and frequently applicable technology is ZMET (Zaltman Metaphor Elicitation Technique) created and patented by Dr. Gerald Zaltman at the Harvard Business School in the late 90's. It is the analysis of the human subconscious reactions to a set of specially designed images that are able to provoke a purchase. The set of these images is a basis for advertising campaigns. This technique has been used in advertising for such brands as Coca-Cola, General Motors, Nestle, Proctor & Gamble and others.

In order to find out what makes customers buy a product at a subconscious level, neuromarketing experts apply extensively methods used in medicine: magnetic resonance scanning, electroencephalogram (analysis of the electrical activity of the brain). It is due to brain scanning the well-known fact was discovered: threatening inscriptions on packs of cigarettes about the harm of smoking do not scare away smokers, but even on the contrary, provoke the wish to smoke by stimulating the part of brain responsible for producing response to pleasant sensations.

The experts in neuromarketing connect its origination with the fact that target group surveys do not give reliable information on consumers' choice. It is known that 95% of man's decisions are made under the influence of subconscious impulses, but not reasonable motives. This fact allows the conclusion that neuromarketing is a kind of marketing which uses various stimuli that influence the human brain in order to evoke a customer's necessary response. Knowing the biochemistry of customers' emotional reactions, sellers can reach all five human senses effectively by applying positive stimuli in the form of smells, music, colors, goods layout to promote goods more efficiently on the market. However, it is important to use advertising stimuli moderately as the exceeding intensity of it affects human perception.

Every person can feel the influence of neuromarketing every day. For

example, in large supermarkets, smells can prompt a buyer where to find coffee, groceries, bread, fruit etc. This kind of neuromarketing is called aromamarketing. The most recognizable and pleasant smells are the smells of coffee, expensive leather, baked goods and vanilla. Consequently, the owner of a bakery or coffee shop should know that no slogan is able to bring as many clients as the smell of fresh bread or coffee. Also, one of the examples of using neuromarketing is quiet and peaceful music in commercial centers that, according to research, incites customers to spend 35-40% more money than planned.

Neuromarketing is a new field of knowledge which is a combination of knowledge of the human brain and marketing. It is believed that neuromarketing is a strong mechanism of manipulating the consumer and there is no way to protect oneself from it. Therefore, there are many opponents of this kind of marketing in terms of the ethics. However, the marketing practice knows more sophisticated methods to manipulate consumers in comparison with which neuromarketing looks like an innocent prank.