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NEUROMARKETING AS AN INNOVATIVE TREND IN MARKETING DEVELOPMENT

A modern person does not live on the assumptions of traditional marketing any more. Today society makes decisions based on emotional reactions that operate under the influence of various neuromarketing factors [1].

Neuromarketing is a new direction in marketing research, the study of unconscious sensomotor, cognitive and emotional reactions of a person to certain stimuli. During the study, physiological responses to various stimuli (samples of advertising, packaging, certain odours, etc.) are recorded; primarily, changes in the activity of various parts of the brain, pulse and respiratory rate, etc. The purpose of such studies is an objective assessment of the neurophysiological manifestations of respondents' reactions. We consider these manifestations as valuable, since they reliably reflect cognitive (attention, memory, recognition) and emotional (pleasure, joy, anger) processes in the consumer psyche. Such studies are actively used in the United States, Canada, Japan and EU countries [1].

Many domestic and foreign scholars studied the issues of neuromarketing and product promotion on the market, in particular: P. Glimcher (New York, University of Pennsylvania), J. Zaltman and Y. Kan (USA, Harvard Business School), M. Lindstrom (Kingdom of Denmark), B. Oeiman (Austria), A. Kolesnikov (Russia, Moskov), M. Oklander (Ukraine, Odessa National Polytechnic University), Y. Gubareva (Ukraine, Odessa National Polytechnic University), V. Naumov (Ukraine, Kyiv), N. Shulga (Ukraine, Kiev National

Trade and Economics University). Neuromarketing researches give us considerable answers to the questions of emotions experienced by respondents in contact with stimulus [2, p.140].

The neuromarketing research shows remarkable achievement on the consumer. Because of the saturation of external information modern people feel visual and obedient fatigue, so the trip to the store is accompanied by a feeling of chaos, social discomfort and decrease in reaction. These results in increased blood pressure and blood sugar, accelerated pulse rate, grow muscle tone, so that the shopper becomes annoyed, angry, uncertain and refuses to buy.

This marketing area research has also demonstrated that colour is another component of neuromarketing. A well-known marketing consultant, Martin Lindstrom (Denmark) claims that sensory marketing helps the consumer to develop conditional reflexes: when a consumer hears a certain music, smells or sees a combination of colours – he has clear associations with a particular brand. The scientist assures that in the struggle for the consumer wins the one who effectively uses all five senses: sight, hearing, sensation, taste and a sense of smell [3, p.115].

In today's world of economic development, neuromarketing is at stage of its formation, while the production and the number of goods and services are increasing. The advantage of neuromarketing research is that it clearly shows how consumers perceive products at the level of all senses and why some products are favoured immediately.

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