

NEUROMARKETING AS A FACTOR INFLUENCING CONSUMERS

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Neuromarketing is the use of brain imaging technologies to objectively assess the true (not "noisy" consciousness) reactions of a potential consumer to various marketing material, be it visual or auditory advertising, brand or business style. It is in the use of special technologies that allow you to literally "see" the processes of the brain, and there is a fundamental difference between neuromarketing and classical marketing, when focus groups of respondents are formed and questions are asked to their participants.

Neuromarketing is one of the most effective modern technologies, which is based on statistical processing of data obtained in the course of psychophysiological research. The object of study of neuromarketing is a wide range of reactions of human behavior: the study of changes in the dynamics of pulse, sweating, brain currents, pupil movements and other spontaneous reactions. For business, neuromarketing provides a number of important benefits. The main ones are:

a) real knowledge of customers. Unlike traditional, neuromarketing research cannot be distorted. Physiological indicators of brain activity help to obtain information that is not affected by false memories, pressure or embarrassment. Participants will also not be able to specifically deceive researchers:

b) the best understanding of the software. Neuromarketing helps to understand how the consumer reacts to advertising and how he makes purchasing decisions. At the same time, researchers do not affect the client's attitude to the brand, style, product, market, genre.

c) the ability to develop effective marketing campaigns and optimize the marketing budget. Traditional market research does not provide as accurate predictions as data collected through neural testing. Neuromarketing is used when you need to get deeper results of market research. This allows you to make marketing campaigns as effective as possible.

The results obtained become the basis for creating more effective advertising messages. The data that neuromarketers receive allows you to change a person's thoughts before he realizes them and accepts his position. Neuromarketing is a broad branch of science, so it "does not work" according to certain rules. His activities are aimed at combining the fields of neuroscience, psychology and marketing, which will radically change the understanding of consumer behavior.

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