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NEUROMARKETING: TRENDS AND DEVELOPMENT PROSPECTS

In today's conditions, marketing is becoming increasingly vital for businesses and organizations. It provides an opportunity to effectively meet consumer needs, shape marketing product policies, promote goods and services, build a brand, establish communication with consumers, and overall succeed in the chosen market. Today, strengthening a company's personal brand is a crucial task for maintaining its competitiveness and entering new markets. In modern conditions, where consumers are surrounded by a large amount of advertising content, they become more attentive to details and develop resistance to intrusive or ineffective advertising. This necessitates the use of more harmonious approaches to delivering information about the brand and its products [1]. Given the relevance and importance of marketing, its active development has been evident in recent years, primarily due to the use of new technologies, from standard social media and the internet to artificial intelligence. However, marketing innovations do not stop there, as neuromarketing – a specialized branch of marketing based on the findings of neuroscience – is becoming more widespread. Considering the progress in this field over recent decades in the context of studying human behavior and its characteristics, neuromarketing can be effectively utilized in modern marketing.

Neuromarketing is defined as one of the contemporary concepts of marketing influence used in retail, grounded in research on consumer psychology and neuroscience. It involves the use of “brain scanning” technologies to determine the images that the target group responds to most actively, focusing on clients' feelings and emotions. The term was first introduced in 2002 by researcher Ale Smidts, who recognized the commercial potential of using neuroscience to enhance marketing efforts. Thus, neuromarketing can be described as a branch of marketing that involves the study of consumer behavior through neuroscience tools. It examines aspects of human behavior such as thinking, memory, cognition, and emotional

responses, with the goal of predicting consumer choices. Consumer attitudes toward products are assessed even before they consciously realize their own reactions [2].

Modern marketing incorporates innovations such as automation, personal branding, native advertising, social media, content marketing, artificial intelligence, virtual and augmented reality, chatbots, and more [3]. All these aim to influence or study consumer behavior during or after the use of a product or service. In contrast, neuromarketing allows for an understanding of potential consumer reactions to a product or marketing influence before they are even aware of their actions or the presence of external impact. This makes neuromarketing particularly useful for conducting marketing research, eliminating response biases found in other tools, such as chatbots used for customer surveys. Neuromarketing is also beneficial for influencing consumers by relying on neuroscientific findings related to human behavior and consciousness. Therefore, the main trends in neuromarketing involve using its capabilities for research and influencing consumers.

Considering this, an important trend in modern neuromarketing is its active application in the following areas [4]:

- Branding: Neuromarketing identifies the feelings and emotions that customers experience during interactions with a brand or a company's products.

- Product design and innovation: Marketing innovations involve the introduction of new or significantly improved approaches to marketing. These include substantial changes in product design and packaging, the application of new methods for selling and presenting goods, works, and services, their promotion to the market, as well as the development of innovative pricing strategies [5]. Neuromarketing enables the measurement of consumer responses to these innovations in the context of marketing advancements. It aims to identify consumer emotions that may lie beyond the logical predictions of marketers.

- Advertising effectiveness: Advertising aims to impact the consumer's subconscious, and people may not always be aware of their reactions. Neuromarketing helps identify the underlying causes of these emotions.

- Determining purchase decision factors: Neuromarketing helps reveal the factors influencing consumer decisions, such as store atmosphere, music tempo, dominant colors in design, product placement, etc.

- Online business: Neuromarketing enables effective building, management, and development of online businesses, enhancing consumer engagement and activity.

Another trend is the gradual, widespread use of neuromarketing. It is already being adopted by many modern companies. For example, prominent companies like Coca-Cola, General Motors, Google Maps, and Nestle use

neuromarketing tools to study consumer reactions o new products or specific advertisements. Notably, Mercedes-Benz utilized neuromarketing in their advertising by designing the front of a car to mimic a human face, activating consumers' brain reward centers. This led to a 12% increase in sales in just one quarter [6].

Looking ahead, the prospects for neuromarketing involve even more active utilization of its capabilities. Large companies are expected to turn to research laboratories more frequently, using respondent groups to evaluate new products or marketing tools in terms of consumer impact. Additionally, new neuroscience findings will be actively applied in marketing activities, including store design, window displays, layout planning, color schemes, music, and advertising development. However, the use of neuromarketing in research contexts can be costly, which may limit accessibility for smaller companies. Ethical considerations must also be taken into account.

In conclusion, neuromarketing is becoming increasingly important in modern marketing. It enables companies to account for consumer characteristics and behavior to enhance marketing effectiveness and increase profitability. The trends and current applications of neuromarketing suggest that it will become a leading trend in global marketing development, despite certain limitations to its use.

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