

ETHICAL PROBLEMS OF NEUROMARKETING RESEARCHES IN PROCESS OF MANAGEMENT OF THE CONSUMER DEMAND

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The article deals with the main methods, advantages and disadvantages of neuromarketing research. The main neuroethical problems from the point of view of neuromarketing are highlighted and the ways to overcome them are suggested.

Neuromarketing is one of modern concepts of marketing impact in retail trade relying on research of psychology of consumers, using scanning technology of a brain of potential consumers with the purpose to determine to what images the target group reacts most actively and staking on feelings and emotions of clients.

The entrepreneurs having an opportunity to conduct neuromarketing research are capable to build really effective advertising campaign, to precisely predict its result and also to create the point of view of the consumer concerning goods still before it enters the market.

It is considered that the methods which are used by carrying out neuromarketing research vary due to the applied tools. Still, it is proved that all of them are directed to the identical purpose, creating a psychological need to accept the target product. It influences consumers' subconsciousness provides their loyalty. As a result the formed loyalty is turned into the desire to possess the target product, and the desire is turned into the regular demand for it.

In the modern world there is one more lack of neuromarketing researches is lack of information of most of consumers on violation of their ethical standards and also a possibility of influence on a value system of the consumer in case of purchase of goods.

Overcoming ethical problems will allow increasing the level of a moral and ethical component of neuromarketing research that can significantly influence increase in trust and change of the relation of society to them.