

NEUROMARKETING: POSITIVE AND NEGATIVE ASPECTS

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The article is devoted to the study of actual issues of neuromarketing. It is studied that the concept of neuromarketing is based on the statement that intellectual and emotional activity of a person is controlled subconsciously.

The main task of neuromarketing is to form wished ideas in the mind of a potential customer and the ideas are considered by the customer as his/her own, not connected with the surrounding. Such ideas automatically become more important and influence making of a final decision. Neuromarketing should prove the results for a certain group of people and, if it is necessary, to make correction on the base of the obtained results.

Neuromarketing is, first, used to influence a person, second, to study his/her consumption behavior. In other words, it is a scientific approach, focused on promotion and sale a product, which is founded on the researches of neurophysiology, cognitive psychology

and marketing. It helps deep comprehension of the mechanism of human perception and decision making. Nowadays, neuromarketing is an innovative direction of marketing research and its subject is to study unconscious sensorimotor, cognitive and emotional reactions of a person to certain stimuli.

The research argues spheres of its application under modern conditions and considers neuromarketing from the position of marketing. The author defines its positive sides, in particular, psychological perception of the brand, a clear stage-by-stage approach to the marketing concept implementation. Negative sides of neuromarketing include a high cost of researches and imperfect examination of the studied problem, and thus, lack of clear recommendations concerning correct and appropriate application of neuromarketing. From the position of a consumer, neuromarketing violates confidentiality and can manipulate actions.