

NEUROMARKETING: THE BIOLOGY OF THE ECONOMY

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The reality is that each of us is a consumer. It does not matter what we are buying: cell-phone, bar of Swiss chocolate or Coca-Cola bottle. Shopping is a big and important part of our daily life. And the sellers, knowing about this fact, trying to increase the value of this part, using marketing tricks.

The traditional marketing is still an important part of economics, but it is not as effective that it used to be a few years ago. Till the now the observation or survey was the only one method of consumer behaviour understanding. But if we add neuromarketing to these sources of information – we will find the ideal marketing future – the key for the consumers' feelings, thoughts, motivations, and desires.

The neuromarketing offers cutting-edge methods for direct investigation of minds. Scientists in their experiments usually use technologies such as functional magnetic resonance imaging (fMRI) to measure changes in activity in parts of the brain, electroencephalography (EEG) and Steady State Topography (SST) to measure activity in specific regional spectra of the brain response; sensors to measure changes in

one's physiological state, also known as biometrics, including heart rate, respiratory rate, and galvanic skin response; facial coding to categorize the physical expression of emotion; or eye tracking to identify focal attention – all in order to learn why consumers make the decisions they do, and which brain areas are responsible.

The aim of each neuromarketing research is creating the complex of tricks, affecting the subconscious mind and providing consumer allegiance. The next step – is transformation this loyalty in the desire to own this product, and after that – made regular and acute need.

Although, the neuromarketing does not give us a clear imagine about “the secret buying mechanism”, this science can help to identify the main trends, which is able to change the sense of the global world trading.

Analysing everything above, it is available to affirm that the neuromarketing is one of the future marketing technologies. Perhaps, the science functional side is not discovering enough but the first steps in the neuromarketing studying have already taken.