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WHEN BRAIN SCIENCE AND MARKETING MEET

The aim of this study was to analyze the influence of neuromarketing on the purchasing ability of consumers when using the basic tools of the impact on human subconscious mind taking into account psychological factors.

Progress makes people keep up with the modern world, if they do not want to fall out of it. This is especially true for modern art of sales, when a person has absolutely nothing surprising, she has seen and tried everything, there are no products in short supply anymore, and nobody will create many hours in front of the store display.

Neuromarketing is one of the modern concepts of the impact on the human choice in retailing, based on consumer psychology research, which goal is to determine what images the target group reacts most actively to, and what feelings and emotions of customers should be emphasized.

Figures. Changing the left digit in the price tag affects the buyer's desire to give money for the goods. If the product has a price of 19.99, most consumers will perceive it as significantly cheaper than the product that costs 20. This can only be explained by the fact that people do not notice the right figure, but pay attention only to what is written on the left [1].

Font. Do people believe that it does not matter which font to use? The text, which has been printed in the standard font, caused the desire to delay the purchase of only 17% of people. When the text was hard to read, 41% of the participants postponed the decision [1].

Images. When a seller places a photo or another image next to the text the process of information processing becomes easier and faster. Particularly the effect of the picture, which will appeal to the values and ideological attitudes of the customer, will be stronger [3].

Emotions. People need stories, especially those that can cause a surge of emotions. The advertiser needs to come up with a strong and memorable story about the product and then put it in one short phrase like 'Mars charges you with energy for the whole day' and the hearts of customers will be won [1].

Music. Music encourages buyers to spend more. Some experiments have shown that the slower the pace of music in the mall, the higher the sales. Buyers of expensive wines and elite perfumes spend more money on classical music. But to form persistent memories of the brand in consumer's mind it is better to choose simple and unpretentious melodies [2].

In today's visual pollution, knowing target audience and understanding their behavior also mean understanding what simulates their attention to companies' advertisings. Neuromarketing offers the perspectives of a quantitative method to test the effectiveness of ads, logos and sounds before spending money on promotion. This new research tool is a vital instrument for those companies which tend to better understanding their customers and to design better products for them.

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