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NEUROMARKETING IN THE RETAIL SECTOR

The purpose of our dissertation is to explore the concept of neuromarketing and to examine the application of neuromarketing techniques in the retail sector.

Neuromarketing is a set of methods for studying the behaviour of shoppers by influencing the emotional and behavioural responses of consumers, using developments in the fields of marketing and psychology.

Unlike marketing, which focuses on creating a positive and memorable impact on customers' minds, neuromarketing measures that impact so that any company can apply its core insights and tailor its product or service to the unconscious needs of consumers.

Its methods involve the use of neurophysiological studies of the brain to study consumer behaviour, their subconscious attitudes towards certain products, advertising or design.

The most common methods used in neuromarketing are as follows

- Lie detectors can be used to find out what customers like and don't like, what causes disgust and negative emotions.

- MRI allows you to see the blood flow in the brain and analyse which areas are more sensitive to certain stimuli.

- Eye tracking allows you to track and analyse the reaction of your customers' eyes. The result of eye tracking allows to develop the most effective visual of packaging, logo, advertising.

- Reading micro-expressions helps to see the first impression of a product or a brand attribute, to analyse the reaction to the voice in an advertisement or to colour changes in packaging, etc.

- Magnetoencephalography (MEG) is based on analysing the responses of specific areas of the brain. This research method helps to track the consumer's level of attention, their emotional state and to make important marketing decisions based on the results.

Neuromarketing is therefore widely used in the retail industry for the following purposes:

1. Study the emotional (psychographic) structure of the target audience.
2. Do not just lay out the goods, but create presentations with emotional assortment stories.

3. Use professionally designed photographic concepts. Properly selected and placed photos create a good mood and help guide the shopper through the store.

4. The overall design ("staging") of the store should follow a single genetic code, as the unconscious tends to avoid inconsistencies and seeks harmony and clarity.

How does the colour of the packaging affect its saleability? Starbucks didn't arbitrarily choose white, brown and green as the dominant colours. Instead, they used neuromarketing to test the colour preferences of their core consumers and found that certain colours appeal to open-minded people who are drawn to nature, harmony and space. By creating an immediate emotional connection to products, a digital agency using neuromarketing can encourage consumers to want to bring a product into their home [1].

We all love Domino's pizza. But few of us have thought about why we choose this pizzeria over another. It's not just the taste of the pizza. When Domino's first started out, it was not about pizza at all. They focused on solving the problem of delivery time: people did not understand how long it would take to get their pizza, which caused them anxiety. This strategic decision has brought Domino's success around the world, including Belarus. Today, Domino's Pizza is the world's largest pizza chain. Yes, pizza is important, but it is not a key indicator for Domino's Pizza. We all know their key slogan: "Pizza delivery in 30 minutes - or pizza for free!" [1].

People think that advertising has no effect on their perception of the product, but research shows the opposite. One study asked people to make a blind choice between Pepsi and Coca-Cola. In the end, Pepsi wins. But if people really do prefer Pepsi, why doesn't it dominate the market? Hoping to answer this question, American neurologist Reed Montague created his own Pepsi Challenge. Initially, when the experiment was conducted blindly, about half of the participants said they preferred Pepsi. But when Montague showed them the products, their preferences shifted in favour of Coke. Montague concluded that the brain resembles images and ideas from advertising, and that thoughts and emotions associated with branding are the dominant responses to product quality [2].

There is a lot of evidence that neuromarketing can provide hidden information about the consumer experience. Consumers can lie, but there are no statistics. Even when consumers are not lying, they can very often misunderstand what they are thinking. According to experts, 95% of all thoughts take place in our subconscious.

On the other hand, some research has crossed ethical boundaries. Opponents of neuromarketing argue that the method is manipulative because in some cases the buyer does not really need the product. However, professional neuromarketing does not come cheap.

In the conclusion of our study, we state that neuromarketing, although not fully understood today, will play a huge role in the market in the future. With the help of neuromarketing, we can harness resources and change the receptivity of the economy. Sales of organisations that use neuromarketing to promote their product are more expensive, and consumers are more satisfied with the product or service purchased.

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ADVERTISING AS A TOOL OF THE UNIVERSITY'S MARKETING STRATEGY

The entrance campaign of universities takes place in an industry that can be attributed to oligopolistic in terms of the nature of competition. As a rule, several educational institutions train specialists in a certain specialty. The nature of the educational service offered is interchangeable. Therefore, the marketing strategy of the university includes the search for industry competitive advantages, which determines the relevance of this topic.

The purpose of the study is to consider the non-price competition of higher education institutions, as well as the analysis of its important tool – advertising.

Non-price competition plays an important role in markets for interchangeable products. Since the prices of educational services are regulated at the state level, the possibilities of using prices as a tool to attract applicants are limited when we are talking about a commercial form of education. Consequently, non-price competition will dominate. However, even in the case of attracting graduates to a budget form of education, competition is great and it is necessary to look for tools to create competitive advantages.

Non-price competition is a type of competition that is based not on lowering prices, but on constantly improving the quality of the product itself, its technical characteristics, consumer properties, and appearance. The main goal of non-price competition is to make a product or service better and better than that of a competitor [1]. Non-price competition does not imply an attempt to compete on price. On the contrary, the cost of such a product or service is usually higher than that of analogues. In order for a university to be competitive, it must create and offer unique, special and high-quality services that will be of interest to consumers.

One of the effective and important tools of non-price competition is advertising. In this case, we are talking about educational advertising – non-personalized transmission of information about educational services, higher educational institutions, not always having the character of persuasion, transmitted through various both traditional and non-