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NEUROMARKETING AS A TOOL IN SOCIAL NETWORKS

Neuromarketing is a complex of methods for studying the behaviour of customers, the influence on them and the emotional and behavioural responses to this influence, using developments in the fields of marketing, cognitive psychology and neurophysiology. The first companies specialising in neuromarketing, which help advertising agencies conduct target group research, have already started operating in Europe. One such company is Neurosense, based at the University of Oxford. Some other companies, such as Belgium's Neuromarketing, France's Impact Memoires and London's PhD Media, do not use brain scans, but instead use other methods to study brain responses, such as special questionnaires (in France, moreover, the law prohibits advertisers from using medical equipment). Over the past six years, Millward Brown has studied the main neurotechnologies and compared them with existing methods. It turns out that some neurotechnologies can be very valuable, but only if they are used in combination with existing approaches. At the Neuromarketing – A New Era in Retail seminar recently organised by the SRC Business School in Moscow, students spent two days learning the basics and practical techniques of neuromarketing under the guidance of Arndt Trundle and his partner Bart Oyman. Then Arndt Trundle had to come up with an interesting experiment. In order to find out what customers really think about products and how they respond to advertising, volunteers were brain scanned while they were receiving advertisements. Facebook has launched a neuromarketing study to assess the effectiveness of its advertising. Facebook commissioned SalesBrain, a US

neuromarketing agency, to understand how people's brains and bodies (physiological parameters) respond to the same ads viewed on a smartphone or TV.

Here are some of the expectations of neuromarketing: a deeper understanding of customers; honest feedback; subliminal responses; cost effectiveness; a comprehensive strategy, etc.

Unexpected aspects of neuromarketing: manipulateness, pseudoscientific, lack of new information, etc.

Here are some examples of how brands use neuromarketing principles to promote their brand on social media.

Give social proof. People won't try something new without social proof. Nature Made is a brand of vitamins and nutritional supplements. In this Facebook post, the brand showcases a USP (U.S. Pharmacopeia) certification that confirms the purity of the ingredients in its products. The post resonated with its audience and helped drive sales.

Add humour. 80% of students can easily recall an ad that contains an element of humour. Scotch Magic tape ad. A print ad called Ztrackz Sound Design: Dentist.

Use emotions. Airbnb is a hospitality company. When the brand entered the New York market, it faced serious opposition from the hotel industry. To appeal to the general public, the company ran an ad campaign with the slogan: "New Yorkers agree: Airbnb is great for New York City". To amplify the impact, the brand created a video featuring Carol Williams, who was one of the hosts. In this Airbnb YouTube video, the brand tells Carol Williams' story and how Airbnb helped her through the financial crisis after her husband died.

Create a sense of reciprocity. Starbucks was quick to recognise this psychological trait and launched a campaign to attract more potential customers. It encouraged people to share the hashtag #Tweetacoffee with a friend. In return, the company offered the friend a free cup of coffee.

The advantages of using neuromarketing in social media are: the ability to deeply, instinctively understand the needs of consumers; more active acquisition of new customers by creating the right message; maintaining the level of loyalty and engagement of the audience; increasing brand awareness and its valuation, which contributes to greater demand for a product or service; significant time savings for marketers and designers; psychological connection with the product, etc.

The disadvantages of using neuromarketing in social media are: some studies violate ethical boundaries, a fine line with manipulation, high cost of research, lack of qualified specialists, inability to unambiguously interpret the information received, privacy concerns, etc.

We studied how neuromarketing works and came to the conclusion that this science should be controlled. There should be laws that tighten and limit the use of neuromarketing as much as possible. But so far it's only controlled in France. In Belarus there is even an agency called ADU place that has studied neuromarketing. It helps companies find out what their customers need, maximise customer satisfaction and increase sales. ADU studied how neuromarketing works and came to the conclusion that this science should be used both to provide services and to take a dominant position in their industry.

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THE PROBLEM THAT HAS NO NAME

Men are dogs and women are cats. Women are from Venus and men are from Mars. Writers, filmmakers, psychologists and advertisers have all used the idea that men and women are different to develop stories, create conflict and provide persuasive images. Not only do advertisers view men and women differently, but men and women bring different perspectives to advertising [1].

Gender and advertising focuses on how women, and more recently men, are portrayed in paid-for commercial messages designed to encourage consumers to purchase the product being promoted. The issue has been considered important in terms of morality since the late nineteenth century, when some advertisers were accused of using images of scantily clad women to sell unrelated products. From the 1960s, an additional concern was that restricting the image of women in advertising to that of sex object or housewife limited women's aspirations by presenting them with a limited range of roles with which to identify. More recently, concerns about the representation of women have been joined by concerns about the representation of men [2].

The importance of advertising in shaping gender stereotypes is immense. Not only does it provide information about goods and services, but it also creates relevant images