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Milana Shendziukova
Science tutor *Yu. Bulash*
BSEU (Minsk)

NEUROMARKETING AS A WAY TO INFLUENCE CONSUMER BEHAVIOUR

Due to the development of digital technologies, new opportunities are opening up in improving marketing tools, one of which is neuromarketing. Neuromarketing is based on the idea that people, for the most part, make choices based not on conscious and rational motives, but rely on emotional and intuitive arguments [1]. Using special devices to study neural activity in the brain, marketers study which cognitive and affective processes influence making a purchase [2].

In neuromarketing, there are several areas of study of consumer behavior. One of them is functional magnetic resonance imaging (fMRI). This method measures brain activity by studying changes in blood flow. When some part of the brain shows dominant activity, it begins to consume more oxygen. This information allows us to draw a conclusion about the occurrence of subconscious emotions in humans. The Coca-Cola company turned to fMRI to determine consumer preferences between Coca-Cola and Pepsi [3]. The study showed that when a drink was associated with the Coca-Cola brand, a predominant number of neural reactions were present in the human mind. These observations demonstrate the consumer's subconscious predisposition to product selection.

This study provides an objective and undistorted assessment of consumer behavior, which allows marketers to manipulate human consciousness, impacting directly on the human brain, causing emotions that satisfy precisely physiological needs.

The purpose of the study was to determine the impact of neuromarketing techniques on consumer choice awareness. During the survey, data was collected on consumer attitudes towards advertising, the level of audience awareness of such a concept as neuromarketing was clarified, and the degree of influence of hidden subconscious manipulations on a person's choice was analyzed. The survey included questions determining the degree of the respondents' knowledge of neuromarketing and the degree of their awareness when making purchases. The survey touched upon the topic of determining the factors influencing consumer choice. This survey allowed us to collect data to determine consumer behavior. The key questions included in the survey to assess consumer awareness were 'Are you familiar with the concept of neuromarketing?', 'Do you think you always shop consciously?', 'Do you often notice that ads offer exactly what you need?'

According to the results of the survey, 62.5% of the respondents sometimes make impulsive purchases, realizing the impact of marketing campaigns. These statistics indicate that the majority of consumers who are influenced by advertising rely on emotional reactions rather than rational considerations. Neuromarketing allows you to exert a special influence on the human emotional system, influencing the mind on an unconscious level. Since the represented percentage of those who participated in the survey realize that they are vulnerable to advertising, this makes them more resistant to external manipulation, but as they also make purchases under the influence of neuromarketing, it proves the fact of successful use of strategies to influence a person's emotional and cognitive reactions on an unconscious level.

72.5% of the respondents believe that advertising largely offers what the customer needs. By understanding exactly what people are reacting to, marketers are able to predict customer behavior that is based on biological aspects rather than conscious choice [4]. Advertising evokes an emotional response in the mind, which is an effective tool for influencing human choice.

According to the survey, 42.5% of the respondents have a superficial understanding of neuromarketing, and 40% are not familiar with such a concept, which indicates that society is not sufficiently aware of the use of hidden manipulations, which makes people vulnerable to offers of buying goods and services. Only 12.8% of the customers realize that they are susceptible to neuromarketing techniques. As a result, a question is raised in the ethical dimension of neuromarketing. Is it fair to use hidden manipulation? Brands should take a responsible approach to stimulating sales through neuromarketing methods, striving to meet customer needs rather than using people's vulnerabilities to gain their own benefits [5].

Thus, neuromarketing, penetrating deep into the buyer's consciousness, focuses on their biological preferences. In modern society, people are content to make decisions on their own; however, hidden manipulations of consumer consciousness using neuromarketing have a significant impact on product choice, since contemporary society is quite easily susceptible to indirect control implemented by neuromarketing, as the survey showed. By achieving a balance between innovation and ethical human values, neuromarketing can not only create an effective advertising campaign, but it can also maintain a trusting relationship with the consumer.

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Senyuta Irina
Science tutor *T. Berhel*
BSEU (Minsk)

AI IN ADVERTISING: TRANSFORMATIVE TRENDS AND STRATEGIC BUSINESS RELEVANCE

Nowadays, artificial intelligence (AI) stands as the bedrock of innovation in advertising, reshaping strategies and redefining success metrics. Companies are increasingly delegating tasks to artificial intelligence that previously required significant resources and human involvement. This evolution does not intend to replace creativity, but to create conditions which help businesses gain more data, accuracy, and speed. The aim of the study is to examine the reasons why companies are opting for advertising automation through AI, and how it affects their performance.

In the dynamic landscape of modern advertising, AI has become an indispensable tool for achieving success. There are several ways how this technology can be used in advertising. Forward-thinking companies recognize the value of artificial intelligence in budget allocation and optimization to meet key performance indicators (KPIs). AI's ability to identify new advertising audiences and to create their profiles makes it easier to target ads and boost sales. It assists in copywriting and ad creation: generates eye-catching headlines and body text, produces images, videos and audio quickly, meets trends and individual preferences. Moreover, AI can predict ad performance before launching campaigns, which can reduce the risk of ineffective strategies.

The use of artificial intelligence relieves routine and eliminates time-consuming tasks, allowing individuals to focus on more complex activities. AI can process and analyze large volumes of data quickly to gather insights from customer data, social media trends, website analytics. This level of personalization enhances customer engagement and improves conversion rates. AI-powered chatbots and virtual assistants are widely used in marketing and customer service. These intelligent systems can interact with customers, answer questions, provide recommendations, and assist with purchasing decisions, improving customer experience. Thus, the extensive functions of AI in advertising transform workflows and elevate the effectiveness of marketing initiatives.

Today, some world-known companies, such as Nike, Netflix and Unilever, use artificial intelligence to develop advertising strategies and enhance customer engagement. The research conducted by McKinsey & Company reveals that over 80% of marketers