

countries in one virtual hall. It's like before, to watch a movie you had to go to the cinema and now you can turn it on the streaming service.

NFT is like a certificate of authenticity for digital things. Previously, any image could be copied a million times on the Internet. It was unclear where the original was and where the copy was. NFT solves this problem. This is a special digital tag that confirms: «Yes, this electronic picture is the original and it belongs to you». This has greatly helped digital artists – now they can sell their works as unique, rather than just posting them online where they are all copied. Although there are difficulties here: by purchasing an NFT you get exactly this «certificate» and not the copyrights themselves. It's like if you bought an expensive branded bag but the brand would still have the right to produce the same bags.

An immersive experience is when you don't just look at art but get inside it. Imagine that you enter a room, and all around you, on all the walls, Van Gogh paintings «come to life» and change, music is playing, and you feel like a part of this world. Or you put on virtual reality glasses and find yourself inside a fairy tale. The main thing here is not the picture on the wall, but your personal feelings and emotions. You become a part of art yourself. It's like the difference between watching a roller coaster movie and riding a real roller coaster.

On the basis of the analyses made we can make a conclusion that technology has erased boundaries. An artist can now be not only someone who holds a brush in his hands but also a programmer who creates virtual worlds. Art is no longer just an object that hangs on the wall – now it can be an event, an experience or even a digital token in your wallet. And it's great because art has become closer and clearer to each of us.

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## **THE PROBLEM OF THE INFLUENCE OF NEUROMARKETING ON CONSUMER BEHAVIOR AND ETHICAL ASPECTS**

### **Проблема влияния нейромаркетинга на поведение потребителей и этические аспекты**

The rise of neuromarketing has become an important trend in modern marketing, as companies increasingly turn to neuroscience to better understand and influence consumer

behaviour. This development creates new possibilities for analysing subconscious reactions, but it also introduces complex ethical challenges. This essay examines the main risks and opportunities associated with neuromarketing and assesses its impact on consumer decision-making and ethical standards. Neuromarketing uses brain-imaging and physiological measurements to access emotional responses that often occur outside conscious awareness. While these methods can enhance the effectiveness of marketing strategies, they raise concerns about autonomy, privacy, and informed consent.

The ethical risks linked to neuromarketing are significant. Accessing subconscious reactions can undermine consumer autonomy by influencing behaviour without conscious evaluation. Many consumers do not fully understand that their neural responses are being monitored or potentially manipulated, which creates a lack of informed choice. Privacy risks are also critical, as neuro-data is highly personal and sensitive. Current regulatory frameworks are weak or inconsistent, leaving room for misuse of such intimate information. In addition, targeting emotional vulnerabilities raises questions about fairness: when marketing bypasses conscious decision-making, it becomes uncertain whether consumers remain free agents. Scientific risks persist as well, since some critics argue that the effectiveness of commercial neuromarketing is often overstated and lacks solid scientific validation.

Despite these risks, neuromarketing offers considerable opportunities. It allows companies to refine advertising content, packaging, and messaging by precisely identifying which stimuli draw attention or evoke emotional arousal. This provides businesses with a competitive advantage, enabling them to anticipate consumer preferences more accurately than traditional research methods allow. Neuromarketing promises deeper insights into decision-making processes, helping firms create more engaging and relevant communication. When applied responsibly, it can support more evidence-based marketing and strengthen the connection between products and consumer needs.

A successful integration of neuromarketing requires a balanced approach. Companies must ensure transparent consent processes, safeguard personal data, and protect vulnerable populations from manipulative influence. Establishing clear ethical standards and industry codes is essential for responsible practice. By combining technological innovation with respect for consumer rights, firms can use neuromarketing as a tool that promotes both commercial success and social responsibility.

Neuromarketing presents both challenges and opportunities. Ethical, scientific, and privacy risks can be mitigated through thoughtful regulation, transparency, and responsible use of data. The potential benefits – deeper insights, improved communication, and more effective marketing – are significant, but they must not compromise consumer autonomy or privacy. With proper ethical oversight, neuromarketing can contribute to creating marketing practices that serve both business interests and consumer welfare.