

NEUROMARKETING AND ITS DEVELOPMENT IN KAZAKHSTAN

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Abstract: the article presents the concept of neuromarketing, describes the ZMET method which presented as Zaltman Metaphor Elicitation Method. The author presents SWOT analysis about development and implement the neuromarketing in Kazakhstan. The definition of neuromarketing goals and objectives in the modern world considered in the article. This article focuses on the advantages and opportunities of neuromarketing, also considered the companies and spheres where neuromarketing research are effectively used. The problems of neuromarketing concept realization in Kazakhstan are analyzed. In the second part of the paper the analysis of four main channels influence on the consumer behavior on the basis of research in the field of neuromarketing are presented. A brief overview of the main neuromarketing tools are considered.

Keywords: neuromarketing, consumer behavior.

НЕЙРОМАРКЕТИНГ И ЕГО РАЗВИТИЕ В КАЗАХСТАНЕ

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Аннотация: в статье представлена концепция нейромаркетинга, описан метод ZMET, представленный как метод выявления метафор Зальтмана. Автор представляет SWOT-анализ развития и внедрения нейромаркетинга в Казахстане. Определение нейромаркетинговых целей и задач в современном мире рассмотрено в статье. В этой статье рассматриваются преимущества и возможности нейромаркетинга, а также рассматриваются компании и сферы, в которых исследования нейромаркетинга эффективно используются. Анализируются проблемы реализации концепции нейромаркетинга в Казахстане. Во второй части статьи представлен анализ влияния четырех основных каналов на поведение потребителей на основе исследований в области нейромаркетинга. Рассматривается краткий обзор основных инструментов нейромаркетинга.

Ключевые слова: нейромаркетинг, поведение потребителей.

The concept of neuromarketing presumably originates from the 90s of the last century and was developed by psychologists from Harvard University. One of the first techniques for neuromarketing was developed by Professor Jerry Zaltman of Harvard University, which is patented as ZMET (Zaltman Metaphor Elicitation Method, a method for extracting Zaltman's metaphors). The basis of this technique is to cause positive emotions on environmental stimuli at the level of neurophysiological signals and activate the hidden metaphors that will play a stimulating role for the purchase of goods. This marketing technology is very popular with large companies such as Coca-Cola, Pepsi, Nestle, Procter&Gamble.

The task of neuromarketing is to use certain words, color combinations, images, symbols to try to bring the target audience in a state of readiness to buy.

The purpose of neuromarketing is to understand the true reaction of the buyer to marketing stimuli and, as a result, on the basis of the results to develop effective advertising communication.

The author makes a SWOT analysis to assess the current situation of development and future prospects of neuromarketing in Kazakhstan.



Fig. 1. SWOT analysis of neuromarketing development in Kazakhstan

The most important economic factor hindering the development of neuromarketing in the country may be the immunity of the economy and science of Kazakhstan to innovative changes, due to the inefficiency of funding of basic science. The low technological level of research in the field of neuromarketing is associated with a slowdown in the material re-equipment of scientific organizations, as well as the unavailability of expensive scientific equipment. It should be noted that today, due to the further modernization of the system of fundamental science by purchasing abroad the most modern scientific equipment, it will be possible to develop neuromarketing as a science in Kazakhstan. It is necessary to intensify international scientific relations, to introduce the latest technologies, to modernize technological processes during the fundamental research in the field of neuromarketing. Recently, neuromarketing is gaining popularity among marketers and it is used as instruments to influence consumer behavior. It is very successful when launching advertising campaigns. In neuromarketing, there are four main channels of influence on consumer behavior. According to picture 2, all channels of influence on consumers are clearly shown - vision, smell, hearing and touch.

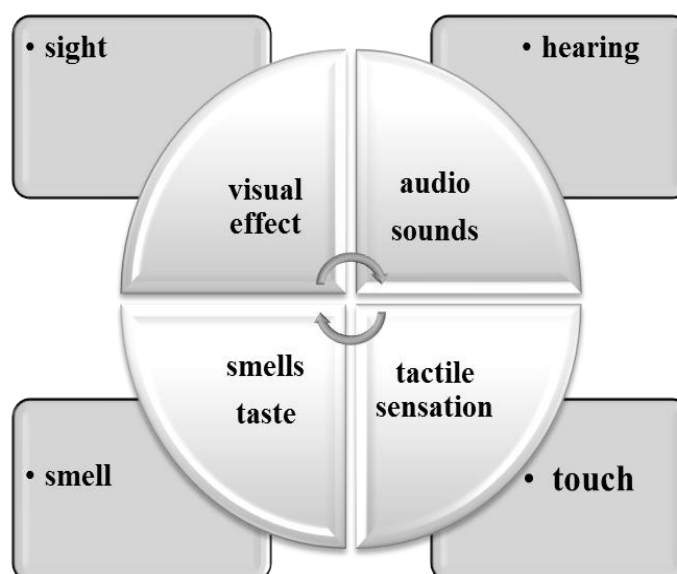


Fig. 2. Four main channels of influence on consumer behavior

Visualization is one of the ways to influence customers' consumer behavior. On the Internet, in the media and advertising visualization is a component of the method of influence on the audience. To highlight in the flow of information news marketing specialists need to understand how to cause the right emotions in the consumer.

Odors or fragrances can affect the perception of customers and their behavior accordingly. Often consumers have a misconception that olfactory marketing is the prerogative of only large companies that can afford to accustom customers to the constant flavor, thereby generating in their brain Association to the company's brand. However,

almost every business has its own smell, which is associated with it. Odors occur both intentionally and unintentionally, they can both lure and repel, however they are. Controlling odors is a task for companies of any size. An important function of smell is its use for branding. Uniqueness and consistency is the main feature in olfactory marketing. Often in the same room face several flavors, due to the use of marketing techniques to promote their products several companies. In modern shopping centers in the coffee departments usually use a grinder that spreads the coffee flavor as the grains are crushed. Fried chickens are sold more actively thanks to the appetizing aroma that reigns in the part of the institution where the food court is located. Smell can be the most direct route to the brain and the most powerful means of conquering it. One of the secrets to Starbucks' long-standing success was that its establishments constantly turned to the feelings of customers and did so in a rather attractive manner. The music, the colors, the lighting, it was all generally important, but most of the Starbucks visitors were captivated by the delicious coffee flavor.

Martin Lindstrom in his book "Sense of the brand. The role of the five senses in creating outstanding brands" encourages marketing professionals to go beyond the usual, two-dimensional marketing and plunge into the unknown five-dimensional space, use innovative branding tools to achieve a competitive advantage and guarantees to optimize the cost of the budget [1]. These visual and audible signals and the impressions received from them can be used together with olfactory and tactile means of influence. Information flows about the product, received by buyers through 4 channels of sensory perception, remain in the part of the brain, reserved for long-term memory and used in decision-making for further purchase. The effectiveness of this sensory branding is so high, its universal capabilities are used in almost all industries.

The sounds of music should complement the visual, tactile and olfactory accents used in neuromarketing. Most of aviacompanies very wisely reacted to the use of musical themes in their commercials. In addition to music, the mood of the audience is influenced by other factors. Audio branding is a tool that allows the company to deliver messages to consumers. Audio content is an integral part of the commercials of many well-known brand companies such as Coca-Cola, Nescafe, Procter & Gamble. They use musical compositions to convey emotions and semantic messages with the help of audio content. A good example is the Coca-Cola company, which has linked its brand with the upcoming New year or Christmas holiday.

Touch or tactile sensation is one of the main channels of communication when selling a product. The attitude to the product and its perception is formed on the basis of the received sensations. This is very often used in the sale of high quality products, the manufacturer will not release the buyer without giving him the opportunity to touch the product, feel, twist it in his hands to remember these feelings.

Researchers using the neuromarketing instruments can identify consumer cognitive or emotional feedback on commercials or information. Scientists are engaged in identifying the degree of perception of information. All these are achieved by the neuromarketing tools-fMRI (functional magnetic resonance imaging), MEG (magnetic encephalography), EEG (electroencephalography) and eye-tracking technology. With the help of high-tech procedures that allow you to record the reaction of the human brain, you can more accurately track the processes taking place in it, as a response to any commercial product or promotional video.

Thus, we can safely say that neuromarketing is the use of brain activity visualization technologies to objectively assess the reactions and responses of potential consumers to marketing products, including visual or audio advertising, brands and various styles. Neuromarketing successfully creates an aura in the brain of consumers, inspires manufacturers to fresh unique ideas, applied solutions and creative innovative products. This is the revival of a new milestone in marketing.

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