



САДЧЕНКО О.В.

д-р екон. наук, проф., голов.наук співробітник
відділу економічного регулювання природокористування
Інституту проблем ринку та економіко-екологічних досліджень НАНУ
Французький бульвар, 29, г. Одеса, Україна, 65044,
hb. dr проф.

Вища школа економіко-гуманітарна
вул. В.Сікорського, 4, м. Бельсько-Бяла, Польща, 43-300
E-mail: esadchenko@gmail.com
ORCID: 0000-0003-4914-6249

ЗАЛЮБІНСЬКА Л.М.

к.ф-м. наук, доцент
кафедра маркетингу та бізнес-адміністрування.
Одеський національний університет ім. І.І. Мечникова
Французький бульвар, 24/26, м. Одеса, Україна, 65058
E-mail: lnz@ukr.net
ORCID: 0000-0002-1866-0125

КІРІЛІНА М.А

старший викладач
кафедра маркетингу та бізнес-адміністрування
Одеський національний університет ім. І.І. Мечникова
Французький бульвар, 24/26, м. Одеса, Україна, 65058
E-mail: kirilina1@ukr.net
ORCID: 0000-0003-4527-792X

НЕЙРОМАРКЕТИНГ- ІНСТРУМЕНТ ПІДВИЩЕННЯ ЕФЕКТИВНОСТІ ЕКОНОМІКИ ДОСВІДУ

Актуальність. Актуальним є використання сучасних маркетингових технологій, а саме нейромаркетингових інструментів, в області економіки досвіду в умовах сталого розвитку. В даний час всі використовувані методи маркетингових досліджень нерозривно пов'язані з дослідженнями ринку, вони засновані на постановці питань - опитування, інтерв'ю та їх ефективність висока. Але для того, щоб використовувати, в повній мірі, маркетингові інструменти, необхідно отримати інформацію про суб'єктивні відчуття споживачів. Класична модель, яка відноситься до прийняття рішень споживачами, передбачає, що споживачі діють певним логічним і продуманим чином, однак є багато проблем з правильним визначенням маркетингових ходів, використовуючи різні емоцій, які відчувають під впливом будь-якого стимулу.

Нейромаркетинг дозволяє зрозуміти людську природу і використовувати при вирішенні ринкових проблем економіки. Пізнання себе дозволяє звільнитися, відійти від стереотипів і типового, стандартного погляду на світ навколо нас, який не допускає певних біологічних умов, сформованих людською природою. Найважливішим елементом є пояснення того, що таке нейромаркетинг - використання методів неврології (психології) для розуміння та аналізу людської поведінки в ринкових умовах. У маркетингологів, є можливість створити безпосередній зв'язок зі своєю аудиторією і це починається з зовнішнього вигляду маркетингових активів. Це тому, що мозок вашої аудиторії позитивно реагує на естетично приємні стимули.

Це включає в себе електронну пошту, друковані оголошення, веб-сторінки, повідомлення в соціальних мережах, цифрові оголошення і багато іншого. Маркетинг вражень (досвіду) - це вид людської діяльності, яка доповнює і збільшує вартість, яка має відношення до ринку в умовах жорсткої конкуренції і насиченого ринку, коли його принципи служать єдиною можливим шляхом забезпечення прибутковості і плюс додаткової прибутковості виробництва, зростання і розвитку підприємства. Орієнтація на ринок визначає основні напрями господарської діяльності і оцінює її результати величиною кінцевого доходу. Тому в умовах економіки досвіду, нейромаркетинг є одним з інструментів підвищення ефективності економіки.

Мета та завдання. Метою статті є визначення в сучасних умовах ефективності нейромаркетинга економіки досвіду, з урахуванням використання інструментів імерсивної технології у всіх видах економічної діяльності, роблячи акцент на екологічну складову.

Результати. Виникла необхідність розширити маркетингові дослідження набагато більш надійними і корисними знаннями, які дають змогу приймати більш ефективні бізнес-рішення. У такій ситуації слід використовувати нейромаркетинг, який представляє собою взаємозв'язок між медичними знаннями, управлінськими технологіями і маркетингом. Нейромаркетинг - сукупність методів вивчення поведінки покупців, впливу на нього і емоційних і поведінкових реакцій на це вплив, який використовує розробки в областях маркетингу, когнітивної психології і нейрофізіології.

Нейромаркетинг є сучасним і досить ефективним методом просування товарів (послуг) на ринку в результаті маніпуляції споживачами. Він передбачає застосування методів неврології, які дозволяють визначити особливості споживчої поведінки людини у відповідь на різні маркетингові стимули. Метою нейромаркетингових досліджень як одного з інструментів підвищення ефективності економіки досвіду в умовах сталого розвитку є отримання об'єктивних відомостей про особисті споживчі переваги без звернення до суб'єктивних даних, які отримують традиційними маркетинговими засобами.

Висновки. Нейромаркетинговий підхід ґрунтується на дослідженнях психології поведінки споживача, на базі якого можна зробити висновок, що вся пізнавальна діяльність, включаючи мислення і емоції людини спираються на підсвідомість. В даному випадку основним завданням маркетологів є розробка ефективних підходів, які дозволять маніпулювати людською підсвідомістю, а значить і поведінкою споживача на ринку.

Застосування нейромаркетингового інструментарію в економіці досвіду ефективно з точки зору збільшення продажів і кращого розуміння споживача, його смаків, переваг, але з економічної точки зору не завжди виправдано через значну дорожнечу цих методів. Тому не кожна компанія може собі дозволити проводити нейромаркетингові дослідження. Такі підходи використовують, в основному, великі успішні компанії, які можуть собі це дозволити. Хоча в умовах сучасної ринкової конкуренції застосування методів нейромаркетинга може дати значні переваги перед компаніями-конкурентами. Кожна компанія прагне залучити як могла більше споживачів, збільшити рівень їх лояльності, утримати їх на тривалий час, тим самим збільшити обсяги своїх продажів, а, отже, і прибуток.

Ключові слова: нейромаркетинг, економіка досвіду, менеджмент, імерсивні технології, когнітивна психологія, поведінка споживача, сталий розвиток, підсвідомість, інноваційна діяльність, ринок.

SADCHENKO O.V.

Dr.Sc. (Economics), Prof.

Chief Researcher, Department of Economic Regulation of Environmental Management

Institute Of Market Problems And Economic&Ecological Research of the

National Academy of Sciences of Ukraine

Prof. dr hab.

Higher School of Economics and Humanities

Ul. V.Sikorsky, 4, Bielsko-Biala, Poland, 43-300

E-mail: esadchenko@gmail.com

ORCID: 0000-0003-4914-6249

ZALUBINSKA L.M.,

PhD Phys.-Math. Sciences, associate professor,

I. Mechnikov Odesa national university,

Department of marketing and business administration

Frantsuzkyi boulevard, 24/26, Odesa, Ukraine, 65058

E-mail: lnz@ukr.net

ORCID: 0000-0002-1866-0125

KIRILINA M.A.

Senior Lecturer

Department of Marketing and Business Administration

Odesa National Mechnikov University

French Boulevard 24 / 26, Odessa, Ukraine 65058

E-mail: kirilina1@ukr.net

ORCID: 0000-0003-4527-792X

NEUROMARKETING IS A TOOL FOR INCREASING THE EFFICIENCY OF EXPERIENCE ECONOMY

Topicality. The use of modern marketing technologies, namely neuromarketing tools, in the field of the economy of experience in the context of sustainable development is relevant. Currently, all the methods of marketing research

used are inextricably linked with market research, they are based on the formulation of questions - polls, interviews and their effectiveness is high. But in order to fully use marketing tools, it is necessary to obtain information about the subjective feelings of consumers. The classical model of consumer decision-making assumes that consumers act in a certain logical and thoughtful way, but there are many problems with correctly identifying marketing moves using different emotions experienced under the influence of any stimulus.

Neuromarketing allows us to understand human nature and use it in solving market problems of the economy. Self-knowledge allows us to break free, to move away from stereotypes and the typical, standard view of the world around us, which does not allow certain biological conditions formed by human nature. The most important element is to explain what neuromarketing is - the use of neurology (psychology) to understand and analyze human behavior in market conditions. Marketers have the ability to connect directly with their audience and this starts with the appearance of the marketing assets. This is because your audience's brain responds positively to aesthetically pleasing stimuli.

This includes email, print ads, web pages, social media posts, digital ads and more. Impression marketing is a type of human activity that complements and increases the value of the market in a highly competitive and saturated market, where its principles are the only possible way to ensure profitability and plus additional profitability of production, growth and development of the enterprise. Market orientation determines the main directions of economic activity and evaluates its results by the amount of final income. Therefore, in the economy of experience, neuromarketing is one of the tools to improve the efficiency of the economy.

Aim and tasks. The purpose of the article is to determine in modern conditions the effectiveness of innovative marketing economics of experience, taking into account the use of tools and immersive technologies in all types of economic activity, emphasizing the environmental component.

Research results. There is a need to expand marketing research with much more reliable and useful knowledge that allows you to make more effective business decisions. In this situation, you should use neuromarketing, which is the relationship between medical knowledge, management technology and marketing. Neuromarketing - a set of methods for studying customer behavior, influence on it and emotional and behavioral responses to this influence, which uses developments in the fields of marketing, cognitive psychology and neurophysiology.

Neuromarketing is a modern and quite effective method of promoting goods (services) on the market as a result of consumer manipulation. It involves the use of methods of neurology, which allow to determine the characteristics of consumer behavior in response to various marketing incentives. The purpose of neuromarketing research as one of the tools to increase the efficiency of the experience economy in terms of sustainable development is to obtain objective information about personal consumer preferences without resorting to subjective data obtained by traditional marketing tools.

Conclusion. The neuromarketing approach is based on studies of the psychology of consumer behavior, on the basis of which it can be concluded that all cognitive activity, including thinking and human emotions are based on the subconscious. In this case, the main task of marketers is to develop effective approaches that will manipulate the human subconscious, and hence consumer behavior in the market.

The use of neuromarketing tools in the economics of experience is effective in terms of increasing sales and better understanding of the consumer, his tastes, preferences, but from an economic point of view is not always justified due to the high cost of these methods. Therefore, not every company can afford to conduct neuromarketing research. Such approaches are used mainly by large successful companies that can afford it. Although in today's market competition, the use of neuromarketing methods can provide significant advantages over competing companies. Each company seeks to attract as many consumers as possible, increase their loyalty, keep them for a long time, thereby increasing their sales and, consequently, profits.

Keywords: neuromarketing, economics of experience, management, immersive technologies, cognitive psychology, consumer behavior, sustainable development, subconscious, innovation, market.

Problem statement and its connection with important scientific and practical tasks.

Neuromarketing is at the intersection of disciplines: economics, psychology and neurophysiology. No matter how rational a person tries to be, there are desires and aspirations beyond his control at the unconscious level, which significantly affect his activities. In an experiential economy that employs new business models that focus on customer behavior and needs, companies should try to communicate through marketing activities to as many potential customers as possible that they can best meet their needs with their products. The technological base of the economy of experience (impressions) is formed by the latest marketing technologies.

The use of neuromarketing tools is currently not very common, but there is a tendency to increase this kind of research by manufacturing companies. It should be noted that within the framework of this strategy, the performance indicator also increases dramatically: the return on investment in marketing (MROI). As a result of an improved understanding of consumer needs: what product they would like to receive as a result of making a purchase, which forces them to make purchases of a particular product.

The use of neuromarketing tools in the economy of experience for manufacturing companies will often

be justified, since a certain level of return on investment in marketing is possible, which will allow, due to more expensive methods of analyzing consumers, to get more revenue, and subsequently, more profit due to the fact that the manufacturer begins to understand what the consumer needs and how to sell it more correctly. Highlighting the experience of goods and services in a company's operations opens up opportunities for economic growth and will lead to the emergence of a new type of economy against the backdrop of a declining industrial base.

Analysis of recent publications on the problem. Neuromarketing is a relatively new direction in marketing, which consists of neuroscience, psychology of human behavior and traditional marketing. This direction is very popular among both foreign and domestic scientists: Ariely D., Berns G. S. [15], A. Трайндл [3], Льюис Д. [2], Pradeep A.K. [4], Braidot Néstor [16], Акунич М. [6], Гладун Г. В. [7], Громовик Б. П., Унгурян Л.М. [8], Колесніков А., Шульгат Н. [9], Король А. Н. [10], Крюкова Е. [11], Півень О. П. [12], Сорока Мар'яна [13], Таранич А.В., Балдэ К.Б. [14], Е.Ю. Кан [5] and etc. Scientists have devoted their research to the study of the psychological mechanisms of consumer behavior. Neuromarketing tools in the experience economy allow us to study changes in needs as a result of additional experiences.

An analysis of the existing experience in the field of neuromarketing as a tool for increasing the efficiency of the economy of experience (impressions) gives reason to say that the problem of managing impressions marketing in promoting a competitive balanced business and its implementation in both domestic and international markets has practically not been developed.

Allocation of previously unsolved parts of the general problem. When studying publications on the economics of experience, it was revealed that due attention is not paid to the issues of neuromarketing and immersive technologies. It is necessary to consider the issues of increasing the efficiency of the economy of experience (impressions) through the use of neuromarketing tools in the economic and innovation space.

Formulation of research objectives (problem statement). The purpose of the article is to define neuromarketing as one of the tools for increasing the efficiency of the economy of experience in the context of sustainable development using the theoretical and practical foundations of the formation of the mechanism of innovative development.

An outline of the main results and their justification. The rapid development of scientific and technological progress accelerates economic processes, modifying and finding new tools for marketing activities that contribute to increasing the efficiency of production and economic activities, taking into account environmental factors. Marketing is inclusive, as the task of marketing is to constantly expand the target audience and its activities must meet the needs and requirements of all people.

The convergence of economics, ecology, technology, management and marketing will contribute to the development of the economy of experience, the share of newly created value will increase due to new impressions, sensations, which will lead to an improvement in the quality of life. The economy of experience arose because society needs positive emotions in order to increase labor productivity, working capacity, and therefore create greater value, both material and ideal.

The value determines: the position of man in nature and in the world of social, industrial relations with each other. Value is an expression of the content of a person's uniqueness, and it must be investigated if we want to understand a person as a person and his behavior. In a market economy, in the economy of experience, the psychology of human behavior (consumer of public goods) is very important. Values can act as motives, incentives, regulators of socio-ecological-economic behavior of people. Value systems are closely related to and overlap with the system of social norms, while performing the same social function - the regulation of human behavior, although they perform it in different ways. The marketing approaches of the economy of experience in modern conditions contribute not only to the attraction of all members of society to production and economic activities, but also to use new innovative approaches to the introduction of environmental factors into market activities.

The value of a product within the framework of the theory of quality of life is determined by properties that are characterized by the following stages:

- cost component: when the buyer is ready to pay for the receipt and consumption of goods and services, and the business could provide it to the consumer, in a competitive environment,
- an alternative component, an alternative opportunity of lost profits, creation of a product or service, taking into account a larger set of conditions and properties of goods or services,
- innovativeness, the use of unbeatable conditions for the sale of goods or services.

Marketing tools are varied and effective for promoting products and experiences. Among such tools are viral marketing, infomarketing, Big Data (Target online retailer), B2B content marketing (B2C), custom

content marketing, information surfing (newsjacking), direct marketing, internet marketing, referral marketing, hidden marketing, network marketing, holistic marketing (shifting the focus from the product to the buyer and from the sale of goods to meeting the needs of the consumer), exhibitions, marketing at points of sale (POS, point of sale), event marketing, immersive spaces (interactive shopping halls, corporate museums, brand attractions and playgrounds, virtual spaces, etc.) and others. Traditional advertising media are becoming more and more non-standard (for example, in outdoor advertising) or are used in an unconventional way (for example, the segment of product placement on television is growing).

Let us consider the main types of innovative marketing and their application in the economics of environmental management in the formation of the behavior of subjects in the conditions of an inclusive economy of experience.

The Virus of marketing: The general name for various advertising distribution methods characterized by distribution in a progression close to geometric, where the main distributor of information is the recipients of the information themselves, by creating content that can attract new recipients of information through a bright, creative, unusual idea or using a natural or confidential message.

The following methods were used for disseminating information in the "pre-Internet era":

- word of mouth (through personal communications, focus groups, advertising campaigns in print, on television, etc.);
- social networks - marketing technique (online platform for brand-product-service awareness);
- e-mail - marketing - transmission of a marketing message (exponential growth - an increase in the value, when the growth rate is proportional to the value of the value itself);
- video, photo, flash games, video call (WOW-call).

Every large company tries to make its commercials with high quality so that they have a viral effect.

The innovativeness of ecomarketing in the context of the inclusion of the experience economy: Thanks to the development of immersive technologies, the ongoing environmental advertising campaigns are becoming more ambitious, attracting increased attention of people to one of the main global problems of humanity.

Examples 1. Toyota ordered its own billboard for advertising, which can purify the air from smog. 2. A huge grown billboard was installed on the street of Makati city. There are no logos on the billboard, but this is not necessary, as the outlines of the Coca-Cola branded bottle in the center are guessed. To create this shield, 3600 harmonia dwarf trees were used, which are a natural filter and absorb carbon dioxide. The entire billboard, according to botanist Anthony Gao, is able to reduce air pollution with carbon dioxide by 21,230 kg. The tree-planted pots are made from recycled Coca-Cola bottles. Billboard provides a special system for watering the plants so that the plants will not dry out. 3. Eco-friendly IKEA bags are created using used and recycled packaging from chips. According to a study by the Cone Group, 81% of consumers are willing to buy goods from companies that benefit society. Therefore, environmental advertising is not only socially significant, that is, it helps to raise public awareness of existing problems, but also helps to promote the company its own products.

Information surfing (Newsjacking) - one of the ways to create viral content based on the creation of materials based on high-profile news stories, that is, newsjacking is a way to gather a huge number of readers based on an important event, new trend or any phenomenon that many people write and talk about.

The process of society's transition to sustainable development includes an essential information component. New information technologies, a computational experiment make it possible to model and predict the development of complex global processes and socio-ecological systems, contribute to an increase in the stability of the biosphere by optimizing the reduction of material and energy impacts through the use of information resources, allow obtaining complete and reliable information about the processes occurring in the system " society-nature ".

Conversion Marketing. E-commerce conversion marketing is the process of converting website visitors into buyers. However, different resources have different goals, and sale is not always the final requirement.

It is necessary in the case when a previously thought out plan was not implemented successfully or there is negative demand for your product. This happens if you make a mistake in developing a product promotion strategy.

Conversion marketing includes in-depth actions that take place during the planning phase of a project. This happens taking into account the current mistakes and the level of rejection of the product by the target audience.

Conversion is a beloved metric by many marketers that demonstrates the success of a project with environmental considerations. This is the ratio of the required actions in relation to the total number of

views. In simple terms, the higher the conversion, the better. This is an indicator of the effectiveness of projects.

All adults and children are happy to consume environmentally friendly products, the use of environmental innovations of enterprises in advertising as a result of the use of resource-saving technologies is a successful manifestation of conversion marketing.

Marketing new ideas. "Marketing new ideas" contains such components as: information technology, the spirit of entrepreneurship and creativity and, of course, the consumer, which gives the opportunity to make a profit as a reward for efforts.

Marketing using quantum technologies. Ford Motor Company and Microsoft are using quantum computer technology to reduce traffic congestion. In a pilot study, scientists applied the technology to simulate thousands of vehicles and analyze congestion in Seattle, USA.

The companies teamed up back in 2018 to develop a new type of quantum computing for classic computers and help solve the problem of inefficient traffic in the United States. In his blog post on Medium.com, Dr. Ken Washington, CTO at Ford Motor Company, explained that during rush hour, a huge number of drivers request the shortest route at the same time, but modern navigation services handle these requests "vacuum" is, without taking into account the number of similar incoming requests, which means that when calculating, they cover those routes that other drivers are already planning to use to plan their own path.

The created Digital Annealer platform in many ways behaves like a quantum one, and although it cannot always be overclocked tens of thousands of times, it is very useful for a number of industries today. Any industry will benefit from the Fujitsu Digital Annealer.

An example is marketing agencies that rely on the daily process of building big data models. The time spent on information processing can take from several hours to a day.

Referral Marketing. This case may not be the most indicative in terms of pioneering and scale, but it is very interesting in terms of the versatile use of affiliate (referral) marketing tools.

Referral marketing is a customer acquisition model based on the recommendation of goods and services for a reward.

The mechanics are simple: a member of the referral program (referrer) receives an affiliate link or a unique promotional code, motivates other people (referrals) to follow the link and, after a successful conversion, receives income.

WriteThatName is an online service that automatically updates your contacts in the Gmail address book, which is very convenient, since, firstly, you do not need to copy and manually paste the required values into the appropriate fields, and secondly, in the event of a phone call automatically detects the contacts you have corresponded with.

To begin with, every corporation must correctly understand what tasks can be solved by taking care of the environment. Environmental marketing is a focus on preserving the environment, optimizing resources and minimizing environmental pollution. Today we have singled out a separate branch in marketing - marketing of environmentally friendly goods and services. The environmental factors of marketing are primarily focused on making the company an integral part of a society that cares about the environment. Marketers are developing a strategy for how to survive and strengthen a brand in the face of eco-trends.

Environmental marketing, the purpose of which is not only to popularize eco-friendly goods and services, but also to direct the company's eyes towards environmental friendliness of production, minimization of non-recyclable waste, is increasingly in demand among business owners. Environmental marketing in Ukraine is gaining momentum, as evidenced by enterprises that produce goods from recycled raw materials: Talisman Fusing Factory (decor items made from discarded glass), Zelenew (household items made from recycled plastic), Papinarubashka (decorating notebooks using unnecessary things) and others.

Neuromarketing. Neuromarketing is a complex of methods for studying customer behavior, the impact on it and emotional and behavioral reactions to this impact, using developments in the fields of marketing, cognitive psychology and neurophysiology.

But neuromarketing goes much deeper than evoking the right emotions. These are well-placed psychological accents, which we deliberately do not pay attention to.

Neuro-linguistic programming. Neuro-linguistic programming (NLP, from the English. Neuro-linguistic programming) is a pseudoscientific approach to interpersonal communication, personality development and psychotherapy. NLP was developed in the 1970s by the Americans John Grinder and Richard Bandler.

The creators of NLP claim that there is a connection between neurological processes (neuro-), language (linguistic) and patterns of behavior (programming), as well as the possibility of influencing them with special techniques to achieve the desired goals. NLP techniques are aimed at copying or modeling the behavior of people who have achieved success in a certain field in order to acquire their skills.

It is a whole science at the intersection of neuroscience, psychology and behavioral economics. Neuromarketing helps a business to determine which word, shade or flavor has the greatest impact on the consumer's subconscious. In fact, this is a study of the activity of the human brain with the aim of influencing the consumption habits of its owner.

Neuromarketing is often thought to be derived from neuroeconomics, a science that combines neuroscience, economics, and psychology. Its purpose is to learn about the role of the brain in making purchasing decisions and how it analyzes the rewards and risks associated with those decisions. Research conducted by scientists makes it possible to determine which areas of the brain are responsible for the feeling of pleasure, and which ones are activated in unpleasant moments - when observing the brain, there is a chance to determine whether a consumer will make a purchase or not - because of the price or inadequacy of its material.

It happens that the reaction of customers is not public and not visible to others. Sometimes they only appear as a blush on the cheek, although this does not change the fact that a certain reaction always occurs, despite the fact that we often cannot notice it. Each client must react to the advertisement that he sees, he must have some opinion about it. Emotions are the best motivation for action, so if the consumer responds emotionally, it will be the best decision.

Neuromarketing is based on brain research, which is a supermachine that is completely incomprehensible and unique to this day. It can perform up to 200 quadrillion computational operations in one second. It consists of 100 billion neurons connected by ridges that create neural networks - they can process messages at an abstract and general level, their purpose is to interpret given stimuli. To take full advantage of the capabilities of any device, we must know the basic principles of its use and operation. Therefore, in order to understand well what capabilities the human brain has, and to understand the decisions it makes, it is necessary to thoroughly understand its structure [1].

Almost 100% of thought processes, and hence the vast majority of them, occur in the subconscious of a person. Therefore, almost all information regarding decision-making reactions can be obtained by studying the activity of the brain. Thus, it is possible to predict the conscious behavior of the consumer. Neuromarketing research is based on the analysis of the activity of various parts of the brain. Each of them is responsible for the functions assigned to him. At present, attention is so focused on the increasing number of market-based applications of neuromarketing that the foundations of this science remain in the shadows. It must be recognized that our emotions also change from time to time. Emotional arousal is a measure of our level of emotional engagement, which is a tendency in our brain and nervous system. The economy of experience is inextricably linked with neuromarketing, since their actions are based on the emotional potential of consumers of goods (services). TV commercials, print ads, or storefront windows express our emotional commitment through our relationship to what we are experiencing in the moment. The main measure of a person's reaction to an emerging story or message is whether the thing seems closer to us or becomes indifferent to us (changes in relationships over time). The most important level of consideration for emotional involvement is well below the threshold of awareness. Emotions affect our behavior in many different ways that we are not even aware of. If we were to process all of this deliberately, our reactions to the world around us would be significantly slowed down, which would make a hostile environment a source of danger. When an inquisitive market researcher wants to persuade respondents to present a well-articulated assessment of their degree of emotional involvement, he can only get an assumption or a rational interpretation of this experience. The overwhelming majority of clients say they would like to have more reliable data when making decisions.

To increase the efficiency of using neuromarketing tools in the framework of product creation, it is necessary to use neuromarketing techniques at each stage of product creation: from developing the concept of the product itself to creating its packaging. In other words, in order to understand the concept of a product that a company would like to bring to the market, it initially needs to conduct a neuromarketing analysis in order to identify the needs, desires, and values for the consumer who will subsequently consume this product.

It is the neuromarketing of the experience economy in the context of sustainable development, that is, the marketing of changes in the field of economic and innovative relations, that could become a lever for enhancing economic development.

Marketing of the experience (experience) economy is a type of human activity that complements and increases the value that is relevant to the market in a highly competitive and saturated market, when its principles serve as the only possible way to ensure profitability and plus additional profitability of production, growth and development of the enterprise ...

Market orientation determines the main directions of economic activity and evaluates its results by the value of the final income [17]. And neuromarketing of the economy of experience (impressions) is the marketing of experience, the activity of which uses methods related to such areas of influence on the consumer to improve the quality of service as neurophysiology, neurolinguistics, and cognitive psychology. The result of such marketing will expand the boundaries of both production and consumption.

The main component for determining the effectiveness of innovative marketing is the quality of life of people.

Retaining memories or remembering is one of the main parts of the response to commercial incentives, especially all types of marketing messages. If we do not remember something, this will not affect our further behavior. There are many types of memories and recollections, and they shape human behavior not only when they are conscious. Unconscious memory is memories that influence our attitudes, behavior and decisions, even if they never enter our consciousness.

The above measures are primary, the following, which will be presented below, are derivatives. [4, s. 111-118, 159 - 170]:

- persuasion - combining the two key metrics produces a very accurate indicator of market success. The combined influence of emotion and memory when viewing ads, it does not induce anyone to buy the product right away. However, high levels of emotional engagement and memory retention are associated with increased readiness to purchase. This allows us to predict consumer purchasing responses. If the ad is more engaging, the likelihood that it will stay is increased.

The moment the brain is emotionally involved in each contact with an ad, the memories associated with that product or brand become stronger. And so next time you should be more inclined to buy a specific product. When we see it again, our minds will turn to the memory of the advertisement, causing emotional engagement. The term "persuasion" is often used in relation to this measure. Especially when the message isn't meant to convince recipients to buy. One example is radio and television advertising that aims to get the audience to watch a program. So in this case it is a persuasion, not a persuasion to buy;

- originality - our brains love everything new, so marketers want to know if their message is received in an innovative way. Originality itself is extremely valuable. This is a very important position in creating other aspects of the response to advertising or marketing messages. This increases interest, engagement and can convince the consumer to make a purchase. Advertisers who want a message to continually interest and fascinate the recipient should catch the moment when the news becomes boring or annoying. Originality also changes at any time, so you can formulate not only general assessments of the message, but also show that part of the advertisement or message that seems to the recipients the most and least original;

- understanding - it is important for advertisers to know if the message they are conveying has the power of persuasion. What grabs our attention and engenders our commitment remains in our memory for a long time. Understanding the message again reveals the relationship between attention span and emotional engagement. Therefore, it is possible, without serious marketing problems, thanks to special formulas, to determine the level of understanding of any advertising or marketing message;

- efficiency - the equation used to determine the value of the net profit, which it is, or a formula. Page layouts in web browsers are a closely guarded company secret. Thus, the value of a formula or recipe is undeniable and guarantees outstanding results - for example, in the case of the Pepsi brand - its unforgettable taste. The value of the efficiency indicator depends on its practical application. It is an accurate and reliable indicator, linguistically neutral.

To engage the consumer and connect him to the brand, you should use neuromarketing research, which allows you to conduct a thorough analysis of the influence of important factors that make advertising effective:

- attentional response - you can collect data on the degree of attention, emotional engagement and memory retention for every second of advertising, which makes it possible to analyze its effectiveness and makes it possible to understand what needs to be changed and improved. And the beginning is very important and the end of the ad, because it is after the first five seconds of viewing the ad that we can know if it will still be viewed or not, and usually each ad is crowned with the name or logo of the product brand;

- efficiency in terms of repetitions - the ability to determine whether an advertisement is effective after repeated contact with it, as well as when its effectiveness decreases, and, thus, decisions related to the purchase of advertising space;

- neurological compression - the ability to capture the best neurological moments of advertising and reduce its time to a minimum, which is highly desirable;
- stimulation of the parietal brain - effective advertising not only tells a story, but also stimulates the brain regions responsible for taking advantage of the products;
- activation of the system of mirror neurons - is directly related to the need to immediately consume the product or the desire to receive it. They are responsible for duplicating purchasing decisions when we observe other people's purchases, so they are responsible for imitating and repeating the behavior and emotions of others;
- consolidation of a characteristic neurological signature - when receiving an advertisement, you can check whether the product has remained in the mind of the recipient;
- consistency of sound and effectiveness of music and voice - through music, an emotional context is created that is used by the brain to interpret the content of the message;
- character efficiency - thanks to the analysis of eye movement, you can determine the effectiveness of the character. Thanks to this, it can be determined whether he has a strong neurological message;
- measuring the effectiveness of outdoor advertising - you can specify the moments that cause the greatest desire to buy. The use of static or dynamic advertising elements on websites that generate maximum willingness to buy makes significant sales growth noticeable.

Definitions, functional directions of neuromarketing reflect one or another of its aspects, however, there are features of neuromarketing: through neuroscientific research of consumer behavior features, justification of ethically balanced marketing decisions. Ethical issues in the context of the development of the economy of experience (impressions) can be not only important, but also exceptional.

4. Conclusions and perspectives of further research. Consumer behavior patterns are a fundamental methodological response to the development of consumer behavior theory in marketing. Inclusive marketing approaches to shaping the behavior of economic entities are innovative, since the task of marketing is to constantly expand the target audience and its activities must meet the needs and requirements of all people.

From the point of view of an inclusive economy, the essence of neuroeconomics and its components - neuro-management and neuromarketing are substantiated, and the content of research neuromarketing is also disclosed.

The basic principles of neuromarketing services-impressions practically do not differ from the principles of marketing, but there are specific features that must be observed in the economy (experience) of impressions, for example, are that marketing technologies move to a new level of development, economic and environmental levers of influence on consumers change and the consumer requires new goods and services in an age of rapid changes and speed in the economy.

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