

The Role of Branding and Neuromarketing in Promoting Products With Limited Advertising Access

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Annotation:

Advertising is a powerful marketing tool used to promote goods and services, as well as attract the attention of the target audience to them. Advertising is an urgent necessity for any business, a commercial project is doomed to stagnation. Currently, almost all companies use advertising at least using social networks, and many other types and means of advertising are also widespread. Also, knowing the market (comprehensive study of consumers, knowing their tastes and desires), adapting to the market, influencing the market are the main principles of marketing. Currently, a new concept is entering marketing - the concept of neuromarketing. This article contains thoughts on neuromarketing, its definition, as well as the role of neuromarketing in business. There is information on the role of neuromarketing in the market penetration of products with limited potential.

Keywords: Limited-capacity products, neuromarketing, marketing, advertising, product design, online advertising, customers.

By its very nature, a market economy requires any individual or legal entity to profit from their activities, to receive a certain income, and to operate profitably. The goal of marketing can be a long-term (future) and short-term (annual) program of an enterprise. The most important rule for drawing up a marketing program at an enterprise is the inextricable link between the quality and quantity indicators of the products produced and released for sale on the market.

"Limited-capacity products" are generally understood to be products with limited resources or production capacity, and where there is uncertainty or imbalance between supply and demand. The role of branding and neuromarketing is very important in promoting products with limited advertising capacity. These products often have unique characteristics that require recognition in the market or differentiation from competitors. Branding and neuromarketing are used as key tools in effectively promoting these products. Branding is the process of creating a unique image of a product or company, which contributes to its recognition and differentiation from competitors. In conditions of limited advertising opportunities, branding becomes the most important tool for attracting attention. Branding is an important tool for promoting a product among the market and consumers. Through branding, it is possible to determine the uniqueness of the product, what value it brings to users, and how it stands out from other competitors. Neuromarketing uses many methods that help determine the consumer's attitude to the product/design/advertising.¹

The use of neuromarketing allows us to evaluate a person's natural, unclouded biological reaction to marketing stimuli. To successfully promote their brands, company specialists may be interested in a number of existing types of emotional activity of consumers.

Although neuroimaging has limited potential to predict future sales dynamics, it can be a useful tool in the initial product design phase. For example, food manufacturers can use brain imaging to improve food quality by analyzing how consumers respond to different tastes, smells, and textures of food and drinks. The undesirable outcome of such research is the creation of products that cause too strong a response, which inevitably leads to addiction and overdependence.

Neuromarketing is taking the world by storm and is being used in various forms by virtually every major company and university. Despite its widespread use and huge impact on the marketing world, many people do not know what neuromarketing is or how to use it effectively. One of the most infamous examples is Coca Cola's widespread use of the color red, but there are many other companies that have also used the color to great effect. Neuromarketing experts who specialize in color and advertising have divided colors into subgroups as a guide to using them effectively. On the other hand, many see ethical issues in studying subconscious reactions in order to sell more to consumers, primarily around privacy:

- Violation of confidentiality. Companies can "read the minds" of their customers. This violates the principle of confidentiality. The solution to this problem is transparency of the research goals, so that subjects can know exactly how they are helping the company and that their data will only be used to achieve these goals. In addition, information about personal preferences should not be disclosed.²
- Discrimination based on physiological characteristics. Data obtained in neuromarketing studies may contain information that a particular product is targeted at people with certain physiological characteristics (possibly defects), which is called discrimination. It is also possible in the future to introduce an automatic price increase when registering certain parameters of the buyer's body (for example, increasing the price of a drink if a person is thirsty).³
- Influences on higher and lower levels of regulation. For example, information about the small amount of calories in beer influences the higher level of regulation, and advertising with erotic content influences its lower levels. The latter is called ethically incorrect.

¹ Ariely D., Berns G. S. Neuromarketing: the hope and hype of neuroimaging in business // Nature Reviews Neuroscience. — 2010. — T. 11. — №. 4. — P. 284—292.

² Krugman H. E. Brain wave measures of media involvement // Journal of Advertising Research. — 1971. — T. 11. — №. 1. — P. 3-9.

³ Ariely D., Berns G. S. Neuromarketing: the hope and hype of neuroimaging in business // Nature Reviews Neuroscience. — 2010. — T. 11. — №. 4. — P. 284—292

- Generalizing data collected from a small group of subjects to the entire population means that a design based on information from a neuromarketing study may harm consumers who did not participate.
- Lack of an ethics committee in the field of neuromarketing.
- Companies often do not act in the interests of consumers. They may be focused on maximizing profits, but not on creating a truly useful product. Neuromarketing research has the potential to significantly strengthen the ability to manipulate consumer opinion.⁴

Neuromarketing is also one of the main tools in influencing through stimuli. Exhibitions, product design, and special promotions are used to attract the attention of consumers. For example, in the West, non-standard presentations and “product reveal” strategies are used for limited products.

It is impossible to imagine the modern era without the Internet. Organic traffic from search engines still plays an important role in online advertising. The reason is that it is free compared to contextual or media advertising. In addition, customers who are looking for and interested in your product come to the site.

In conclusion, it can be said that in a limited advertising environment, branding and neuromarketing can be used together to successfully promote a product. They allow you to manage the consumer's emotional response, associate the brand with values, and compensate for limitations with creative approaches.

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