

NEOMERCHANDISING THE NEW WAY TO START COMMUNICATION AT THE POINT OF SALE

Neuromarketing is a new field of marketing research that studies consumers' sensorimotor, cognitive, and affective response to marketing stimuli. Researchers use technologies such as functional magnetic resonance imaging to measure changes in activity in parts of the brain, electroencephalography and Steady state topography to measure activity in specific regional spectra of the brain response, and/or sensors to measure changes in one's physiological state, also known as biometrics, including (heart rate and respiratory rate, galvanic skin response) to learn why consumers make the decisions they do, and what part of the brain is telling them to do it[1].

The neuromarketing concept was developed by psychologists at Harvard University in 1990. The technology is based on a model whereby the major thinking part of human activity (over 90%), including emotion, takes place in the subconscious area that is below the levels of controlled awareness. For this reason, the perception technologists of the market are very tempted to learn the techniques of effective manipulation of the subconscious brain activity. The main reason is to inspire the desired reaction in person's perception as deeply as possible.

The aim of the paper is to review all elements which are relevant for the final purchase decision by the customer and what is going on in this brain.

External effects and impulse are main driver for a final purchase decision by a human being. The we already know but the primarily question inside the now-a-days marketing strategy how to define the brand, all activities at the POS and around the POS to first catch the attention of the customer to be attracted by the brand, product and offer and secondly even more important that the customer is purchasing it.

In the days of online and e-commerce platforms the POS has taken over a new importance for the producer of brands, especially in branches in which the product is very homogeneous, like FMGC or Jewellery – in both branches the service of the product is very close – brand/quality and how the product is communicating with the customer at the POS are the key facts for the decision process inside the customer.

The thesis of the paper is neomerchandising has a significant positive impact on the customer and drive the decision tree inside the brain of a customer, and that the decision process is not free of external impact but it can be manipulate by external impacts.

The paper will only review the power of the neomerchandising concept in the offline world, meaning what impact it has on the POS and around the POS.

1. Электронный ресурс. – Режим доступа: <http://en.wikipedia.org/wiki/Neuromarketing>