

*O.A. Mykhalchenko, Candidate of Economic Sciences,
O.V. Polous, Doctor in Economics,
(National Aviation University, Ukraine)*

Peculiarities of using neuromarketing techniques in airline brand promotion

The essence of neuromarketing and its importance for promoting the brand of a modern company are clarified. The key methods used in neuromarketing during the study of consumer behaviour are considered. The peculiarities of neuromarketing techniques usage by the world's leading airlines have been determined.

Theorists and practitioners of our time note a permanent departure from traditional marketing, branding and advertising, which are aimed only at formal sales, towards the active formation of informal contacts with target audiences. In this context that there is a need for a more in-depth study of neuromarketing and its practical application in the aviation business, based on the need to increase emotional contact with consumers of services and the correct use of psychology, which allows to achieve a sense of satisfaction and happiness through contacts with a particular brand in connection with which they had these feelings.

To date, there are a number of practices that are directly related to neuromarketing and allow to achieve customer relationship with the company, not as something inanimate, but as a living organism. Marketers and managers of the world's leading companies create the "character of the company" and show that it can act not only as a solution provider, but also in a more spiritual role - to understand the needs of its customers and quickly find ways to meet them. The implementation of this role can be carried out through traditional and non-traditional advertising messages that "touch the hearts" of customers, their emotions, product design and other marketing initiatives that are suitable for a specific type of activity.

More and more companies are turning to neuroscience to provide stronger proofs of their value proposition. Company may benefit from using a study that can demonstrate that its product or service produces stronger responses in your customers' brains than its competition does. There are many ways to design experiments that compare how subjects respond to company's products, not with words but with brain signals. Companies could also use neuroscience to demonstrate that:

- a brand of spas is more relaxing than another by measuring how specific jets can reduce stress hormones and raise levels of endorphins;
- f noise canceling system can produce more productive office environments by monitoring cognitive effort and distraction while performing various office tasks;
- the design and color of furniture in a store may impact the emotional and cognitive state of shoppers [1].

With the benefit of both neurodata and a persuasion model like NeuroMap, SalesBrain's companies can optimize how they market, communicate, and sell their products or solutions. They can also provide better advertising briefs to their agencies. By following a scientific discipline to create all their messages, they remove the risk and uncertainty that so many marketing or advertising campaigns carry [2].

Traditional marketing research methods fail to capture the subconscious mechanisms that affect how people respond to any form of persuasive message. Neuromarketing tools collect brain data that can objectively explain critical neurological processes subjects cannot self-report. It provides unique insights about how we understand, feel, engage, and ultimately become persuaded by a message [3]. The strategic value of using neuromarketing comes from the possibility of answering critical research questions that have been puzzling marketers, advertisers, and media experts for decades. The ROI of neuromarketing dollars is measurable in multiple ways. It will reduce drastic wastes of money spent in creating and deploying messages that don't work. More importantly, it will allow organization to grow faster [4].

According to some estimates, by the end of the 1950s, companies were spending about a billion dollars a year on psychological research. These technologies, the desire to manipulate, according to Vance Packard, to conduct psychological attacks on consumers and forced him to write the book "Secret Manipulators" [5]. Among many examples, V. Packard talks about a study that was commissioned by American Airlines. The airline wanted to understand why many business people are so afraid of flying that they only do it as a last resort - if there is no alternative. V. Packard performed some projective experiments, such as the Rorschach test with an inkblot, and then explained to clients that men are not so much afraid of dying as they are confused and guilty about how their families will take the news of their death. Based on this information, American Airlines developed an advertising campaign aimed at housewives. It touted the benefits of flying on vacation with the whole family and the fact that the husband would return from a business trip faster if he flew by plane. In addition, the airlines "took themselves by the throat" and created a "psychologically calm atmosphere" in the cabin [6].

A number of neuromarketing researchers have drawn attention to consecutive surveys conducted by Singapore airlines, linking them to the company's desire to create a sensory brand on the aviation market. The company developed a custom fragrance that was used in customer contact areas. It was envisaged that when a customer encountered a slightly exotic scent, it would evoke a memory of a past (good) experience with that airline [7].

In 2019, Air Astana developed its own signature fragrance called Uly Dala and in early 2022 became the first company in Kazakhstan to hold an olfactory trademark certificate. The signature fragrance for Air Astana was developed by the international company Galileo Watermark, which specializes in in-flight products for airlines around the world. The name Uly Dala is translated from Kazakh as "Great Steppe" - the main inspiration for the creation of the branded perfume of the national airline was the unique nature of Kazakhstan with its endless steppes, as well as the rich history and culture of nomads.

Uly Dala uses an original mix of steppe herbs and flowers with hints of bergamot, velvet rose and gentle, warm musky notes of cedar. The unobtrusive smell is quickly recognizable. It can be "meet" on board Air Astana in the form of a spray, hand cream, toilet soap, face mist and air freshener. The smell of the Great Steppe is palpable upon boarding the aircraft and when using the personal blankets of the national carrier. In honor of the Nauryz holiday, for business class passengers

departing from Almaty and Nur-Sultan airports, the airline has prepared a gift in the form of a stylized flavor with the signature flavor of Uly Dala.

Thus, we can conclude that neuromarketing is a relatively young area of marketing, which is located at the intersection of marketing, biological and psychological sciences and focuses on the study of consumer behavior and their preferences through the use of functional magnetic resonance imaging (MRI), electroencephalography (EEG) technologies and steady state topography (SST), heart rate, respiration rate, galvanic skin response to study consumer behaviour [8].

Marketing is certainly one of the most important activities in any company, and the airlines are no different. Approximately one-half of a major or national carrier's employees are engaged in the marketing process. Reservations personnel, ticket and customer service agents, baggage handlers, flight attendants, food service representatives, passenger and cargo sales representatives, and pricing and market research analysts are involved in marketing the company's product - air transportation. Many airlines now spend great portions of their annual budget on market research because airlines have realized for the first time in their existence that passenger loyalty no longer exists.

At the same time, it should be noted that with the growing competition in the market for the provision of aviation services, the complication of the processes that occur in the external environment of the operation of air transport enterprises and the emergence of more accessible and practically adapted information on neuromarketing and neurobiological research, specific methodological developments for its practical and safe application, the role of neuromarketing in the aviation industry will gradually increase.

References

1. Ariely, D. and Berns, G.S. (2010). Neuromarketing: The hope and hype of neuroimaging in business. *Nature Reviews Neuroscience* 11 (4): 284-292.
2. Lee, N., Broderick, L., and Chamberlain, L. (2016). What is "neuromarketing"? A discussion and agenda for future research. *International Journal of Psychophysiology* 63 (2): 199-204.
3. Glimcher, P.W. (2009). *Neuroeconomics: Decision-Making and the Brain*, 556. London, UK: Elsevier.
4. Bossaerts, P. and Murawski, C. (2015). From behavioural economics to neuroeconomics to decision neuroscience: the ascent of biology in research on human decision making. *Current Opinion in Behavioral Sciences* 5 (Supplement C): 37-42.
5. Iyengar, S., Kinder, D. (1987). *News That Matters: Television and American Public Opinion*.
6. American Airlines. URL: https://www.aa.com/homePage.do?locale=en_US
7. Singapore Airlines. URL: https://www.singaporeair.com/en_UK/sg/home#/book/bookflight
8. Air Astana зарегистрировала свой фирменный аромат Uly Dala. URL: <https://kyzylorda-news.kz/ru/obshestvo/air-astana-zaregistrovala-svoj-firmennyj-aromat-uly-dala-145482/>