

SECTION: MARKETING AND ADVERTISING

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STRATEGIC CONSUMER PSYCHOLOGY: DESIGNING NEUROMARKETING-BASED COMMUNICATION FOR HIGH CONVERSION RATES

Rebets Volodymyr

Expert in Behavioral Marketing and Branding
Founder of Rebets Consulting Inc., USA

Marketing today isn't about who can speak the loudest - it's about who can listen the most carefully. Every moment between a brand and a customer carries dozens of quiet decisions that happen before anyone realizes it. Strategic consumer psychology tries to catch those moments, to see what really makes people pause, feel, or decide. Neuromarketing takes this one step further: instead of asking what a person thinks, it looks at what their body already knows - a pulse that quickens, an eye that lingers, a breath that slows down. Together, these two approaches form a different language of communication - one that reaches beyond reason and touches the part of us that reacts before we think.

Old-school advertising was built on arguments - convince, compare, conclude. But that rhythm doesn't work anymore. People can sense when they're being sold to, and they turn away. They want to *feel* that a message fits, not be told that it does. As Casado-Aranda and colleagues (2023) remind us, most decisions start as emotions, not conclusions. So the goal isn't to push harder - it's to connect deeper. When a message resonates, trust happens almost on its own.

Neuromarketing combines psychology, neuroscience, and behavioral economics to study what the eye tracks, how the pulse changes, and when a small flicker of interest appears. Khondakar et al. (2024) demonstrated that EEG data can reveal the exact milliseconds when attention peaks - moments that usually precede conversions. This is not about manipulating thought but about understanding where curiosity lives and how quickly it fades. Knowing this rhythm helps brands create experiences that feel smoother, safer, and intuitively "right."

Every choice sits on layers of memory, habit, and expectation. Consumers rarely make new decisions from scratch; they recycle emotional patterns from past experiences. Strategic psychology does not fight these patterns - it re-tunes them. Effective marketing therefore means helping people recognize something familiar in what is new. When an ad feels like *déjà vu*, it signals that the message has entered the right cognitive corridor.

Images are faster than words. In milliseconds, the brain decides whether something feels trustworthy or alien. Xu and Liu (2024) observed that slight shifts in

color tone or typography can increase focus duration by more than 30 percent. Colors and rhythms function like emotional road signs: they either guide a user forward or send them away. The role of design, then, is not decoration but orientation - showing the viewer where comfort lives.

Neuromarketing reminds us that consumers buy states of mind, not objects. A fragrance sells nostalgia; a phone sells connection; a financial service sells peace of mind. The goal of communication is not to list advantages but to recreate the emotion that ownership promises. Strategic consumer psychology translates that emotion into sensory form - sound, texture, motion - making abstract desire tangible.

Research in this field relies on mixed methods. Eye-tracking shows visual attention paths; EEG and fMRI reveal patterns of cognitive load; self-report scales capture subjective impressions. Combining these data sources gives marketers a three-dimensional view of decision-making. As Wei et al. (2024) demonstrated, even subtle changes in message framing (“gain” versus “avoid loss”) create distinct neural responses. This evidence helps build campaigns that align emotional tone with consumer expectation rather than contradict it.

In psychological terms, conversion equals comfort. When a message feels coherent - visually, verbally, emotionally - the brain relaxes, and action follows. Trust cannot be forced; it is cultivated through consistency. The most successful brands do not persuade people to believe them; they behave in a way that confirms what people already want to believe. Every repeated signal - the tone of voice, the pace of response, the continuity of design - strengthens that belief loop.

A message never lives on its own. What sounds warm and friendly in one culture can feel intrusive or even aggressive in another. Wei and colleagues (2024) noticed that just changing the phrasing of a line - like saying “*protect your home*” instead of “*don’t risk losing your home*” - can move people’s feelings in opposite directions. It’s a small shift, but the emotional tone flips completely. That’s why knowing the cultural background isn’t an extra step - it’s the heart of communication itself. You can’t simply copy a slogan into a new language and expect it to breathe the same way. The meaning has to be re-felt, not just re-written. In the end, adaptation isn’t about words at all; it’s about carrying the same pulse of emotion from one world into another.

In today’s market, attention is traded like currency, and emotion sets the exchange rate. The stronger the feeling, the deeper the brand sticks. Brands that treat emotion as a core strategy - not just a side effect - build loyalty that lasts. Consistency creates community. Inconsistency? Confusion.

Digital spaces move fast - and break easily. People make snap decisions. Algorithms push harder. But none of that replaces real connection. Sometimes, all it takes is a pause, a gentle animation, or a tone that feels human to bring warmth back into a cold feed. The moment the interface stops feeling like code and starts feeling like care - that’s when conversion happens.

Good content has rhythm. It breathes. It knows when to pause, when to surprise, when to let the reader rest. Neuromarketing studies show that pacing - short sentences, visual breaks - keeps attention longer and boosts memory. It’s not about perfect design. It’s about psychological ease. A message that breathes feels honest. One that shouts? Not so much.

Advertising doesn't speak to one person in a vacuum. Every message lands inside a web of talk - comments, reactions, private chats, shared jokes. Once a feeling starts to move through that network, it becomes more than emotion; it turns into proof. When people laugh together at an ad, the laughter feels real, not staged. That shared emotion gives the story weight. The most powerful campaigns are not those that measure clicks but those that create a small cultural echo - something people start to use in their own language.

Repetition is another quiet force. The brain loves patterns because they make the world predictable. When a tone, a color, or a phrase comes back again and again, it stops feeling foreign. Familiarity slowly turns into trust. Repetition isn't about saying the same thing louder - it's about giving the mind a place to rest, a rhythm it can recognize.

Still, precision in understanding people's reactions always carries a risk. The closer brands get to reading emotions, the easier it becomes to cross a moral line. Neuromarketing should not be a trick for control; it should be a way to see more clearly. Quick wins through manipulation only hollow out the relationship that follows. Being open about how emotional data are used is the only way to keep respect intact - both for the audience and for the craft itself.

Personalization can make a person feel noticed, but it works only when it leaves room for distance. The best kind of attention feels natural, not watchful. A message that reflects someone's interests without peering too closely creates comfort; one that feels invasive kills curiosity. Empathy, in this sense, is about balance - seeing someone without stepping into their space.

The real future of neuromarketing doesn't lie in better gadgets or more complex algorithms. It lies in understanding people with more honesty. Technology can show patterns, but only empathy can give them meaning. As psychology and neuroscience start to speak the same language, the task will be to keep that dialogue ethical, creative, and human.

In the end, marketing that works feels like conversation, not persuasion. Neuromarketing, at its best, isn't about manipulation at all - it's about translation: turning raw data into emotional sense. When companies stop talking *at* people and start listening *to* them - to the pause before a click, to the hesitation before a choice - they rediscover authenticity. The result is trust, and trust always converts better than strategy. Every sale, every loyal customer, begins in that small invisible moment when someone simply feels understood.

References

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ПОЗИЦІОНУВАННЯ БРЕНДІВ ПІДПРИЄМСТВ РОЗДРІБНОЇ ТОРГІВЛІ

Каркушка О.О.

аспірант, асистент

Кафедра маркетингу

Державний торговельно-економічний університет, Україна

У сучасних умовах високої конкуренції на ринку роздрібної торгівлі бренд-менеджмент набуває особливого стратегічного значення як ключовий чинник забезпечення конкурентоспроможності підприємства. Ефективне управління брендом дозволяє не лише створити унікальну ринкову пропозицію, а й сформувати стійкий емоційний зв'язок між споживачем і компанією, що є основою довгострокової лояльності та стабільного розвитку бізнесу.

Бренд-менеджмент включає в себе комплекс заходів, спрямованих на створення, розвиток та підтримку бренду. До основних елементів бренд-менеджменту належать:

- брендова ідентичність (унікальні характеристики бренду, які виділяють його серед конкурентів);
- позиціонування бренду (стратегія визначення місця бренду на ринку та в свідомості споживачів);
- комунікаційна стратегія (способи донесення ключових меседжів бренду до цільової аудиторії) [1].

Бренд-менеджмент у роздрібній торгівлі охоплює комплекс управлінських рішень, спрямованих на формування, позиціонування, розвиток і підтримання цінності бренду в динамічному ринковому середовищі. Він забезпечує узгодженість між маркетинговими комунікаціями, якістю товарів і сервісом, корпоративною культурою та сприйняттям бренду споживачами. Зростання ролі цифрових технологій, персоналізації комунікацій і соціальної відповідальності бізнесу підсилює необхідність формування системного підходу до бренд-менеджменту, що базується на аналітиці, інноваціях та взаємодії зі споживачами.

Формування чіткого, послідовного та привабливого образу бренду в свідомості споживачів дозволяє не лише виділитися серед численних ринкових пропозицій, а й сформувати довгострокові відносини з цільовою аудиторією. Правильне позиціонування бренду сприяє підвищенню рівня довіри, лояльності споживачів, зміцненню репутації підприємства та забезпеченню стабільного попиту на його продукцію чи послуги.