

**NON-TRADITIONAL MARKETING METHODS FOR A SURVEY OF
CONSUMER BEHAVIOUR**

**НЕТРАДИЦИОННЫЕ МАРКЕТИНГОВЫЕ МЕТОДЫ ДЛЯ
ОБСЛЕДОВАНИЯ ПОТРЕБИТЕЛЬСКОГО ПОВЕДЕНИЯ
НЕТРАДИЦІЙНИЙ МАРКЕТИНГ МЕТОДИ ДЛЯ ДОСЛІДЖЕННЯ
ПОВЕДІНКИ СПОЖИВАЧІВ**

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The article deals with examination and analyzing some kinds of non-traditional marketing analyses which can be used in the consumer behaviour survey. Advantages and disadvantages of non-traditional marketing analyses are substantiated. Recommendations about effective application for optimal analysis which takes to account types of objects under examination were developed.

Key words: non-traditional researches, consumer behavior, neuromarketing, eye tracking, coolhunting.

I. **Introduction.** The modern market is developing by leaps and bounds and consumer needs are getting more and more fastidious. That's why marketing specialists continuously develop new method of approaching to examination of consumer behaviour survey. Very often people's words differ from their actions. That's why the researches are looking for new methodologies for studying human's perception and thinking. This will help to get the impartial information which is an integral part of their business. They use profound neurobiological and psychological methods for studying motives which guide consumers while choosing goods and services. These methods develop and modify according to the peculiarities of the objects under examination for providing the most precise and topical information.

II. **Formulation of the problem.** Non-traditional methods of marketing analyses are broadly described in the modern business, economic and economic-psychological literature. The issues discussed in the article were analyzed by such scientists as G. Armstrong, M. Gladwell, G. Zaltman, S. Kosar, Martin Lindstrom, K. Rotzoll, V. Fryburger, etc. This topic is actively analyzed by foreign scientists but in spite of a great amount of theoretical materials there is a need in analysis of different approaches and recommendations' development of how to use different research techniques for different mental groups.

III. Results.

Modern marketing specialists possess the up-to-date instruments and techniques as well as new research methods in the sphere of consumer behaviour, cognitive psychology and neurobiology. Such knowledge gives them an opportunity to get the access to the top-secret fears, dreams and desires of their potential consumers.

There are some of the most non-traditional marketing approaches to studying the consumer behavior. They are neuromarketing, coolhunting and eye tracking. These methods are popular in Europe and North America but in the countries of former Soviet Union such researches just become embedded.

Neuromarketing started developing in 90s in the USA. Nowadays this branch is developed enough and about 95 world advertising agencies examine it. Such big and successful companies as General Motors, IBM, Microsoft has been using this very type

of research. These companies decided that it's better to invest money in the effective researches than to incur losses and sully their image [3].

The subject of neuromarketing studying is subconscious and emotional reactions of people to some stimuli. Some special equipment, namely magnetic resonance imaging and electroencephalographs are used for such researches. Such technologies are reliable and absolutely safe for people and with their help the brain activity connected with processes of perception, thinking and decision-making can be measured. Scientists proved that every brain region is responsible for a certain emotional state (fear, affection, envy, delight). Marketing specialists have begun to make use of it in the consumer behaviour researches.

During the experiment a respondent is affected by different stimuli (cover elements, commercial, printed advertisement samples and specific smell) and scientists fix the brain reaction namely the activity in different cerebrum regions, changes of pulse rate, breathing speed and contraction of vision muscles. Researchers are interested only in that person's reaction, which doesn't go through his conscious "filters". Such reaction uncovers not what he says about one or another brand but what exactly this person thinks about the it. Thus, received information can help to appreciably broaden the imagination about the factors that influence the consumers' decisions.

The main advantage of neuromarketing researches is the fact that it's nearly impossible to control consciously neurophysiological reactions but they are needed to be registered straight from the moment of respondent's contact with the stimulus which is interested for researchers. With the help of neuromarketing researches we can get true answers about what emotions respondents feel while contacting the stimulus and definitely distinguish their advantages among all given variants to be chosen. A bright advantage of this method is that money invested by companies to such kind of experiments are 100% repaid because in this case people's brains and reactions for some goods, advertisement, slogan or smell are analyzed [4].

For the researches of product's packing, site design, or an attraction of magazine's cover or billboard the best method to use is eye tracking. Eye tracking – is a methodology of visual perception analyzing by a respondent of some information.

There is a special device used in this analysis which is called eye tracker. Eye tracker – is special equipment which identifies the peculiarities of a person's eye and shows indices of retina activity. The results of this experiment are absolutely true because a person's retina can't control a glance which means that researches can find out what exactly part of an image will draw the most attention [1].

The advantage of this method is simplicity of its conduction because of convenience of the equipment. During the analysis the respondent can easily move and feel himself in a natural way. The up-to-date equipment makes the process automatic and makes the statistic testing analysis of many respondents right after testing.

The company R&B GROUP uses eye tracking very successfully at the Ukrainian market combining it with other research methods for wider analysis.

Non-traditional marketing researches have disadvantages as well. One of them is a very high price for its making because all the equipment (magnetic resonance imaging, electroencephalographs, eye trackers) which plays an integral part of such analyses is very expensive and people who make these analyses are highly specialized experts in a specially equipped laboratories. Such experiments involve a great number of qualified people. All these needs entail great expenses. Also there is a problem in searching volunteers who would like to be engaged in researches because for such experiment there is a need in a focus-group of 20 people or more.

The core of the problem is that not everybody agrees to take part in such researches because there is the equipment which scans a brain and people don't trust its safety. People are also confused from the moral point of view. They consider such experiments as the intrusion in their personal space.

Nowadays youth is the priority for nearly all the companies because it is they who bring the most income buying up those things and using those services which are fashionable and rise up their status among friends and relatives. But it is this market segment which reacts negatively and skeptically to what is foisted off on them. It means that they entertain the opinion not of advertisements but of their friend. Companies have started searching the ways to insinuate themselves into their confidence and to keep them as their clients. It was the basis for a new method of marketing researches which is

called coolhunting. It became popular at the beginning of 90s especially among the Internet users. Coolhunters are the same people as marketing specialists who discover phenomena and tendencies for using them in development of goods and services production. In other words coolhunting is a young people's fashion, musical stream popular among youth, computer games, cinema, and mobile technologies [2].

This research method is based on the expert's intuition. Thus coolhunters are able to distinguish some fashion tendencies which will be popular in few years. The advantage of this method is that it's very effective and helps to make a lot of discoveries because very often such researches are made secretly and coolhunters hired by enterprises collect information among their relatives in conditions of life or business environment. Nowadays companies invest money in this research method because they want to be first who offer the consumers actual and useful goods. It should be the products desired and long-expected by their consumers. One of its disadvantages is an expensive financing which is indispensable for this research, another one is a fast obsolescence of the investigators made by coolhunters. It loses currency in few hours.

Non-traditional marketing researches can help market specialists clearly define motives which guide a consumer while making decision about purchase, and his real needs and wishes. With the help of cerebrum researches, reflex image perception and knowledge about taste of young people a common utility for sellers and buyers can be formed. In this way enterprises can introduce useful and valuable products which in the future will bring expected income and buyers will be provided with desirable goods.

IV. Conclusion

On the basis of the materials referred above we can draw a conclusion that non-traditional marketing researches are developing by leaps and bounds and becoming an important and driving force for changing marketing concepts of modern enterprises. A lot of companies invest their funds to these very non-traditional researches because they believe that the result will be effective and provide them with very high incomes. The success of marketing researches depends on the correctness of a chosen method. It means that the examining object should be studied and then its peculiarities should be analyzed and only then the most optimal method of non-traditional marketing

researches should be chosen. It's no less important to take into account the segment for which the product is meant while choosing the right approach.

Neuromarketing is the most all-purpose and optimal method of marketing research because it covers a wide spectrum of emotions and feelings of a person during the examination of some object. But if the task of the research is more specific than another direction should be chosen. For example, if we need to find out what are the reasons of a web-site or a magazine cover attractiveness we need to use eye tracking. If we deal with the product meant for young people and fast changes of fashion tendencies which influence youth then we need to use coolhunting. Therefore, there is a wide variety of effective non-traditional researches which can be adapted to some specific task and examining object.

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