

NEUROMARKETING AS A TOOL FOR GUARANTEEING SUSTAINABLE GROWTH ACTIVITY

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Abstract

Neuromarketing is one of the actively developing marketing approaches is a new methodological marketing approach that includes research on consumer behavior using neuroscience tools .

Property from the form strictly look all economy host of subjects each how activities from neuromarketing reasonable systematic use at the expense of fast variable market conditions flexibility provide enable will give .

Key words

Necessity, need, demand, exchange, marketing, neuromarketing , fragrance marketing, color marketing, audio marketing, healthy competition.

One of the main tasks facing all economic entities, regardless of the form of ownership, is to ensure a systematic and stable growing activity . The final economic or social process of any activity (whether it is in the production or service sector) in a certain isolated period is a commercial process. The trading process is the most important process, and no one (entrepreneur, trader, service person, specialist, employee, manager, etc.) can «gain» or «loss» in a certain period of time. can not come to the final conclusion.

"Trade is one of the honorable professions. According to the instructions of our religion, honesty, correctness and politeness have a special place in business. People who do not betray the rights of people and do not deceive each other will be lucky to be with the most beloved servants of Allah in the Hereafter. Abu Sa'id al-Khudri, may God bless him and grant him peace, said: Our Prophet, may God bless him and grant him peace, said: «A faithful and honest merchant will be with the prophets, righteous people, and martyrs (in Paradise)» (Tirmizi's narration).

Honesty means staying away from lies, betrayal, slander, and unfaithfulness.

It is known that in order to master any profession, to become a skilled master of one's profession, it is necessary to perfectly study the science related to this profession. A person who loves his profession does not get tired of work, but he enjoys it. When he sees the results of his work, he forgets all his fatigue. A person considers himself happy if he helps others because of his profession. So, a person achieves great merits and degrees promised by honest work.

Therefore, if a person engaged in trade and commerce does business in accordance with the way shown by our religion, he will have a great reward in the Hereafter, and he will even be with the Prophet and the Siddiqs in Paradise. However, if it is the opposite, if he uses tricks, deception, deceit, and dishonesty for his own benefit, then he has gone beyond the requirements of our religion, and it is inevitable that he will face a heavy reckoning on the Day of Judgment. Some merchants lie and even swear falsely to sell their goods. It removes the blessing of trade. On the other hand, calamities and disasters can also occur.

From Hakim ibn Hizam, may God bless him and grant him peace: The Messenger of God, may God bless him and grant him peace, said: «The buyer and the seller are voluntary. If they speak the truth to each other and do not hide their wealth, they will be blessed. If they hide the fault of their goods and deceive each other, their trade will be blessed». (Narrated by Bukhari and Muslim)

Marketi efficient develop from the conditions one healthy competition environment formation is considered Exactly that's it in consideration took, our President Sh. Mirziyoyev under the guidance of «Free market mechanisms current make, healthy competition and private property inviolability to provide». input necessity separately pointed out [1].

We know that marketing is a human activity that ensures a systematic increase in the volume and efficiency of the sales process. Philip Kotler, a well-known English scientist, defined marketing as follows: "Marketing is a human activity aimed at satisfying a need, need, demand through the process of exchange" [2]. As can be seen from the definition, marketing is an activity aimed at taking into account human needs, needs, demands, tastes and interests in a systematic way and making timely management decisions based on their results. This, in turn, is directly related to the organs of human feeling, vision, perception, and taste, which are the motivators of human purchases.

Motivators are images and ideas that encourage a person to act, buy, stimulate his innate needs for psychological growth, the desire to improve his skills and realize his creative abilities. Motivators help to expand, develop, adjust the mind in a positive way, see new ways of solving problems. The role of neuromarketing in

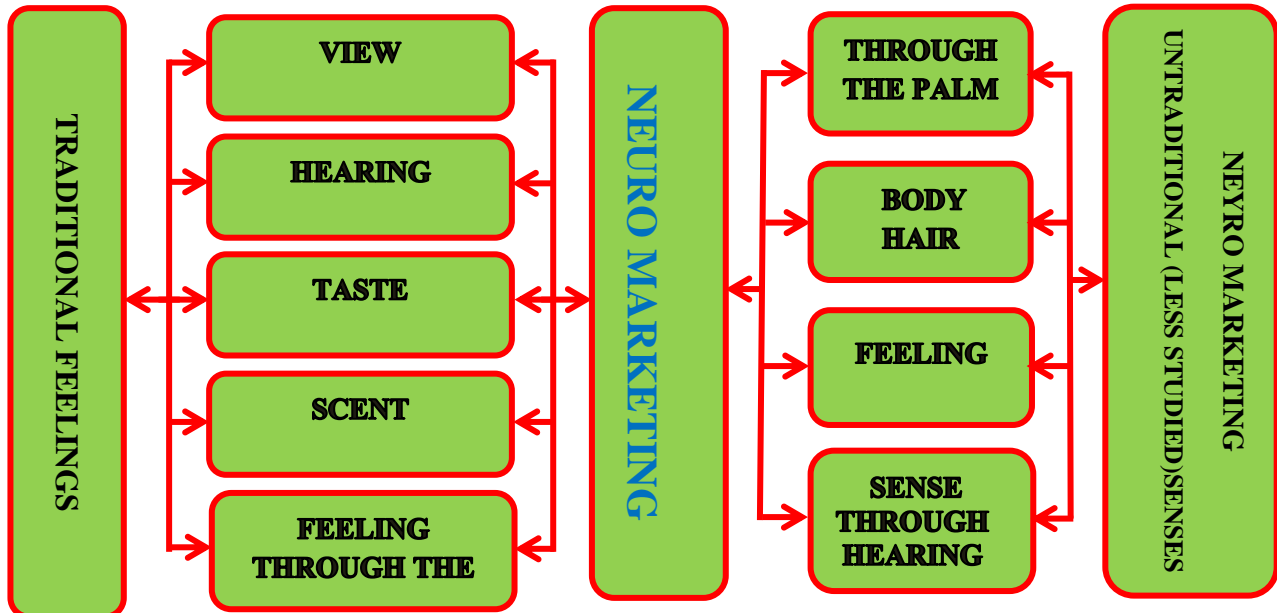
motivating a person to buy regardless of his psychological type (choleric, phlegmatic, sanguine, melancholic) is incomparable.

Neuromarketing is one of the marketing approaches that is actively developing today.

Neuromarketing is a new methodological marketing approach that includes research on consumer behavior using neuroscience tools.

It uses technology to study the brains of potential consumers to determine which color-images the target group of consumers respond to more positively or negatively, paying more attention to the emotions of customers. In neuromarketing, it is assumed that a person perceives the environment (for example, product presentation) primarily at the level of neurophysiological signals.

On the one hand, neuromarketing allows the analysis of stimuli of different modalities (modality is one of the main properties of sensations and describes its quality): from the five traditional senses (sight, hearing, taste, smell, feeling through the body) to the little-studied components of the perception of the body scheme, for example, feeling, the change of the hair on the skin in the direction of movement or the feeling of stretching of the neck muscles, etc. (Figure 1)



1-Drawing. Neuromarketing analysis objects (author development)

On the other hand, with the help of neuromarketing, it will be possible to study the most complex integral functions of a person: memory, speech, emotions, the influence of the subconscious system, the decision-making process, etc. [3]. The

possibilities of neuromarketing allow a deeper study of the mechanisms and principles of the organization of human commercial behavior, which is not equal to the ability to fully obey him or impose something on him.

of marketing is to «open the black box of consumer behavior» [4], that is, to reflect the relationship between marketing stimuli (product, price, sales, advertising) and consumer attitudes.

After passing through the «Black Box» of the buyer's mind, stimuli trigger a series of buyer affective reactions.

The business world responds quickly to every innovation in science and technology. The results and discoveries of Neuroilm are actively used for commercial purposes. Neuromarketing is a potential component of commercial success. Neuromarketing research is an important new direction born at the intersection of economics, marketing and psychology, which is designed to understand and study a very important area of human activity living in a modern post-industrial society. New knowledge obtained as a result of research helps to better understand human behavior, to reduce the existing negative effects and risks affecting it in the modern world, and to make human life more harmonious and healthy.

Neuromarketing was primarily interested in manufacturers of high-end consumer goods, particularly automobile manufacturers.

A neuromarketing approach can simplify and improve the physiology of perception and information processing, associative and stimulus recall, and increase the likelihood of making a positive purchase decision. More and more companies are starting to use neuromarketing research for new products. Neuromarketing opportunities are especially important in a competitive environment.

Neuromarketing is not manipulation, according to experts, a lot depends on definitions: the idea that someone calls manipulation can be presented in commercial activity, taking into account the reaction of the human body to external stimuli. However, rumors about the absolute defenselessness of the buyer before neuromarketing are greatly exaggerated. According to marketers, if a person knows exactly what kind of product he needs - color, style, material and even price, it will be extremely difficult to force him to buy something that is completely different from the created image.

We can conditionally form the components of neuromarketing (Chart 2).

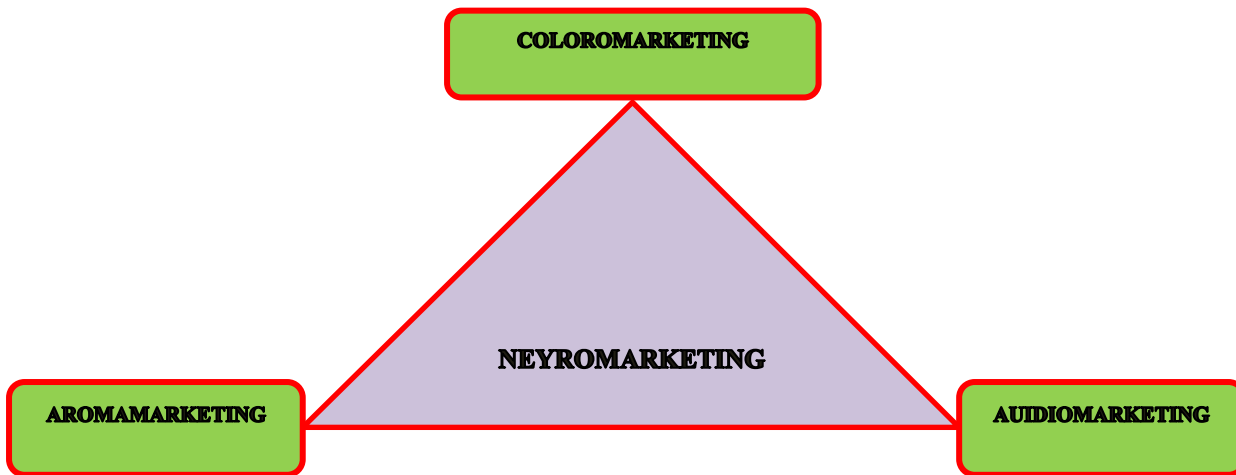


Figure 2. Conditional components of neuromarketing

It is known that a person perceives 80% of the information about the world around him by sight. When a customer enters the store, he should serve not only to buy, but also to enjoy this process, so that any customer (buyer) does not leave the store without a purchase.

Coloromarketing is a set of interconnected relationships between color - images and human perception, gaining importance in motivating people to buy.

Correct and reasonable selection of colors during the sales process guarantees the purchase.

From the entire spectrum of colors, yellow is the first to be accepted. *Yellow color* - lifts the mood and inspires creativity, it is perfect for decorating offices, it is perfect for decorating offices and offices, improving the microclimate, significantly contributing to the optimistic mood of the consumer.

Brown is a stable color, which is often chosen by large and self-confident organizations whose clients are well-known and representative.

Red is a very energetic and exciting color, effective for spontaneous and impulsive purchases. However, it is worth noting that with prolonged exposure to red color, it can also cause aggression or fatigue and a decrease in attention, therefore, when decorating the interior, carefully studied the specific characteristics of customers from this color, it is recommended to use with analysis. This color is often used in catering establishments.

Pink the color is the color of innocence, sensitivity and gentleness, so it is an ideal color for luxury establishments as well as children's goods stores.

Orange color - positivity, joy, fun, it evokes the feeling of being free from negativity and happiness. This color is effective in decorating entertainment events, decorating cafes, restaurants and night clubs.

Green color is a calming and relaxing color, but it can slow down the mind and slow down processes, so it is better to use shades of this color.

Blue color - creates a feeling of comfort, stability, calms down. This color is often used to decorate hotel rooms.

In addition to color and graphic design, video and creative video animations can be used effectively to increase sales in stores, because video images are best used to convey information about goods and services to consumers through clear and complete movements. and maximum efficiency can be achieved.

After visual images, sound images take the next place in terms of intensity of information perception. Many organizations, for example, catering establishments, do not work without musical accompaniment. The sound design of a retail establishment or an office is widely used and of great importance. Voice stimulation of the consumer is to create a certain positive (or negative) mood of the consumer (customer) with the help of sound and its frequency and tempo. For example, small, cozy cafes and restaurants use melodious and quiet music, while youth clothing stores use dynamic and energetic music.

Studies in the field of sound effects on human perception have proven the following. Using medium-tempo and high-quality tones encourages impulse buying. This technique is used by high-end stores where customers with high purchasing power can match their preferences with opportunities. Dynamic and energetic music is used by medium price segment stores and popular small budget stores.

In the markets of Central Asian countries, radio and audio devices are often used as voice accompaniment. These tools do not work well, because a sudden and constant change of tone has a negative effect on a person, destroys the accumulation of attention, distracts from the process of choosing a product and directly buying it. can lose Skimping on audio marketing can also lead to lower revenue and lower customer loyalty.

Therefore, when using audio marketing, it is necessary to take into account various factors: the specificity of the company's activities, product range, target audience, employees, etc.

To motivate employees, you can use a combination of dynamic and slow compositions with a smooth transition so as not to cause a negative reaction. According to industry experts, 19% of customers want to leave premises with loud music, intelligent customers with higher education have a negative attitude to discordant music, and the younger group of customers prefers foreign music.

Therefore, it is necessary to carefully approach the choice of musical accompaniment according to the psychology of customers. Using video and audio synchronization, broadcasting advertisements on a large screen with stereo accompaniment can ensure that the target is achieved.

Aromamarketing, or influencing their minds through the sense of smell, is used to attract consumers to purchase. Aroma is one of the most subtle ways of influencing the consumer. A pleasant smell increases the customer's mood and level of confidence, the desire to be in the room, and is also an aesthetic component of the enterprise's image. The smell has a positive effect not only on customers, but also on the employees of the organization. With the help of aromamarketing, you can improve the microclimate in the team and motivate employees.

Aroma marketing is also able to create lasting relationships with the brand. With the help of aromamarketing, you can form a complete image of the enterprise as an image tool, as well as create the necessary associations in the mind of the consumer between the smell and a certain brand. Neuromarketing, which can influence the consumer's mind with the help of visual, auditory and olfactory perception, is one of the promising areas of marketing. In the process of making a purchase decision, the consumer is influenced by many factors, most of which he is not aware of. When making a purchase decision, a consumer may be influenced by more than one need, some of which may unconsciously compel him to make a purchase. For example, when buying an insignificant product of a well-known brand, not only a clear need, but also a desire for recognition, a sense of belonging to a richer group of consumers can be affected. Color, smell, sound can create a certain image of the product in the consumer. There are many factors that influence the consumer and his purchasing decisions. These questions are solved by marketing and neuromarketing. A deep understanding of motives, drives, and unconscious factors can help you better understand what a consumer needs and offer him what he wants.

If we come to the final conclusion based on the above thoughts and considerations, the systematic use of neuromarketing, taking into account the specific characteristics of any activity, the results of the analysis of factors affecting

it, the results of studying the demands and needs of buyers (clients) guarantees the provision of sustainable growing activity.

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