

individual. Knowledge of motivational factors makes it possible to use marketing more effectively in practice. Intensive use of marketing in the field of constant updating of goods, ever deeper differentiation, effective positioning for the perception of advertising, focusing on different behaviors, is really just a response to the growing needs for pleasure and incentives observed in a society where basic needs are met good, but at the same time such needs as novelty, unusualness, complexity and risk become vital.

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## **MARKETING TRICKS AND THEIR IMPACT ON HUMANS**

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From buying a product with a "yellow price tag" to solid furniture in a restaurant, it's all about marketing gimmicks and tricks that quite successfully affect our consciousness, as well as manipulate it.

Marketing tricks are a carefully thought-out part of a marketing strategy, not the usual "Oh, how did it happen that I bought it? I didn't really need it". A large number of people every day encounters a variety of tricks and tricks from marketers, but does not even have a clue about it, capturing the hook on the bait of marketers completely.

Almost every marketing ploy or trick is based on psychology of a consumer, his\her comfort zone and some of his\her general ideas. Edward Bernays began to use all this, after reading the book of Sigmund Freud, he noticed a few ideas. Edward Bernays used these ideas to create a science of mass persuasion based on the manipulation of subconscious sensations and impulses [2]. Marketing tricks are most often aimed at increasing sales and creating motivation to buy services or goods, sometimes companies also use tricks to impose an opinion, to call for action, and so on.

Nowadays, there are a large number of such marketing tricks that marketers do not make and invent, but of course it is not possible to consider all types of marketing tricks, so we will highlight the brightest and those that relate to human psychology.

Priming effect (primer) is based on the formation of an associative series. This is when someone says a word, and you do not hesitate to reproduce the association with him. By the way, the emergence of associations is associated with the activity of our nervous system and occurs at the level of reflexes. For example, if someone says "Tula", then you will probably have an association with "gingerbread" [1]. Analyzing the human behavior, it is clear that if we say "Buffet", they will imagine not a regular buffet selling food for snacks, but a network of Kharkiv fast food restaurants, the associative range may differ depending on the consumer market segment, age, place of residence, way of life, as well as traditions and habits play a role.

Next it is necessary to add about the Baader-Meinhof theory (the Baader-Meinhof phenomenon or frequency illusion). The point is that once you see a product or service or their advertising, you start to notice them anywhere, as if it's fate, it seems to you, so you decide to try. For example, the well-known Ukrainian company Roshen started with the fact that they first decided to bring their product to all outlets, and only then start showing ads on TV. And this plan worked, a person notices chocolate in one store, then in another, and then in the third, turns on the TV, and there is also advertising, and finally your friends have already tried. This is due to the fact that our selective attention dies when, under the influence of a new idea, thing or word, we unconsciously begin to follow the product, and to our great surprise, we find it almost everywhere [1].

Disgust at loss, that's what the next marketing ploy is called. When someone gets something, they are unlikely to want to part with it. This is due to our selfishness, which is in every person, someone finds it more, and someone less. Everyone has something that they call "theirs" that they judge for themselves. We value our things very much, we care about them and we are afraid of losing something, and marketers know about it and use it. I am sure that almost everyone has at least once in their life enjoyed a trial period of a service or product [1]. The trial period gives us a sense of ownership of a service or item, so when in a week, 10 days or a month you are denied free access, you start to miss, feel the loss of something, and a lot of people go and buy this service to avoid loss, to say again "I have ...".

The next interesting trick is social influence. Let's imagine that all your friends are discussing a movie that you haven't seen, you're uncomfortable because you can't keep the dialogue going and your friends won't notice you, so you come home and start watching this movie because "I want to keep the conversation going too". And here is another example, imagine that a group of children in the sandbox has a bucket in the form of a castle tower, and one child does not, this child will of course go to his mother and say: "I also want such a bucket". The phrase "I want too" plays a key role here. One of the needs of a person is to belong to a group in society or at least minimal involvement in this society, it's all even in the Maslow pyramid. Our "I want too" is the key, it shows that we all want to be involved in the group, even if we need to buy something.

Then the issue arises, is it possible to somehow avoid the influence of marketing tricks. Unfortunately, one can't protest against the structure of our brains and the organization of our psyche, and that's why we can't completely avoid all the fishing rods that marketers are throwing around us, but there are some tips to reduce unwanted, impulsive purchases.

Table

Tips for avoiding the marketer hook

Name of a Tip	Explanation
Explore and evaluate products	Do not shop under the influence of emotions. First of all, you need to calm down, assess the situation, calculate how much you need this thing. Weigh the pros and cons and make a choice [4].
Be meticulous	Always read the items written in small print, because they may contain important conditions of discounts and promotions that may not play on your side.
Don't forget about uniqueness	Don't buy a lot of similar things that you are unlikely to use, they will most likely lie somewhere in the closet, it is better to buy something unique for you to use [3].
Compare and analyze	Focus not only on prices, but also on characteristics. Sometimes people, seeing three items of different price categories, make their choice towards the item of the middle price category, without even considering the characteristics of these items, because there is a stereotype of the "golden mean" in both quality and price. Ignore the stereotype and consider the quality and characteristics of each product. Sometimes cheap things have good quality, and expensive things have a lot of features, both necessary and unnecessary.
Be vigilant	Always remember that not all sellers are honest, and discounts do not always lower the price of the product. Some use discounts to sell a product with an expiration date, while others overestimate the price of the product and make discounts, especially during Black Friday, some people buy goods at a discount at a price that was more expensive than before Black Friday. Some sellers that I've seen in person just mimic discounts by making price tags red, and some create discounts, but they only work on one day a week or on some condition.
Think about	Think about why I need a certain thing before I buy it. It doesn't make sense to have cable TV if you have a Netflix subscription, for example, and you pay for both, although you can do with one thing.
Plan	Create a shopping plan for the month so you don't spend too much money on purchases that don't make sense.

So, as already mentioned, we are surrounded by many marketing gimmicks, built on the psychology of human perception. Avoiding them completely is

unrealistic, but you can reduce your number of hits on such hooks, but do not forget that bypassing one hook, you already run the risk of getting on another.

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## COGNITIVE PSYCHOLOGY AS A KIND OF A TOOL IN NEUROMARKETING

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Psychology plays an important role in various fields. Psychology is highly integrated into economics. Economists meet with consumer questions every day. They need to understand important factors in human behavior. A true professional integrates psychological tools into their work. Marketing is one of the most important areas influenced by psychology.

But, it should be noted that psychology affects different cognitive processes of a person. The tools, that marketers use, affect us more than we think.

Neuromarketing is an example of such a tool. It is based on work from neuropsychology, marketing and cognitive psychology. Neuromarketing is very important instrument which manages human wants and needs. It studies consumers' sensorimotor, cognitive, and affective responses to marketing stimuli. Neuromarketing certainly does not replace traditional marketing tools. This is a narrower area that complements conventional methods. It shows a clear view of the consumer [5].