

form exemplifies the merger of environmental analytics and behavioral incentives. By mapping real-time energy use against neighborhood demographics, the city identifies blocks where solar panel subsidies would have maximal uptake (e. g., areas with high homeownership and low trust in utilities) [2]. This precision targeting boosted residential renewable adoption by 22 % in 2022, slashing grid strain during peak demand. – Crisis as a Behavioral Catalyst. Cape Town’s 2018 “Day Zero” water crisis, where reservoirs neared total depletion, became an unintended experiment in rapid behavior change. By coupling real-time consumption dashboards with social norm messaging (“78 % of your neighbors are saving water”), the city cut daily use from 1.2 billion liters to 516 million in three months. Post-crisis, these habits persisted, proving that scarcity, when paired with behavioral nudges, can forge lasting cultural shifts.

Conclusion. The 20th-century city optimized for efficiency; the 21st-century city must optimize for human nature. As heatwaves and migration test urban resilience, success will hinge on policies that speak equally to the amygdala and the IPCC report. Rotterdam’s flood-risk gamification apps and Seoul’s AI-driven waste-pricing algorithms underscore a new truth: sustainability is not a technical challenge but a behavioral one [3]. The Economist forecasts that by 2030, cities failing to adopt this dual lens will face not just ecological bankruptcy but a collapse in civic trust.

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MECHANISMS OF NEUROMARKETING: THE INFLUENCE OF DOPAMINE ON CONSUMER DECISIONS

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Резюме – в данной работе будет рассмотрена экономическая значимость нейромаркетинга как инструмента повышения потребительского спроса на примере компании Apple.

Resume – this paper will examine the economic significance of neuromarketing as a tool for increasing consumer demand using the example of Apple.

Introduction. To remain competitive in the market, companies use various mechanisms to promote products and services that can help achieve business goals. Thus, in the early 2000s the term neuromarketing appeared. Neuromarket-

ing is a set of methods for studying unconscious factors that influence decisions about purchasing a product or service from buyers. This area of marketing is extremely relevant and important for study since according to research in the field of behavioral economics, from 40 % to 80 % of all purchases are not a deeply conscious and thoughtful decision [1]. Decisions to purchase a particular product are mainly made under the influence of various factors and impulses that is irrationally. By studying the reactions of a person and his brain, we can come closer to understanding the irrationality in purchasing behavior.

Main part. Dopamine is a hormone and neurotransmitter involved in the process of adaptation to stress, affects learning and memory processes, therefore, the formation of attachment and dopamine controls our attention. This is the dopamine that is directly related to short video clips, which are now very common among the marketing strategies of large brands, so it is of high necessity to take a closer look at how this neurotransmitter affects purchasing power and under what circumstances it is produced. In response to different stimuli, the level of dopamine fluctuates, but eventually returns to normal. Dopamine is produced from anticipation of a certain event and not from implementation [2]. If we get more from a purchase than we expected, this stimulates us to perform the action again. Dopamine is often view as a desire, not as a presence. The level of dopamine increases not from the reward, but from its expectation. If the reward is less than expected then the level of dopamine and motivation decreases. However, it is worth noting that with each new repetition, the consumer gets less and less pleasure from the purchase. The consumer is satisfied, but does not experience the same feeling of delight; adaptation and tolerance to stimuli occur. Dopamine process: Expectation – Increase in dopamine levels – Reward – Increase in dopamine levels – Incentive to repeat the action.

But it should be noted that this scheme only works when the association “action = reward” has not yet been established. For brands, this means that when forming marketing strategies, you should not “oversaturate” advertising offers with triggers and include all the best at once, the brain quickly adapts.

For instance, MacBook Air has been studied from the point of view of neuromarketing and knowledge of the human dopamine system. MacBook Air in 2008, this product presentation is a benchmark marketing case. This speech was thought out to the smallest detail and combines simple slides with an emphasis on the main thing which do not overload the attention of the audience and an emotional presentation. A story was told selling not a product, but a lifestyle, and most importantly the visual component. S. Jobs came out on stage with an envelope in which lay the same MacBook Air, at this point the visual cortex of the brain was involved, as well as associative memory the envelope initially seemed very thin to us, which immediately made the audience remember the main advantage of the laptop. And as was said earlier about the production of dopamine:

1. Dopamine = anticipation. Before the presentation, the company did not share information about what exactly would be presented to the market. This heated up interest and caused that very anticipation and anticipation.

2. It is vital to remember that if the reward is less than expected, the level of dopamine and motivation decreases. And here S. Jobs gave the audience more than they expected, and this is what activated the surge of dopamine. Instead of simply showing the new model of the device, he put it in an envelope, and thus created a “wow effect” and an atmosphere of magic.

An example of giving customers a little more than they expect from purchasing your product is a very good mechanism for building a marketing strategy. It can be used locally, for example, by adding a fortune cookie to a cup of coffee in a coffee shop, this will already be enough to activate that very “wow effect”. It is the “wow effect” that will be imprinted in the buyer's memory, and when recalling your product, the buyer will also remember this feeling of delight and surprise, and the fact that you exceeded his expectations.

Conclusion. Thus, brands do not need to constantly stir up interest and drive buyers into a race for dopamine. Those businesses that are focused on environmentally friendly promotion with personalization for their audience and its needs, giving out incentives in a targeted and measured manner will win the competitive battle. W. Shakespeare also said: “Too much taste kills the taste”, that is relating to consumer context, the excess of incentives kills the dopamine system and the buyer becomes tolerant to the product/service. In 2025, companies should competently form marketing strategies, avoid spam in offers, reduce the level of digital noise and study new cases in the field of neuromarketing.

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SUSTAINABLE DEVELOPMENT GOALS FOR THE BELARUSIAN ECONOMY: CHALLENGES AND PERSPECTIVES

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Резюме – Беларусь изъявила огромное желание выполнить цели Повестки дня в области устойчивого развития. Для выполнения этой повестки необходима выработка разносторонних механизмов решения проблем.

Resume – Belarus has shown a great desire to achieve the goals of the Sustainable Development Agenda. To fulfill this agenda, it is necessary to create different ways to solve problems.