

PSYCHOLOGICAL TRIGGERS AS A TOOL TO INCREASE SALES AND BRAND AWARENESS

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Резюме – в статье рассмотрена связь между маркетингом и природой человеческого мозга и приведены способы воздействия на покупательские решения.

Resume – the article considers the relationship between marketing and the nature of the human brain and provides ways to influence consumer decisions.

Introduction. Advertising, packaging design and active social networking are aspects that each company develops to attract customers and increase sales. It's possible to increase the effectiveness of these indicators by understanding what exactly consumers pay attention to and how they process information.

The article describes the principle of the brain work, or rather the brain department responsible for decision-making. Psychological triggers affecting this department have also been put forward.

Main part. According to the McLean triune brain model, the human brain can be divided into three parts: the reptilian brain (the old brain), the limbic system and the neocortex. The old brain is the oldest part of our brain. It is responsible for the satisfaction of the most necessary: food, the struggle for survival, escape and reproduction. There is a huge amount of research proving the dominance of the old brain in the decision-making process. In the book 'How the Brain Works', scientist Leslie Hart states: 'There is now a lot of evidence that the old brain is the main one in determining what sensory information will go to the new brain and what decisions will be made'. Bert Dekker in his book 'You've Got to Be Believed to Be Heard' develops the concept of achieving loyalty through the old brain in order to achieve understanding. Based on modern research and the above books, we can say that the old brain processes information from the other two departments and makes the final decision. This means that it is necessary to rely on it when developing a marketing strategy.

In the Patrick Renvoise's and Christophe Morin's work, 5 specific stimulus of influence on the old brain: egoism, contrast, real information, beginning and end, visual stimuli, emotions. This stimulus underlie psychological triggers [1].

The trigger system – a set of motives that push you to purchase. Triggers are divided into groups, and each group includes a number of types. The classification and explanations are given in Table 1. The trigger can be anything: sounds, images or situations. The possibilities of using triggers are extensive, starting with promotions in stores and ending with finding the market segment that suits you.

Table 1 – Classification of triggers

Group	Type (explanation)	
Identity trigger	Occupation (offer for a specific audience: emphasis on profession, hobby, involvement in the group) Geography (place of residence, possible movements) Motive (getting into the pain of the consumer) Situation (providing assistance in some situation)	
Social triggers	Community (closed access, valuable material) Authority (value of the offer: rating, awards, mentions in the social media) Social approval (reviews, customer loyalty) Care (checklists, instructions, explanations for the use of the product)	Result (company's successes, ready-made cases, development scenarios) – Famous buyers (collaborations with bloggers, reviews) Exclusivity (closed access for a narrow target audience) A common enemy (interaction with the consumer, solving global problems)
Greed Triggers	Free (demos, first service for free...) Gift (1+1, samples, service) Discount (discounts, promotions)	Pay later (installment, loan) Earn (perform an action and get a product or discount: bring a friend, take a survey, leave a review)
Triggers of trust	Guarantees (refund in case of dissatisfaction with the purchase) Loyalty to your words (honesty and openness of the brand)	Closing objections (answers to the FAQ) Harmful assumption (admitting mistakes, broadcasting ways to solve them) Reviews (open interaction with the audience)
Emotional triggers	Curiosity (catchy slogans, clickbaits) Pleasure (beautiful text and visual description of the product / service) Fear (demonstrating solutions to consumer fears)	Hope (to show how to improve the consumer's life when using a product / service) Waiting (pre-order) Intrigue (forecasts, plans, announcements of new products of the company)
Minimum Effort Triggers	Fast (fast services compared to competitors) Easy (user friendly goods)	
Triggers of lost profits	Time (time limit: have time to buy, final sale) Quantity (wholesale purchases) Shortage (fast-selling goods, goods from abroad) Hype (demonstration of the number of goods sold / applications received)	

Psychological triggers can be used in advertising, using them in the development of advertising text and visual series. They can also be including in the materials for the brand's social networks [2]. Modern ads are based precisely on the principle of using an emotional connection with consumers. It's important to distinguish positive and negative triggers. For example, when advertising a pills, it's better to focus on the trigger of fear, but at the same time avoid to intimidate the consumer with any disease, it's better to show how a person will feel when the problem is already solved.

Conclusion. Sales increase depends on a competent impact on the consumer. Marketing which based on the right choice of psychological triggers will be the starting point for the development of the company.

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