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Pharmaceutical Marketing on a subconscious level

Abstract: This article reveals the possibility of using neuromarketing in pharmacy. The paper disclosed the levels at which the buyer makes a decision. Described examples of the application of elements of neuromarketing in the activities of Ukrainian pharmacies.

Keywords: neuromarketing, drugstore, pharmacy, medication, promotion, subconscious, Ukraine.

Modern pharmaceutical market is very dynamic, constantly emerging new and innovative medicines. Many pharmaceutical manufacturers are faced with the problems of distribution of medicines, they are trying to differentiate and attract end-users showing the benefits of their product. Recently, in the field of practical marketing appeared a new direction it is neuromarketing. Which allows to pharmaceutical company create more effective advertising.

Neuromarketing is a new marketing discipline, which uses medical approaches to predict how the central nervous system will react to marketing stimuli [1]. Using the methods of neuromarketing, reveals emotions, feelings, expectations, and even disguised restriction of consumer.

Neuro approaches already widely used in the economic sphere besides neuromarketing circulation was received neuromanagement, neurofunding neuroaccounting, etc. However, information about using neuromarketing in pharmacy virtually none. Primarily this is due to the ethical side of the issue; so many pharmaceutical companies prefer not to disclose such information.

Patrick Renvoys in his studies argued that deciding the consumer uses the "three brains" [2]:

- The neocortex (the thinking brain) is the most developed part of the human brain determines consciousness. This part of the brain responsible for decision making, logical thinking, assimilate information, etc.

- Middle brain, the limbic system (emotional brain), this part of the brain involved in the regulation of the internal organs, memory, instinctive behavior, but first and foremost middle brain responsible for emotions and feelings. Processes occurring in this part of brain people cannot manage it is subconscious.

- The ancient brain (reptilian brain) controls basic bodily functions such as heartbeat, breathing, control of adrenaline, etc. This is the most primitive part of the brain, but that it plays a crucial role in decision-making. For example, viewing advertising and seeing the product in the showcase, all three brain are included in the stage of making decision about purchase. Based on rational information working thinking brain, the emotional brain connects emotions and only an ancient brain makes the final decision: to buy or not this product.

Neuromarketing examines the process of decision making at the levels of conscious and unconscious. Some scientists believe that a large part of the process of making a purchasing decision takes place at an unconscious level. Subconscious highlights important details in the process of buying and changing consumer behavior. Thus, neuromarketing research can radically change consumer preferences when purchasing medications.

Neuromarketing has the most large-scale effect through television advertising of medicines. Conducting the standard market research gives a narrow information. For example, the impact of time and number of outputs commercials on changes in the volume of sales. Classic Marketing does not provide information on the impact of the unconscious on the buying process.

In Ukraine is constantly growing the cost of television advertising in the period from January to March 2015 pharmaceutical companies spent about \$ 2 billion UAH, which is on 10.3% more than at the same period in 2014. This is mainly informational advertising about new drugs (34.5%), as well as reminding advertising (27.4%). At the same time it should be emphasized that the pharmaceutical companies are not always satisfied with the results of advertising campaigns. It's not a low-quality video, but in the absence of the use of neuromarketing. Thus, during the creation of advertising is necessary to consider seven major factors affecting the reptilian brain, which subsequently unconsciously decides to purchase the medication [3].

1. Advertising video of pharmaceuticals medications and goods should be focused on well-being for the consumer and more than anything. Our "ancient brain" is self-centered and searches only the information that it carries a direct benefit.

2. "Ancient brain" focuses on survival, that why advertising which shows that the correct using of medication will allow the buyer to feel better and prolong his life is in a better position.

3. "Ancient brain" reacts to contrasts – before/after, with/without, slow/fast use of contrasts makes it possible to capture the attention and focus it to store information about the medicines.

4. "Ancient brain" loves the something that is familiar to it. Even if the advertised brand new drug in advertising should be used something that is already familiar to the customer and not new.

5. "Ancient brain" remembers the beginning and the end. The basic information should be placed at the beginning and end of commercials.

6. "Ancient brain" is visual. The image remains in memory and has a more significant weight than words.

7. "Ancient brain" is sensitive to the emotions. Using in the advertising the pleasant sounds, little kids, cute animals are effects on the behavior of buyers.

The use of these principles in the creation of commercials makes it possible to significantly increase effect, which provides information to the consumer and the further purchase of goods.

At the same time the elements of neuromarketing used at drugstores. Currently, under the pharmacy neuromarketing understand visual merchandising, aromarketing and sound design.

The most widely used in Ukraine pharmacies visual merchandising. This is the implementation of corporate style, which increases the confidence of partners and contributes to the growth of reputation and popularity of the pharmacy at the market [4].

There are three levels of visual merchandising: the location and exterior view of the pharmacy, pharmacy environment (interior and layout of the hall, service) and the layout of medicines on the shelves.

Most pharmacies in Ukraine are located in residential buildings, so they require the use of indicators to inform and attract visitors. Thus, in Kharkov, 57.3% of pharmacies have a signal pointer in the form of an equilateral green cross. Some

pharmacies are using pavement graphics for attracting visitors. For example, the prints of bare feet of children leading to the pharmacy of "Mother and child".

Exterior view of drugstores attract a new customer, but at the same time you must keep in mind the main mission of the pharmacy. Pharmacy it is not a shop. Therefore, the facade and showcases must inform the buyer of the seriousness of the institution. The facade has to be aesthetically designed using quality materials and colors.

Signboards are in some sense an anchor, which clings view of the potential consumer. Some Ukrainian pharmacies are trying to use the original signboards (special fonts, neon or laser lights, trademarks signs).

Entrance to the pharmacy must be visible and big enough preferably with automatic doors it is also necessary the presence of litter bins. Improving the image of pharmacy in the eyes of buyers can be presents of parapets for wheelchairs, car and bike parking.

Pharmacy environment is a very broad concept. It is possible allocate space planning, layout and design of a trading hall, temperature, lighting, showcases and equipment, as well as pharmacy employees themselves.

Many scientists are studying the rules laying drugs. The main emphasis is that on showcase can be only non-prescription medication.

The sounds also effect on the subconscious mind of our customers. Visitors annoying unpleasant sounds in the pharmacy and external noise. Therefore, the trading floor should be a high insulation from the noise of the city. It should be used "quiet" air-conditioning, refrigeration and cash registers, if necessary, place them in separate rooms, or apply noise-protecting screens. The musical accompaniment it is a very powerful tool on the influencing the subconscious. Not correct its use can lead to catastrophic consequences. At the head of the buyer is to be formed the installation: "This is a clean and quiet place where I can get help to feel well".

Aromamarketing in recent years it is widely used in large supermarket chains mainly in the departments of bread and fruit. The pharmacy at the beginning is necessary to aromacleaning to get rid of the smell of drugs. To do this, the most commonly used fresh air that is adjusted to a comfortable temperature. To use the flavors is necessary extreme caution; many visitors are very sensitive to smells. Ideally, use a fragrance with the scent of freshness that is associated with purity.

Conclusions. Using of neuromarketing in the pharmaceutical business can bring an increase in sales on the one hand and, on the other hand infuse into customer confidence in the effectiveness of drugs and a speedy recovery. At the same time, it is necessary not to forget about the ethical side of the issue. Improper use of neuromarketing provides the ability to manipulate the minds of buyers and get them to make ill-considered purchase purchases. These issues require further consideration and resolution.

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