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It's certainly good, because we can get complete information about the consumer, his needs and requirements. Then we will develop, manufacture and market products or services that, in our opinion, will have the maximum of useful qualities.

Thus, we will satisfy our customers, increase the quality of the goods and services they use, create an assortment that can satisfy every taste.

What next? When all basic and specific needs are met and the market is full of goods, the assortment begins to scare customers with its scale, introducing them into stress. Having entered a large store, after five minutes you forget what you came for; more time and effort is spent on shopping.

I myself quite often observe such pictures, because Now I work in the Benetton store, which provides a fairly large selection of clothes.

Once in the store, the buyer rejoices in the pleasant atmosphere and a large selection of goods. Then it is lost from the abundance of models and colors. It is good if he clearly knows what he wants, or his purchasing abilities are limited to a certain amount by which he is supposed to make a purchase, or a limited number of models are suitable for him (in the case of a specific taste or not common size). In this case, the choice, fitting and purchase is spent from 5 to 20 minutes. Otherwise, the buyer will face serious trials: it is difficult for him to decide on the purchase. He is afraid that he will not buy what is needed and not everything that is needed.

But on the other hand, he also does not want to make too many purchases. Then it takes 1 to 3 hours to choose, try on and buy. (In some cases, it took more).

This is a very exhausting task for buyers (and even more so for sellers !!!).

I have conducted enough <cruel experiments> to determine the behavior of the buyer in the face of uncertainty of choice. Seeing that the buyer liked a lot of things and she (he) did not know what to stop at, I convinced her (him) that she (him) was very suitable for these things and they were absolutely necessary. Few people were able to decide on one thing - someone bought everything, someone gave up and left in indecision.

It is also easy to convince the buyer that only one thing suits him and that he will buy it.

This suggests that the vast majority of consumers are absolutely manipulative:

Satisfying the existing needs of the consumer, marketing helps to develop and impose new ones on him, actively, and even aggressively using all methods of influence (including aggressive advertising, influencing the conscious and unconscious, NLP (neuro-linguistic programming) and other methods of practical psychology).

Currently, various means of manipulating the mass consciousness for advertising (and others) are actively used.

I was interested in using NLP for these purposes.

NLP is based on feedback. This means that all the basic techniques of NLP can be applied only in such a communication situation when the "communicator" is able to see and / or hear and / or feel the reactions of the person with whom he is communicating. If you eliminate half of this context, i.e. the "communicator" will not be able to see or hear or perceive information about the reactions that arise in the process of communication, you will create a situation to which NLP - in its original essence - is no longer applicable. But there is the possibility of combining the principles of NLP with certain marketing principles, such as, for example, determining the profile of the target audience. Such principles and concepts as a representative system, the use of a certain type of verbs, certain options for non-verbal, "iconic" communication, a specific layout of a print ad, the sequence of presentation of visual information in a video or film can really be used to deeply influence the way of thinking and the corresponding the response of a reading, watching or listening audience. But this requires a clever interpretation of classical models.

Another important issue is the hidden modes of exposure and the ethical aspects of this exposure.

You can organize "advertising communication" in such a way that the conscious perception of the audience with the help of special techniques will be actively addressed to some part of this communication. The question here is only whether this is done according to or contrary to ethical standards. Any word or phrase that is used in communication causes unconscious associations in which the listener is not aware. Having specially studied the works devoted to NLP, one can learn to consistently apply specific types of hidden communications in order to consistently cause a certain unconscious response. And if these specific models are used professionally, it is necessary to apply them carefully and within the framework of ethical standards.

But how and by whom is this controlled? ..

I have not yet found information that provides an answer to this question.

Diversity increases and increases

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