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JUSTIFICATION OF THE USE OF NEUROTECHNOLOGIES AS A TOOL FOR IMPROVING THE EFFECTIVENESS OF MARKET AND PRICING DECISIONS OF BUSINESS STRUCTURES

The article substantiates the use of neurotechnologies as a tool for improving the effectiveness of market and pricing decisions of business structures in the context of digital economic transformation. The limitations of traditional approaches to marketing analysis, which do not take into account subconscious, emotional, and cognitive factors of consumer behavior, are identified. It is established that the application of neurotechnologies makes it possible to obtain objective data on consumer responses to marketing stimuli and to increase the accuracy of forecasting their behavior. The directions of using neuromarketing tools in the formation of pricing decisions are systematized, including the determination of price thresholds, the assessment of the effectiveness of psychological pricing strategies, and the analysis of the impact of price on perceived product quality. The possibilities of applying neurotechnologies in making market decisions related to segmentation, positioning, and communications are substantiated. A conceptual approach to the integration of neurobehavioral data into the marketing management system is developed, which involves the combination of neuroanalytical and managerial levels, the use of digital and analytical infrastructure, and a feedback mechanism. It is proved that the proposed approach ensures increased effectiveness of marketing decisions, higher consumer engagement, and the formation of competitive advantages for enterprises.

Keywords: neurotechnologies, neuromarketing, market decisions, pricing decisions, consumer behavior, willingness to pay, digital marketing, marketing management, big data, artificial intelligenc.