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NEUROMARKETING IN THE CLOTHING INDUSTRY

The clothing industry is an industry that visualizes and symbolizes the human body. When there is a problem with the human nerve information system, the clothing industry will be affected, manifested as a decline in product quality, unreasonable product design, and blurred brand image. Neuromarketing refers to the use of neurobiological research results and theories to study the relationship between neural information and clothing industry marketing, and to manage clothing industry marketing activities. In addition to traditional marketing methods, research on the neuroscience theory and technology in the marketing activities of the clothing industry provides a strong scientific basis and technical support for the development of the clothing industry.

Keywords: *clothing industry, neural marketing, marketing strategy, marketing means*

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НЕЙРОМАРКЕТИНГ В ШВЕЙНОЙ ПРОМЫШЛЕННОСТИ

Швейная промышленность – это отрасль, которая визуализирует и символизирует человеческое тело. Когда возникает проблема с информационной системой человеческого нерва, это затрагивает швейную промышленность, что проявляется в снижении качества продукции, неразумном дизайне продукции и размытом имидже бренда. Нейромаркетинг относится к использованию результатов нейробиологических исследований и теорий для изучения взаимосвязи между нейронной информацией и маркетингом в швейной промышленности, а также для управления маркетинговой деятельностью в швейной промышленности. В дополнение к традиционным методам маркетинга, исследования теории и технологии нейронауки в маркетинговой деятельности швейной промышленности обеспечивают прочную научную базу и техническую поддержку развития швейной промышленности.

Ключевые слова: *швейная промышленность, нейронный маркетинг, маркетинговая стратегия, маркетинговые средства*

Despite the rapid development of society, more and more channels are available for people to obtain information, and people are increasingly reliant on online shopping for their daily needs. It is common for consumers to research and browse clothing styles, fabrics, and other related information on the Internet before making a clothing purchase. In order to formulate corresponding marketing strategies, clothing manufacturers conduct research on consumers' consumption psychology and consumption behavior. In order to attract more customers and improve corporate sales performance, companies can use marketing techniques such as sensory marketing, fear marketing, etc. The concept of neuromarketing is based on the combination of neurobiology and marketing to analyze and study consumer behavior [1]. The method compensates for the lack of research on consumer psychology and behavior in traditional marketing strategies as well as the lack of interaction with consumers when it comes to clothing design, and can be used by enterprises to carry out clothing marketing activities.

In this paper, the main objective is to investigate the impact that neuromarketing has on clothing industry consumption. To achieve this objective, the following tasks are undertaken:

- 1) the status of neural marketing in the apparel industry;
- 2) the importance of neuromarketing for the apparel industry should be determined.

1. Analysis of neuromarketing in the apparel industry

A basic research study on neuromarketing – sensory marketing. There is evidence from neuromarketing research that certain colors, shapes, and patterns activate specific areas of the brain that are associated with emotions such as pleasure and excitement. As a result of this knowledge, apparel companies can design garments that resonate emotionally with their customers. In addition to rational factors, consumers may also make decisions based on emotional factors. For example, when you are cold, you should wear clothing. If you are deciding between a cotton jacket and a beautiful down jacket, you will be influenced primarily by visual and tactile perceptions, so choose the elegant down jacket. It meets your basic needs and resonates with your emotional needs. Visual information is processed by the human brain at a faster rate than other sensory information. As little as 13 milliseconds are required for the brain to process an image. The rapid processing of visual information makes it an effective tool for marketers seeking to influence consumer behavior. A variety of neuroimaging techniques, such as functional magnetic resonance imaging (fMRI), have been employed to study how the human brain responds to visual stimuli in the context of clothing brands [2]. In order to create visually appealing products, marketers carefully select colors and patterns that resonate with the emotions and preferences of their target audience.

One of the most common marketing tactics used by large advertising campaigns is fear marketing. As a result of the rapid development of society, a multitude of clothing brands emerge in an endless stream, in an effort to increase sales and the marketing strategy. The researchers found that brand identity activates areas of the brain associated with reward and pleasure centers. Additionally, research has shown that clothing brands with high social status are more likely to activate these reward centers than clothing brands with low social status. During special festivals in China, the clothing industry is the primary force behind large-scale discounts. Different brands will offer different regular discounts, especially those in the light luxury category. Many people cannot afford to buy products at will in everyday life due to the high price of products. If you do not take advantage of the discount, it will inform you that you may not have a chance to buy later if you do not buy now. Increase brand awareness and sales by stimulating the brains of customers with advertising campaigns in the human brain [3].

Mirror neurons are brain cells that respond the same way when we perform an action and when we observe another person performing the same action. The mirror neuron system will often be used in advertising and promotion methods for clothing due to its high degree of replicability. For instance, the emergence of the Chanel brand «Xiaoxiangfeng» has triggered a wave of imitation. As a result of similar fabrics and styles, it retains the name «Xiaoxiangfeng» to this day.

In marketing and branding, rituals and religion play an important role. Among consumers, rituals create an emotional connection with a brand, and religion can be marketed as a brand. Ritual enhances the value of what we acquire. Currently, our world is undergoing rapid changes. It is important for people to be aware that special measures can be taken in stressful situations to support them in dealing with fears and to prevent mental disorders. In some way, all rituals are based on the desire to control the reality around one, or at least the illusion of controlling it. Our daily lives are filled with rituals of one kind or another. We all desire stability in today's chaotic and fast-paced world. A great deal of the time, we purchase clothes based on habit rather than a deliberate decision. Many people will buy products because of a story or a sentence. In modern society, people are under too much pressure, hoping to pursue nature, leisure, and return to their true selves. A comfortable and environmentally friendly women's clothing brand that emphasizes commuter style, ICICLE is one of China's leading environmentally friendly brands. It utilizes eco-friendly and comfortable fabrics selected from nature, which are suitable for office workers on a daily basis. The design is simple and comfortable, and does not adhere to excessive fashion trends. In life, since we cannot escape the shackles of the world, we should inject more natural blood into the city, so that people can go deep into the city and enjoy the unique flavor brought by nature.

2. Apparel industry presents problems in neuromarketing

The application of neural marketing in the clothing industry remains challenging as a new marketing method.

The clothing industry has limited awareness of neuromarketing, which leads to the effect of neuromarketing not being evident enough.

Lack of technology: the lack of technology in the apparel industry, such as how to use artificial intelligence technology to improve marketing effectiveness, or how to use virtual reality technology to enhance marketing experience.

Lack of consistency: consistency in the apparel industry is also a problem, such as differences in consumer perception of brands and products, and differences in consumer understanding of brand values.

Lack of effectiveness: effectiveness in the apparel industry is also an issue, such as how to use neuromarketing to increase market share and sales.

As a result, neuromarketing in the apparel industry requires further development and perfecting. Furthermore, the marketing activities of the clothing industry involve a great deal of neural information, which has an impact on the behavior of consumers. Using the neural information in the clothing industry's marketing activities, we can identify problems and provide a scientific basis for managing the clothing industry's marketing activities. We can explore the specific application of neural information in clothing industry marketing by examining the relationship between neural information and clothing industry marketing.

Today, neuromarketing is crucial to the growth of the apparel industry. In order to increase clothing sales quickly, it is necessary to study consumer psychology and strategically place advertisements and promotional activities that attract the attention of consumers. In order to improve the competitiveness of enterprises, the garment industry can make full use of its advantages under the new marketing model. Provide valuable insights into the decision-making process of consumers in order to increase the social impact of the apparel industry.

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