

34. THE ROLE OF AESTHETIC INTELLIGENCE IN MARKETING

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The information about aesthetic intelligence and the influence of senses in marketing are presented in the paper. The most important skills in marketing – the ability to find unique features of the product and to show products from the best side are described.

Now it is complicated to stand out in the market: consumer needs are growing, competition is rising. In this case, companies need to pay attention not only to the functional properties of the product, but search for unique methods and features. No matter how rational a consumer may be, emotions always prevail. People base many of their decisions on how they feel at a particular moment. So, aesthetic intelligence is an incredibly useful and powerful marketing strategy. Today marketers increasingly notice that long-known marketing techniques stop working. Consumers are already accustomed to advertising on the radio and television, typical billboards, direct mails. Therefore, this topic is extremely relevant, as now more and more attention is paid to non-standard means of influence on a buyer, such as sound design or creation of special aromatic positions.

The basic concept of aesthetic intelligence consists in the fact of using the greatest possible amount of the client's feelings at the same moment. According to the research cited by Pauline Brown, in 50 % of cases, the pleasure of a product or service is associated with expectation or memory of pleasant sensations [1]. To achieve this, different senses must be involved. Business can use sound, visual identity, smell, touch or taste. Creating emotional connections with customers is extremely effective in influencing their purchasing behaviour and, as a result, physical stores have an advantage over online stores when it comes to connecting with customers using aesthetic intelligence. In the perfume and cosmetic stores, sellers give light hand massages when applying a test cream sample. In such a way they use tactile sensations.

In marketing, aesthetic intelligence is closely related to the concept of "sensory marketing". Sensory marketing is a type of marketing whose main goal is to influence the feelings of buyers, their emotional state, in order to increase sales. Martin Lindstrom - the ideological "father" of this kind of promotion – conducted the research, in the course of which the process of purchase of goods was accompanied by a pleasant impact on different organs of sense [2].

Many ways can help product or service get an aesthetic advantage. Maxwell, J.C., the author of the book "Power of Influence" cites studies in which 85 % of customers talk about the sensations that a purchase causes, and only 15 % – about the practical use of the product [3]. Here is how aesthetic intelligence can work in marketing. Firstly, companies can divide goods into categories by emotions. Sellers need to segment goods not by composition or functions, but by situations and emotions – so that buyers immediately imagine how to use this product in their lives. For example, the entrepreneur has a bakery, where pies are sold. Traditionally, they would be divided as follows: "With meat", "With vegetables", "Sweet". To form a picture for a client, the owner can use the categories: "For lunch at work", "For a walk in the park", "For a meeting with friends". There shouldn't be a lot of categories, otherwise a difficult choice will scare off customers when they are just looking at the product. But when a buyer has already chosen the direction, it is possible to offer more options.

The second simple, but useful option is to choose clear product descriptions. General descriptions of the product, for example "pleasant", "delicious" or "soft", can say little about it – a buyer has nothing to present. A company should look for words that are more specific: "brackish", "elastic" or "gelatinous". Such descriptions can trigger associative series at potential buyers, for example, they will remember the brackish taste of air on the seashore. A product will become not just a commodity, but a part of a personal story.

Furthermore, it is important to review packaging so that it also gives an emotional experience. The package should emphasise the feelings that the product itself gives. When it comes to selling something enjoyable – jewelry, cosmetics, sweets – the process of unpacking can be pretty long. Unbuttoning the ribbons, unwrapping the paper is already a part of the pleasure of the product. It is also important to ensure that a package is easy to carry and open. Even if it is a long and pleasant unpacking process, all ribbons should be untied without scissors.

To sum up, aesthetic intelligence connects the audience to the brand on a deeper level: users begin to associate the brand, its products and advertising campaigns with certain feelings. As new media channels, devices, and platforms emerge, brands have additional opportunities to use aesthetic intelligence, which continues proving its effectiveness.