

## Getting Fooled by Marketing Tricks in People's Mind While Buying the Products of Modern and Popular Brands

*Xatamova Ominaxon Yaxyojon qizi*

*FAD-05U Department of Fashion Design, Kimyo International University in Tashkent, Tashkent, Uzbekistan*

### ABSTRACT

*This article examines the connection between luxury products and the human brain, focusing on the psychological and neurological factors that drive consumer desire. It explores how luxury brands tap into the brain's reward system, influencing perceptions of value and status. By analyzing the brain's response to luxury, the article highlights the deep-rooted appeal of these products in the modern economy and discusses the ethical considerations of using neuroscience in luxury marketing.*

### ARTICLE INFO

Article history:

**Received** 08 Sep 2024

**Received** in revised form

08 Sep 2024

**Accepted** 07 Oct 2024

**Keywords:** Luxury products, Human brain, Consumer behavior, Brand identity.

---

Hosting by Innovatus Publishing Co. All rights reserved. © 2024

---

### Luxury Products and the Human Brain

#### Brief overview of luxury products in the modern economy.

Luxury products hold a significant and distinct position in the modern economy. Unlike standard consumer goods, luxury items are often associated with exclusivity, superior craftsmanship, and a high price point. These products cater to a niche market where the appeal lies not just in the functionality but in the prestige, status, and identity they confer upon the owner.

In today's globalized economy, luxury brands have expanded their reach, tapping into emerging markets where rising affluence has fueled demand. The luxury market encompasses a wide range of goods, including fashion, accessories, automobiles, watches, jewelry, and even experiences such as travel and fine dining. The economic resilience of luxury products, despite fluctuations in broader markets, demonstrates their unique demand elasticity, where consumers are willing to pay a premium for perceived quality and exclusivity.

Moreover, luxury brands invest heavily in marketing and brand management, creating a strong emotional connection with consumers. This connection is often cultivated through carefully crafted brand narratives, heritage, and the association with a certain lifestyle. In the modern economy, luxury products are not just about owning an item; they are about accessing a world of exclusivity and status, making them desirable symbols in society.



<https://images.app.goo.gl/3UnQdXF7VNYG16797>

### **The allure and perception of luxury—why are people drawn to luxury items?**

The allure of luxury items stems from a combination of psychological, social, and emotional factors that resonate deeply with human desires and aspirations.

1. **Status and Prestige:** Luxury products are often seen as symbols of success, wealth, and high social standing. Owning such items can elevate an individual's status in the eyes of others, fulfilling a deep-seated need for recognition and respect.
2. **Exclusivity and Rarity:** The scarcity of luxury goods enhances their appeal. Limited availability creates a sense of exclusivity, making the owner part of an elite group. This rarity, whether real or perceived, drives the desire to own something unique and unattainable by the masses.
3. **Quality and Craftsmanship:** Luxury items are associated with superior materials, craftsmanship, and attention to detail. The high quality and durability of these products justify their cost and appeal to consumers who value excellence and longevity.
4. **Emotional Fulfillment:** Luxury products often carry emotional significance, providing not just material satisfaction but also an emotional connection. This can be linked to self-reward, where purchasing a luxury item serves as a form of personal gratification or celebration of achievements.
5. **Brand Identity and Personal Expression:** Luxury brands have powerful identities that resonate with certain values, lifestyles, and aspirations. Consumers are drawn to luxury items that align with their self-image or the image they wish to project. Owning such products becomes a way of expressing individuality and personal style.



<https://images.app.goo.gl/CKSjrTiwokib3uHY6>

6. Psychological Influence: The brain's reward system plays a crucial role in the allure of luxury. The anticipation of owning or using a luxury item triggers dopamine release, creating a sense of pleasure and satisfaction. Marketing and branding further enhance this effect by associating luxury products with positive emotions and desirable lifestyles.

**Reward System: Explanation of the brain's reward circuitry (dopamine release) when exposed to luxury products.**

The brain's reward system plays a central role in how we respond to luxury products. This system, primarily involving the release of the neurotransmitter dopamine, is crucial in processing feelings of pleasure, motivation, and reinforcement.

When a person is exposed to luxury products—whether by seeing them in a store, online, or through advertisements—the brain's reward circuitry is activated. This circuit includes key regions like the ventral tegmental area (VTA), nucleus accumbens, and prefrontal cortex. The VTA releases dopamine in response to stimuli that the brain perceives as rewarding or desirable.

**Dopamine Release:**

- Anticipation of Reward: The sight or thought of a luxury product triggers the release of dopamine, particularly in the nucleus accumbens. This area is associated with the anticipation of rewards, creating a sense of excitement and motivation to obtain the product.
- Positive Reinforcement: When an individual purchases or even just considers purchasing a luxury item, dopamine levels increase, reinforcing the behavior. This makes the experience of acquiring luxury goods pleasurable, encouraging future similar behavior.
- Emotional Connection: The prefrontal cortex, which is involved in decision-making and emotional processing, also plays a role. The association of luxury products with positive emotions, such as happiness, status, or self-worth, strengthens the desire for these items. The brain learns to link luxury goods with pleasurable outcomes, creating a powerful incentive to seek them out.



<https://behive.consulting/why-you-buy-the-neuroscience-of-luxury-goods/>

### **Branding and Memory: The impact of luxury brands on memory and recognition, and how this affects purchasing behavior.**

Luxury brands have a profound impact on memory and recognition, which in turn significantly influences purchasing behavior. The process involves both the encoding of brand-related information into memory and the retrieval of that information during decision-making.

#### **1. Encoding of Luxury Brands into Memory:**

- **Distinctive Features:** Luxury brands often emphasize distinctive logos, packaging, and design elements that are easily recognizable and memorable. These unique features make it easier for the brain to encode and store information about the brand.
- **Emotional Associations:** Luxury brands often create strong emotional connections with consumers through their marketing. The positive emotions experienced when encountering a luxury brand—whether through advertising, in-store experiences, or product use—are encoded alongside the brand in memory. This emotional encoding makes the brand more memorable and can evoke positive feelings when recalled.
- **Repetition and Consistency:** Repeated exposure to luxury brands, through consistent and strategic marketing campaigns, reinforces brand memory. The brain becomes familiar with the brand, and this repeated exposure solidifies the brand's presence in long-term memory.

#### **2. Retrieval of Luxury Brands from Memory:**

- **Recognition and Recall:** When consumers encounter luxury products, their brains retrieve memories of past experiences, advertisements, or emotional responses associated with the brand. This recognition leads to quicker and more favorable decision-making. The ease with which a brand is recalled can often dictate its likelihood of being chosen over competitors.
- **Priming Effect:** Luxury brands often use subtle cues, like specific colors, sounds, or slogans, to prime the brain to recall the brand. This priming enhances the likelihood that a consumer will think of the

brand when making purchasing decisions, even if they were not actively considering it before.

- **Brand Loyalty:**The strong memory associations with luxury brands contribute to brand loyalty. When a brand consistently delivers positive experiences, the brain reinforces these memories, making it more likely that the consumer will repeatedly choose that brand.

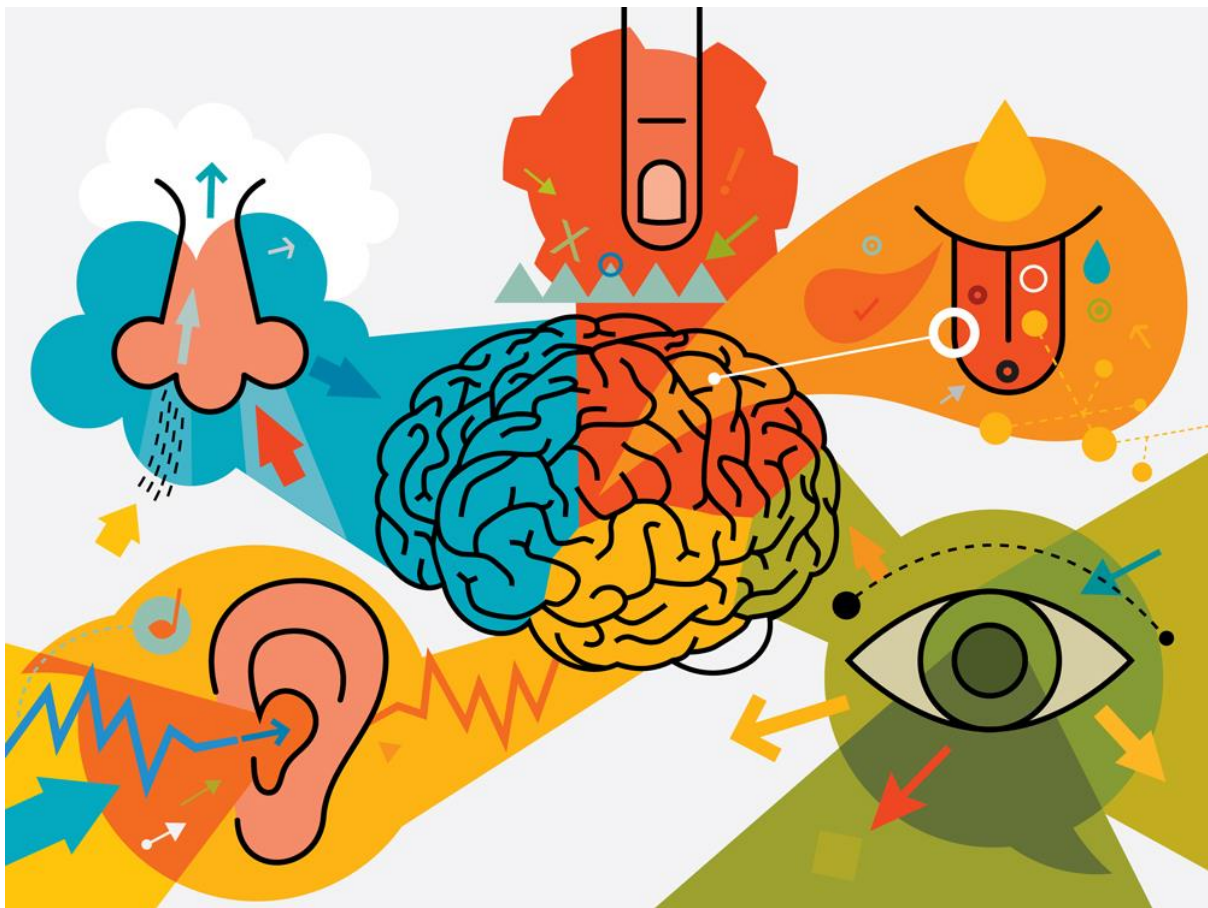
### **3. Impact on Purchasing Behavior:**

- **Influence on Decision-Making:** The strong memory and recognition of luxury brands can create a cognitive bias where consumers favor familiar and well-remembered brands over lesser-known ones. This can lead to a preference for luxury brands even when other options may offer similar quality at a lower price.
- **Perceived Value:** The positive memories and emotions associated with luxury brands enhance their perceived value. Consumers are often willing to pay a premium for luxury products because their memories of the brand suggest that it is worth the investment.
- **Impulse Purchases:**The emotional pull of luxury brands, combined with the brain's rapid retrieval of positive brand memories, can lead to impulsive purchasing decisions. The instant recognition and associated feelings of pleasure make it difficult for consumers to resist buying luxury items.

### **Sensory Experience: The role of multisensory experiences (touch, smell, visuals) in luxury retail and their impact on the brain.**

In luxury retail, multisensory experiences are designed to engage multiple senses, enhancing the overall consumer experience and reinforcing the brand's image. Here's how each sensory element impacts the brain:

1. **Touch:** High-quality materials and textures in luxury goods provide tactile feedback that can create a sense of value and exclusivity. This tactile engagement can activate the brain's somatosensory cortex, which is responsible for processing touch sensations, and can contribute to a positive emotional response.
2. **Smell:** Scents can evoke strong emotional responses and memories. Luxury brands often use distinctive fragrances to create a memorable atmosphere in their stores. The olfactory system is closely linked to the limbic system, which governs emotions and memory. A pleasant scent can enhance feelings of comfort and satisfaction, potentially increasing customer loyalty.



<https://images.app.goo.gl/G6dmLjz7axcJpLBo8>

3. Visuals: Aesthetics play a crucial role in luxury retail. High-end stores invest in sophisticated interior design and visual merchandising to create an appealing environment. The brain's visual cortex processes these stimuli, and well-designed visuals can evoke feelings of elegance and exclusivity, making the shopping experience more enjoyable.

Together, these multisensory elements work to create a cohesive and immersive experience that can influence consumer behavior, foster emotional connections, and reinforce the luxury brand's identity.

### **Analysis of Rolex and Its Use of Brain Responses in Marketing**

#### 1. Visual Appeal:

Rolex's marketing heavily focuses on sophisticated visual aesthetics. The brand's advertisements often feature high-resolution images of their timepieces, emphasizing their meticulous craftsmanship and luxurious materials. This visual strategy stimulates the brain's visual cortex, which is responsible for processing and interpreting visual information. By showcasing precision and elegance, Rolex taps into the brain's appreciation for beauty and quality, reinforcing its image as a symbol of success and exclusivity.

#### 2. Tactile Experience:

Rolex watches are renowned for their high-quality materials and precise engineering. The tactile sensation of wearing a Rolex—such as the weight of the watch, the smoothness of the metal, and the feel of the bracelet—engages the brain's somatosensory cortex. This engagement can evoke feelings of luxury and satisfaction, as the brain associates these physical attributes with high status and craftsmanship.

#### 3. Brand Consistency and Association:

Rolex has established a consistent brand identity over decades, linking its products with prestigious events and personalities. This association creates a strong emotional response in the brain. By aligning with high-status environments (like major sporting events) and influential figures, Rolex leverages the brain's associative memory to strengthen its image of exclusivity and high social status.

#### 4. Emotional Resonance:

Rolex's marketing often emphasizes the timeless nature and enduring quality of its watches. This focus on heritage and longevity appeals to the brain's emotional centers, triggering feelings of nostalgia and long-term value. The brand's messaging often connects with themes of achievement and success, which resonate emotionally with potential buyers and enhance their perception of the brand's worth.

By integrating these elements into its marketing strategy, Rolex effectively uses brain responses to reinforce its position as a leading luxury brand, creating a compelling and emotionally engaging experience for its consumers.

The interaction between luxury products and the human brain highlights the profound impact of multisensory experiences on consumer behavior. Luxury brands strategically engage sight, touch, smell and feel to create unforgettable experiences. By appealing to the emotional and emotional centers of the brain, these brands not only increase perceived value, but also build deeper connections with consumers.

Visual aesthetics and tactile quality stimulate appreciation and desire, while scents and sensory messages reinforce brand identity and loyalty. Such a holistic approach ensures that luxury products are not only objects, but also symbols of status and exclusivity deeply embedded in the consumer's psyche. As a result, luxury brands can effectively influence purchase decisions and develop lasting brand loyalty.

#### References:

##### Academic Articles

1. "The Impact of Luxury Branding on the Consumer's Brain" - Journal of Consumer Research, 2016.
  - This article explores how luxury branding affects brain responses and consumer perceptions.
2. "Neuroscience of Luxury Brands: The Role of Sensory Experience in Brand Evaluation" - Journal of Marketing Research, 2019.
  - Focuses on how sensory experiences influence consumer evaluation of luxury brands.
3. "Luxury Consumption and Emotional Response: Insights from Neuroimaging Studies"- Psychological Science, 2017.
  - Investigates the emotional responses elicited by luxury consumption using neuroimaging techniques.
4. "The Role of Visual and Tactile Cues in Luxury Brand Perception" - Advances in Consumer Research, 2018.
  - Examines how visual and tactile cues contribute to the perception of luxury brands.
5. "Olfactory Cues and Luxury Brand Perception: A Neuroscientific Perspective"- Journal of Consumer Psychology, 2020.
  - Analyzes how scents affect the perception of luxury brands and consumer behavior.
6. Books
7. "Neuromarketing: Exploring the Brain of the Consumer" by Leon Zurawicki
  - A comprehensive exploration of how neuroscience is applied to marketing, including luxury goods.
8. "The Science of Luxury: How to Understand and Market to the High Net-Worth Consumer" by Michael Solomon
  - This book provides insights into luxury consumer behavior and the psychological factors at play.
9. "Luxury Brand Management: A World of Privilege" by Michel Chevalier and Gerald Mazzalovo
  - Offers an in-depth look at luxury brand management and the psychological aspects influencing

luxury consumers.

10. "The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands" by Jean-Noël Kapferer and Vincent Bastien
  - Discusses strategies for luxury brand management, integrating psychological and marketing perspectives.
11. "Consumer Neuroscience" by Moran Cerf and Manuel Gargiulo
  - Explores the intersection of neuroscience and consumer behavior, with relevance to luxury products.

#### Studies

1. "The Effect of Brand Luxury on the Brain: An fMRI Study"- Presented at the International Conference on Neuroeconomics, 2018.
  - An fMRI study investigating how luxury brands influence brain activity.
2. "The Psychological Impact of Luxury Goods on Consumer Behavior: A Comparative Study"- University of Oxford, 2019.
  - A study comparing the psychological effects of luxury goods on consumer behavior.
3. "Emotional and Cognitive Responses to Luxury Brands: Insights from Eye-Tracking Studies"- Harvard Business Review, 2021.
  - Uses eye-tracking technology to study emotional and cognitive responses to luxury branding.