USING LAB PROFILE IN ORDER TO FIND THE MOST PERSUADING WORDS TO ACCESS THE CONSUMER'S MIND

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ABSTRACT

Exploring the concept of correlating consumer inner mind processes with linguistics and determining the internal model of the world through the use of words, could provide an expansion of possibilities in the advertising industry. The instrument used in this research is called the LAB Profile (Language & Behavior Profile), which consists of 14 metaprograms that were transposed by Rodger Bailey to the business area, especially used in human resources and management.
The aim of the research was to determine the magical words that would persuade consumers to make a buying decision using the words provided in the Lab Profile. The objectives of the research were to identify the influencing words for each metaprogram extracted from the previously mentioned instrument. In order to do that, the research was conducted in three stages: identifying the typologies of the sample population, identifying the preferred words from the Influencing Language, and testing the words by creating a set of messages for different companies, which will result in finding the magical words.
Three semi-structured interviews were used for each stage. Throughout the research two contexts were taken into consideration, normal groceries shopping and Christmas shopping case, in order to prove whether or not the metaprograms are context related and how it influences the magical words.
From the research results we can see that the majority of the sampled population were influenced by the preferred words to a certain extent, however only half of the messages created with those set of words had a real impact.

KEYWORDS: *Christmas shopping, LAB Profile, metaprogram, persuading word*

JEL CLASSIFICATION: *M31, M51, P46*

1. INTRODUCTION

The business world has developed at a fast pace since technology has offered the possibility of rapid production, new product inventions and easy and accessible means of communication between companies and customers (Shell & Moussa, 2008). This has also created a huge diversity of companies that actively compete with each other to get the attention of the modern day consumer. It has become existential for these companies to find new ways to satisfy consumers and create what is called consumer loyalty in order to assure the repetition of the purchase process and also to recommend their products or brand to others, thus expanding the number of clients.
In this market environment, it is very important to know the behavior of consumers. What triggers their interest and what motivates them to buy. Just attending to their needs is not enough anymore.

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In Shelle Rose Charvet (1995) book "Words that Change Minds", she states that the modern customer is not satisfied simply by the quality of products and services. The customers have a skeptic approach to companies and the information that they present, believing that if a company presents itself as having the best quality products or services, then they will need actual proof. For this, companies have to adapt to the language and behavior of the modern day consumer.

Language is very important when promoting a product and service, however considering the earlier statements regarding consumers (Newberg & Waldman, 2012); companies have to be careful how exactly they use words to get the best positive effect. When creating advertising messages, key words can make the difference between a successful message and a poor one that will never deliver properly to the right target (Parment, 2012). Words have an emotional impact but it is important to know which consumers will accept the information they carry. Returning to the previously mentioned book, the author presents an instrument called The LAB Profile (Language and Behavior Profile) that was initially developed by Rodger Bailey (NLP practitioner), which allows you to observe and answer to how people are motivated and how they react and process information.

We intend to test the possibility to use some of the profiles of the LAB instrument in finding the words that best influence consumers, according to the metaprograms that run in the backstage of their mind.

Metaprograms are considered to be the internal representations of how people experience the external part of reality. What makes them process information through deleting, distorting or generalizing the received messages. They are best described as gates used for sorting what information people are paying attention to, from the myriad of data picked up daily. It is important to note that they are not the same in every situation and exhibiting particular metaprograms in a specific event, does not mean that in other circumstances the same set of metaprograms will activate. In fact, they are not stable and the gate through which information is filtered changes its priorities and attention according to how people feel about that situation. It can also change over time if a person broadens his view and gathers new knowledge and acting patterns. The best way to describe metaprograms is through their ability to adapt.

There are around 60 established metaprograms and having to depict each and every one can turn to be underproductive. In order to solve this disadvantage, Rodger Bailey managed to comprise the number to 14 and transposed them to the business environment as typological profiles. He also developed a set of questions to determine people's unconscious profiles through the structure of the language that they use in their answers. That way, no matter what they answer, if they use the language structure typical of one of the profiles, that person will undoubtedly fall into it. To better help categorize the profiles Rodger also split them into Motivational and Work Patterns. Motivational Patterns are the ones that a person needs in order to stay motivated in a context or on the contrary, what makes someone loose that motivation. The other category, Work Pattern, describes the mental process that a person is using in that situation. It relates to how the person deals with people or tasks, the environments in which he is most productive or if he prefers a more detailed oriented or general oriented point of view.

According to the research done by Rodger Bailey, the LAB Profile can help determine how a person behaves and what information he or she filters by paying attention to the set of words. Because the instrument was created as a tool for the human resource department, in helping to attract the right people for jobs and creating the best teams, the research done by Bailey refers only to the work context. The instrument has a wide area of usage, but they are later explored by Shelle Rose Charvet and other NLP practitioners (Brewerton, 2004; Hall & Bodenhamer, 2003; O'Connor & Seymour, 2011; Zamfir 2009).

These set of questions form the instrument named LAB Profile. In addition to reducing the number of metaprograms and transposing them to the business area, Rodger Bailey also created an Influencing Language tailored to each profile with the aim of having the maximum impact. When establishing the profile of an individual, it is also possible to select the language of use, so that it

will be in the same personal style of that individual. This way the message has a more powerful impact and higher chances of influencing the other party.

Through our research we will identify the profiles of a sample of consumers and then check if they are influenced by the words presented in the LAB Profile. After that, we will create several commercial messages using the identified "magical words" to see if they are indeed more successful in delivering a message.

2. RESEARCH METHODOLOGY

2.1 Research problem:

Using the LAB Profile presented before, this research aims to tackle 7 typologies in order to determine a set of influencing words that could diminish the gap between consumers and the company's products or services. The reason for choosing only 7 out of all the 14 typologies, was because they are easier to explain and understand, the others being more abstract and because some of them do not have an Influencing Language but provides examples of behavior which were not relevant to the research. These typologies already come with a set of words that represent the Influencing Language of the LAB Profile, however in writing a commercial message, which of these words can be used to get the highest possible outcome? What words best motivate consumers to make a buying decision?

The study is done on a number of students at the Faculty of Economics and Business Administration who will be interviewed in order to determine their own profiles and then identify a set of words that are predominant in the choices of the students. A final step in the research will be done to prove the efficiency of the "magical words" by creating commercial messages and test them on the same sample of students.

2.2 Research Purpose:

The research is divided into three main stages accordingly:

The first stage of the research consists of identifying the typologies of the sampled population by means of a semi-structured interview, in two contexts, a normal grocery shopping session and an uncommon shopping session in Christmas season. In this part the theory that metaprograms are context – related are also tested.

In the second stage, another interview is given to the same sample, in order to determine, from the words provided in the Influencing Language (Rodger Bailey), which ones are the "magical words" that have a high power of influence of the interviewees. At the same time, a correlation is made between the typologies that are active in the previously mentioned contexts and the typologies of the set of words to which the interviewees are mostly attracted to see if there are any differences or not, based on the context of shopping.

The last and **third stage** of the research, consist in creating a set of messages using the words resulted from the second stage and testing to see whether the words create a rapport with the sample and they would determine them to buy the product or services that they present.

All of these stages are aimed at finding the words that can reach consumers through the metaprograms that run in the background of their minds. By doing so, this will allow companies to better interact with their customers and send their messages in a proper way so that it will efficiently reach the customer and motivate him or her to buy.

2.3 Objectives
Objective 1. Identify the words related to the level of motivation of consumers.
       Objective 1.1. Identify the words that the Proactive typology prefers.
       Objective 1.2. Identify the words that the Reactive typology prefers.
       Objective 1.3. Identify the words that the Reactive & Proactive typology prefers.
Objective 2. Identify the criteria that evoke emotional reactions of consumers.

Objective 3. Identify the words related to the motivation direction of consumers.
    Objective 3.1. Identify the words that the Toward typology prefers.
    Objective 3.2. Identify the words that the Away typology prefers.
    Objective 3.3. Identify the words that the Toward & Away typology prefers.
Objective 4. Identify the words related to the motivation source of consumers.
    Objective 4.1. Identify the words that the Internal typology prefers.
    Objective 4.2. Identify the words that the External typology prefers.
    Objective 4.3. Identify the words that the Internal & External typology prefers.
Objective 5. Identify the words related to the motivation reason of consumers.
    Objective 5.1. Identify the words that the Options typology prefers.
    Objective 5.2. Identify the words that the Procedure typology prefers.
    Objective 5.3. Identify the words that the Procedure & Options typology prefers.
Objective 6. Identify the words related to the working scope of consumers.
    Objective 6.1. Identify the words that the Specific typology prefers.
    Objective 6.2. Identify the words that the General typology prefers.
    Objective 6.3. Identify the words that the Specific & General typology prefers.
Objective 7. Identify the words that relate to the convincer channel of the consumer.

2.4 Methodology

The chosen research design is an exploratory type, as we intend to analyze consumer behavior and how their mind receive information. It is about studying their level of motivation when it comes to shopping, what exactly motivates them to buy and what words have the greatest effect in delivering messages, while taking into consideration 7 of the metaprograms that run in the background of their mind.

Through this type of research we wish to test a new possibility of using words in advertisement and when creating messages to attract the right type of consumers. Our research starts from The LAB Profile instrument, from which we have developed a personal interview and guide to see if the Influencing Language provided by Rodger Bailey can be used to create powerful messages that will create an impact and attract a possible targeted market. Up till now, there is little research conducted on this language and the LAB Profile instrument particularly in the marketing area. As a tool created mainly for Human Resources, in the recruitment and team building activities, The passage towards marketing and consumer behavior has received very little attention, only recently it being developed and tested by Shelle Rose (1995) in this field as well.

The research is constituted of three stages, all of them consisting of three different semi – structured interviews, which were adapted to the aims and objectives of each stage.

2.5 Instruments
Stage I: Semi-structured interview

The semi – structured interview is based on a selected pre-set questions elaborated in the LAB Profile, with the aim of finding the typologies of the interviewees. The questions were extracted from the two traits presented in the LAB Profile, working and motivational, and modified in order to integrate in a shopping themed interview. As previously mentioned, the interview is sectioned into two parts: the first set of questions are related to shopping for presents with a Christmas theme, and the second set of questions are related to a normal groceries type of shopping, one that is done on a normal basis. The reason for this differentiation, is to test if the metaprograms found in the typologies are indeed context related and differ from situation to situation.

Although the contexts of the shopping sessions differ, the questions are similar and most of them repeat themselves, having small changes that are representative of a different type of buying. For obtaining more accurate data and eliminate as much as possible the possibility of omitting valuable information, both verbal and non - verbal, all of the interviews in the first stage were filmed.
Stage II: Semi - structured interview. Questionnaire

The aim of the questionnaire is to find the words that the interviewed sample liked best. By doing so we could also test the profiles and the influencing language relation, to see whether or not they react to the influencing words provided by Rodger Bailey. The words were grouped accordingly to a respective profile, which was unbeknown to the consumer. Thus all the words that influence the Reactive typology were placed in a square and all the words and expressions meant to influence a Proactive typology were again placed in a different square. This was done for every profile tested and used in this research. The interviewed sample had to choose from a scale starting with "I do not like them, I like a few of them, I like most of them, and I like all of them" and after that they had to circle only one word or expression that they liked best.

After testing the questionnaire on 20 subjects, 40% of them also felt the need to underline the words or expressions that they did not like. In that case, we considered it important to also know this aspect and we have changed the interview to include this as well. The choice was based on the fact that words that have a negative significance to an individual can result in that person losing his or her motivation to act or not even accept the message that is being transmitted.

Stage III: Semi – structured interview

After analyzing the results of the previous stages, they will be used to create a set of 10 commercial messages that include the words which were most frequently chosen in the questionnaire. Since not all profiles can be addressed to at the same time, each question will contain an expression or words from one or maximum 3 typologies at once.

In order to validate their efficiency regarding the impact they have on the target population, they will be compared to a set of preexisting commercial messages from different companies and for different products or services. The pre-existing messages will be taken from both Christmas and normal groceries commercials making sure that they do not contain any of the words or expressions that resulted from the research.

The messages that will be created with the words from the Influencing Language will try to maintain as much as possible the same idea and context of the preexisting messages, with as little change as required in order to be properly integrated in the message.

2.6 Sample

The sample constitutes of a number of 60 undergraduate students from the Faculty of Economics and Business Administration, University "Alexandru Ioan Cuza", Iasi who actively shop for Christmas and groceries. A set of 15 students were chosen randomly from each of the following specializations: Economy and International Affairs, Business Administration, Management and Marketing. Selecting the sample from these specializations was firstly to have a similar environment in which the students learn and develop, as the four programs have many similarities and secondly for the sample to have relevancy to the research.

The following characteristics are also considered crucial to the research and all the individuals should fit these criteria: age between 21 and 25 (being a part of Generation Y), 3rd year of study, being born and currently living in Iasi, unemployed and unmarried.

The reason for selecting this type of sample is because young adults, mainly Generation Y, are very different among themselves and also fastidious from a marketing point of view. They are in need of content, always want something new and entertaining, however they do not have the patience to read too much text. Advertising for them is also labeled as "possibly false" so they have little trust in it. Taking into consideration this description, we found it challenging to use a sample of this population for our research and test the LAB Profile Influential Language on them. (Wolburg & Pokrywczynski, 2001)

2.7 Data collection

The sample was selected in a way so that every possible sample has an equal chance of being selected. Considering the sample size of 60 students and the fact that there are 255 students enrolled in the 3rd year, in all four specializations at Faculty of Economics and Business Administration, 15

students were selected randomly from each of them. In order to also have a diversified sample, the 60 students were also divided by gender, which resulted in 30 of them being females and 30 of them males.

Applying both the interview and the questionnaire was done in a period of 3 weeks, in January 2017. The interviews were taken at different hours from Monday to Friday and occasionally in the weekend too, depending on the availability of the students. Most of them took place in various classrooms from building B of the faculty that were empty and provided a quiet and comfortable environment. Some of them were also taken in building C, as a small number from the sample had classes there. As for the time period, the usual length of the interviews varied from 10 to 20 minutes, with outliers of 5-6 minutes and 24-30 minutes. The questionnaires were given immediately after the interview and were completed in an interval between 3-5 minutes.

From the chosen population of students 26.66% were interviewed, which is considered a relevant sample size. Among those approached however not all agreed to the interview mostly because of the lack of time, or because they were nervous regarding the aspect of being filmed. This rate of decline however was rather low, approximately 30% of the students approached refused to participate in the research, around 4 out of 15 per specialization.

3. FINDINGS

3.1 Stage I: research results
The data obtained from the interview was analyzed using frequencies for each profile:
- Level of motivation
- Motivation reason
- Criteria
- Motivation direction
- Motivation source
- Working scope
- Convincer channel

(a) According to the results, there is a high number of students who have a both Reactive & Proactive typology. A similar result is kept in the second case too, with little to no difference between them. Regarding the level of motivation, students show the same typology in both cases.

(b) We can see a clear rise in the number of Option typology in the Groceries context. In the Christmas context, only 46.66% of the students have showed an Option typology and even though it is the most frequent one, in the second context the number rises to approximately 71.67%, which is almost double. This means that students that portrayed a Procedure or Procedure & Options typology have changed it in a significant number when moving to a different type of buying

(c) This is also shown in their Criteria as in the Christmas season, 70.00% of the students buy presents in order to make those that receive them happy. For them this is what incites a physical and emotional reaction, however when buying groceries the situation changes. Their Criteria moves towards different "hot buttons" such as quality, not spending too much money (cheap), or as seen in the table, both being highly valued (quality at a cheap price).

(d) At Christmas, 68.33% of the students have a Toward typology, while when buying Groceries, 56.67 % of them demonstrate an Away typology. From their given answers, this situation happens because in the first scenario, the majority aims towards achieving a goal (such as give presents that "make others happy"), while when buying food, they usually want to avoid getting "ill from food poisoning".

(e) When it comes to the student's motivation source, for deciding on what presents to buy they usually ask their friends or search the internet for information. While at the same time they also trust their instincts and their tastes when making a final decision. Thus in the first

scenario, most students have shown characteristics that are representative for the Internal & External typology. The change is seen in the second scenario when most of them begin to have a more frequent External typology. These students usually rely on external information such as recipe magazines, what they are "lacking from their fridge", or from watching cooking shows.

(f) Throughout the interviews, most students were briefly describing things, without giving too much details. That happened in both shopping contexts, as they would rather pin point the main activities, products they bought or places they went. There were some cases in which students had a Specific typology, in which case, the interviews also took longer than the others.

(g) As for the Convincer Chanel, students rely on seeing the products and reading as much information as possible about them. Although the majority have mentioned that if the product is made by a brand that they know and trust, they will not hesitate to buy it, they still look for the product to be in a good condition. This situation is maintained in the second case also, with students checking the ingredients of the products while also viewing the aspects of its condition: if it does not have a weird color, if it looks untampered, not rotten and many more. There were however clear differences at a small level. In the Groceries case, some students changed their metaprograms towards different combinations like Read & See and Read & Do, while the metaprograms that were active in the Christmas case (See & Read & Do, See) disappeared completely as no student presented it anymore.

Conclusion

The results of the interview show that at Christmas, consumers demonstrate different profiles than the ones they have when buying groceries. Because of this fact, we can state for sure that metaprograms filter different information and make consumers react in different ways according to the buying context in which they find themselves. This is important to understand and take into consideration when creating advertising messages so that you know what metaprograms to address and what words to use.

3.2 Stage II: research results

For the second stage in order to determine the set of words that the students liked best and the profiles in which these words are categorized, we have attributed different marks to the 4 choices that the students had: I do not like them – 0 points; I like a few of them – 0.5 points; I like most of them – 1 point; I like them all – 1.5 points.

The results show that the majority of students are more attracted to the Proactive, Options, Toward, Internal, General and Read typologies in terms of the words belonging to the Influencing Language. This is an overall image which suggests that even though multiple words from all profiles can influence the students, there is a preference for the ones mentioned above.

The tendency to select both typologies in each profile, with slight differences in the level of likeliness can be attributed to the neutral stage of the words. In the questionnaire, there was no context provided, the words thus creating a subjective reaction that cannot be measured. One word could incite a different memory or metaprogram depending on what the student was thinking of. Thus without a context one word could have a negative connotation for an individual while the same word could have a more positive connotation for another individual.

The next step was to gather all the words that the students liked best and then compare them to the general attraction for the words pertaining to a certain profile.

(a) The most predominant expressions the students chose were *take initiative* and *take control*. According to the Influencing Language, both are influential to the Proactive typology, as they instigate action.

(b) *Unlimited possibilities* and *choice* are part of the words that influence the Option typology, as they enjoy analyzing every possibility that they have before making a decision.

(c) A percentage of 58.33 of students have chosen *to obtain* as their preferred word, which indicates a Toward typology. They like the meaning of going towards something and achieving it on their own. Attracting them will require creating a commercial that either presents a product or service as a goal to get to, or as a tool that can help the consumer in his achievements.

(d) The phrase *only you can decide* is a powerful indicator of an Internal typology that relies on his or her own judgement or instincts when buying something. When it comes to selling to someone with this typology, the best way to act is by giving them the necessary information and then letting them decide. Another possible approach would be to give that individual or group, a sample for them to try and based on it, to make a decision.

(e) The word *overall*, betrays the general typology, which requires little information. Too much information will push them away, as they will not be able to follow specifics and will get bored or will want to leave. The word *details* is an influencer for a Specific typology that needs details and a lot of information regarding the product, but it only has a small frequency of 26.67%.

(f) There is a close distance between the preferred word, *search* and *to imagine*. The first one is given by the Influencing Language, to persuade the Read typology, while the other is for the See typology. In the previous stage both were prominent in the two buying contexts. The verb that was mostly chosen instigates student to investigate and find out all the necessary information about a product.

(g) From all the words that the students circled, the ones that would appear most frequent were the ones above. There were words or expressions that were very close to the ones presented and they can be seen in the Tables, however for the purpose of the research only the words with the highest frequency were chosen. The others can be used for further research or in other circumstances, as they do have a high influencing power on the sample.

Conclusion

Comparing the general tendency towards a certain profile with the words that the students like best, we can see that there is a connection between the two. In the majority of the cases, the preferred word or expression belonged to the same set of words that the student initially attributed a higher mark to it. This means that in most cases the students indeed react better to words that belong to the typology that they identify with.

In the analysis we have also detected a few outliers. There were cases in which the chosen words pertained to a different typology than the one the student has selected as having the words that he or she likes most. Even though these cases were not that frequent they do open the possibility that even though a company might target certain typologies of consumers through its marketing message, those with different typologies might also be attracted to the message.

3.3. Stage III: research results

After the last stage of the research, we have gathered 20 responses regarding the messages created using the "magical words". In order to represent the answers given by the interviewed students, we have grouped the messages into two categories: LAB Profile commercial – the messages created using the words from the Influencing Language; Normal Commercial – the pre-existing messages of the companies that the products or services belonged to.

The message created for the Christmas music party with the words "unlimited possibilities" and "you decide" attracted 8 out of 20 students, not quite a large number which covers approximately 40.00% of the whole sample. The message that was preferred in this case was the initial simple message with a percentage of 60.00%. Taking into consideration the results it seems that the words did not motivate the students to participate at the party, even though the typologies were significantly close.

In the case of the second message created for the online shop John Lewis, the message that sparked the interest of 55.00% of the students, was the one containing the preferred word search. Even though the profile of the word was only Read, it did seem efficient in attracting the attention of the majority of the interviewed students.

The commercial message for Hellman's seemed to be the most successful with a frequency of 80.00%. The word used in this case managed to motivate the Toward typology into wanting to buy the product by putting the product in a situation in which the student has to move forward and do something in order to get it.

In the case of Audi an equal part of the student liked LAB profile commercial while the other liked the Normal commercial. Even so, the Proactive expression used in the message did not manage to obtain a high level of influence on the sample and thus it cannot be considered more efficient in this case.

The last LAB Profile commercial got a result of only 40%, compared to the 60% obtained by the initial commercial. However taking into consideration that there are three typologies targeted in the message, it might be too much for an individual and may be the cause for the lack of emotional response.

The message created for Coca Cola had only a 40.00% positive response, compared to the initial one. This may be because the expression used is for an Internal typology and in the Groceries context, the majority of students have an External one. The first typology relies on the individual's own experience and instincts, while the External one relies heavily on recommendations, external situations and information that is outside the self.

The following message for Ariel had a high frequency as 14 out of 20 students felt motivated by it, with the intention to buy the product. An interesting aspect is that the expression is more influential among the Toward typology whereas the majority of students presented an Away typology when it came to normal groceries shopping. The reason for this may be because of the fact that the message actually has both these typologies through the word remove. So while the expression to obtain incites them to not care about the stains and risk getting their clothes dirty, the word remove assures them that they can avoid permanent stains and always have clean clothes.

In the case of Tropicana juice, the LAB Profile commercial has a small frequency among students as they do not seem to be attracted to it that much. The message uses a Proactive and General typology to address students with both Reactive and Proactive. From the results, it appears that the combined typologies of the student do not react to the Proactive typology of the words.

In 7 out of 10 messages, the majority of students have selected the LAB Profile words as the ones that they liked best and attracted their attention. In some messages like the Christmas and Coca Cola ones, there are two different LAB Profile words to which the students were attracted, even though some liked one word more than the others, the two messages combined represent the majority of the 20 students. There were messages in which no Lab Profile words were selected, and that was the case of the Ariel commercial message.

From the 10 sets of messages, in 5 cases the sampled students choose the messages created using the preferred words from the LAB Profile. Most students were attracted to words that had influenced at least one of their typology, there were cases in which even though the word that students liked was not part of the preferred words, they were still attracted to the commercial message.

In order to be easier to work with the data, we have coded each typology into numbered profiles accordingly: from M1 – first LAB Profile message presented in each context, to M5 – the last LAB Profile message presented in each context.

As seen in the table 1, most students were attracted to words that had influenced at least one of their typologies, there were cases in which even though the word that students liked was not part of the preferred words, they were still attracted to the commercial message.

In the second context, for messages 3, 4 and 5, most students were also attracted by words that had influenced at least one of their typologies; however for messages 1 and 2, none of the students that

liked the message choose any words belonging to the Influencing Language. For them, having an External typology, made them unaffected by the internal expression.

Table 1. Typology comparison between students, messages and words. Christmas context

Christmas Message number and typology	Number of students that liked the message	Students typologies	Number of students that chose a message word	Word typology
M1. Options, Internal	8	Options, Internal & External	(6) you decide	Internal
			(2) to party	-
M2. Read	11	See & Read	(10) the search ends	Read
			(1) easy	-
M3. Toward	16	Toward	(12) Worthy to obtain	Toward
			(4) mayonnaise	-
M4. Proactive	10	(9) Reactive & Proactive	(7) take initiative	Proactive
			(2) follow yourself	-
		(1) Reactive	(1) follow yourself	-
M5. General, Read, Criteria	8	General, See & Read, Criteria (make others happy)	(3) Happy Christmas	Criteria (make people happy)
			(5) anywhere you wish	-

Table 21. Typology comparison between students, messages and words. Groceries context

Groceries Message number and typology	Number of students that liked the message	Students typologies	Number of students that chose a message word	Word typology
M1. Internal	8	External	(5) continuous quality	-
			(3) trust	-
M2. Toward	14	Away	(11) outstanding	-
			(3) harder	-
M3. Criteria: quality and not spend too much	18	Criteria: quality and not spend too much money	(15) affordable quality	Criteria: quality and not spend too much money
			(3) you deserve	-
M4. Proactive, General	3	Reactive & Proactive, General	(3) overall health recipe	General
M5. Options, Read	15	Options, See & Read	(11) unlimited possibilities	Options
			(4) adventures	-

Conclusion

The results of the last stage of the research show a tendency for students to be attracted to or motivated to buy a product or service after seeing a commercial message belonging to the same typology. However, this situation is not consistent, as there were cases in which students were not attracted at all by the created messages or even if they were, the words that attracted their attention and which they liked best, were not the preferred words from stage 2.

Because of this, we have selected from the messages that most student liked, respectively M2 and M3 from the Christmas context and M2, M3 and M5 from the Groceries context, the preferred words or expressions from the Influencing Language that also attracted their attention. From this, only the following set of words were proven to be the "magical words" of the research.

Table 3. Magical Words

Christmas Message	Magical words
2	Search
3	To obtain
Groceries message	
3	Affordable quality
5	Unlimited possibilities

3.5. Research Limitations

The contextual nature of metaprograms also represent a limit. There is a predilection for a certain metaprogram but they might have changed it in the moment of the other interviews. At the same time it must be taken into consideration that context related can also mean language specific, or external factors that could have changed the behavior of that person in the day of the interview.

At the same time, age differences among the sample and the time lap between the moments in which the interviews were taken might have determined changes in their typologies.

4. CONCLUSIONS

Persuading consumers to buy implies knowledge about their internal model of the world, how they perceive reality through their internal filters of information and most importantly how they react to things around them in specific situations. This can be achieved through the use of the LAB Profile instrument which is based on neurolinguistics metaprograms that offer descriptions about the information filters of the consumers.

The LAB Profile provides a number of typologies that describe typical behavior and ways of reactions of consumers that are interchangeable and differ from situation to situation. Knowing what typologies (metaprograms) are active in a consumer, on a specific type of buying, allows the seller to adapt the communication so that he can deliver the message in an efficient way and influence the other party to buy the product.

Knowing the typologies of the consumers however is not enough. You also have to understand what the information that that goes beyond the filters is and what words are key to deliver that information and attract the attention of consumers. For that, the LAB Profile also has integrated an Influencing Language, with a set of words that are tailored to each typology and have the power to create the rapport between a company and the consumers, by speaking in their own personal style.

The results from the research show that when it comes to targeting a big number of consumers, there is no possibility to create a rapport with each individual and address every individual's typology. However through research there is the possibility to extract the typologies that are most frequent and active in certain contexts, in the majority of the target population. In this way, the

company can attract the attention of the majority of their target, but also expect other typologies to be interested even though the messages might not be addressed to them directly.

Depending on the context students have shown to be influenced well when they were addressed with a message that had at least one of their typologies and used one of the magical words. However the situation was not constant and only half of the messages created were indeed successful with a high percentage of the sample. Some of the students that have selected a preferred word in stage two did not react again in the third stage, albeit the context have changed in time for them. At the same time, not all words found in stage two of the research were successful in attracting the attention of the students, however there were 4 that which the majority had voted for. Thus, the magical words found by selecting the messages created using the LAB Profile, which the student have liked and then extracted from the words that had the highest rate of success were the following: search (Read), to obtain (Toward), affordable quality (Criteria: quality and not spend too much money) and unlimited possibilities (Option).

Managerial implications

The LAB Profile instrument and the Influencing Language can be used by companies to better reach their target market by adapting to their typologies and identifying the words from the Influencing Language that have an impact on them. Then they can use the words to create commercial messages, both written, on posters, flyers, billboards, and commercial videos through spoken messages.

The instrument and the Influencing Language can also be used in direct selling having a bigger impact on the consumer. The seller can ask tailored questions modeled from the Lab Profile and through some training identify from the conversation the consumers typologies, then by using words for that specific typology can create a better rapport and influence consumers.

The LAB Profile can also be used by companies in order to promote their image of who they are through the typologies then communicate to the people they want to reach. Knowing what typologies the company itself has, it can be easier to target consumers that have the same typologies. On the other side, if a company wants to enter a new market and attract different consumers, it can change how those consumers perceive it and for example try to be more External or Proactive in their activities or advertisement.

Research directions

For future research the following aspects might be taken into consideration. Conducting the research on only one context, now having proven the context – relation of metaprograms, a new research could be fully focused on one context and the typologies and influencing language for a certain company.

It would also be interesting to test if there are differences in the typologies in the online environment and if companies might have to create different commercials for consumers that mostly activate in that domain.

Test the LAB Profile instrument and the Influencing Language words in a direct selling research to analyze the effectiveness of the words and the different circumstances and characteristics that might influence the usage of the instrument.

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