

Neuro Marketing

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Abstract

Neuromarketing is a scientific way of analyzing the consumers' mindset towards brands. The concept of Neuromarketing helps in understanding the thinking ability and purchase decision making aspects of consumers and thus it adds quality addition to marketing research. On the other hand, Neuromarketing tries to analyze the subconscious buying behavior of consumers. Since most of the purchase decisions are based on subconscious state of mind.

The study explains the implication of Neuromarketing towards product logo, design, color, package & taste on his or her conscious or sub conscious purchase decision. The study examines how the new marketing research tools are able to overcome the traditional marketing research. Neuromarketing aims to understand the consumer in-depth mindset through his or her sub conscious processes and explains the consumer's expectations, predictions in purchase decision. Literature reviews have shown that Neuromarketing tools have the potential to provide the inputs and overcome the problems. This study provides an implication of Neuromarketing tools in major marketing areas like promotion campaigns, product designing and improvement, consumers' loyalty towards brands and many more. This study also includes the various tools and techniques used to understand and study the consumers' purchase behavior.

At the end the study is concluded by explaining the implication of Neuromarketing tools in the various marketing fields and thus demands a need for a study.

Keywords: Neuromarketing, Marketing Research, Purchase Decisions, Conscious and Sub-Conscious Behaviors

1. Introduction

The beginning of 21st century is considered to be an era of multicultural variables dominated by consumer purchase decisions over the brands. At the current scenario it is very difficult to segregate the consumer by demographic factors like age, occupation, Gender, marital status but it has to be on the basis of activities, likes, dislikes, interests, tastes, preferences, and there is a need to analyze the consumer buying behaviour. The basic assumption in marketing with respect to supplier is that the supplier should always try to produce & sell the goods required by consumer rather than selling the products and services produced by him without considering the consumer likes and dislikes. There is a huge gap between what consumers actually think in mind and what actually happens in reality, hence created a platform for a new discipline called "Neuromarketing".

By analyzing the brain activity, neuromarketing combines the techniques of neuroscience and clinical psychology, so it is quite easy to find out how we react to products, brands, Commercial advertisements and the real subconscious behaviour towards the brands will be analyzed. The experts are hoping that, based on these findings, they will try and understand the consumer subconscious behaviour that distinguishes a successful campaign from an unsuccessful one. If a company wants to analyze the consumer subconscious buying behaviour there is a great need to study & apply the concept of Neuromarketing in order to upgrade in the

competitive market. Very soon the rivalry among the brands creates an intense competition to capture the market share. Neuromarketing will cause a revolution in scientific research in neuroscience and marketing.

2. Neuromarketing

The concept of Neuromarketing is first proposed by Gerry Zaltman (Harvard University) who first used FMRI as a marketing tool in the year 1999. After that, in the past few years, there has been a real explosion of abilities of neuroscientists to directly study brain activities related to frequency, time and the space where these activities take place. The Psychologists and psychiatrists were quick enough to apply the new technology in order to understand deeply the concept of human brain, emotions, preferences, interests, and insights of individuals. Soon the marketing experts realized the potential of such technologies and, associated with neuroscientists, created "neuromarketing".

3. Neuromarketing Tools

For too long, both marketers and advertisers have relied on old ways to create and assess effective advertising campaigns and they have used outdated methods to do marketing research. Hence the need for Neuromarketing has evolved and following are tools of Neuromarketing which helps the marketers in understanding the purchase behavior of the customers.

Table 1

S. No.	Techniques	Measurement	Advantages	Disadvantages
1	Positron emission tomography (PET)	Measures the blood flow and metabolism of the participant.	Applicable on any body parts.	1. The injected materials are marked with radioactive isotopes 2. All clothes, jewelries and accessories should be removed. 3. The investigation begins after 1–2 hours.
2	Magnetoencephalography (MEG)	Measures the activity of the brain surface (5mm).	The injection of radioactive isotopes and application of X-rays are unnecessary.	1. Cooling is required for use which makes its operation expensive. 2. It is not able to observe deep brain structures.
3	Functional magnetic resonance imaging (fMRI)	Measures cerebral blood flow and oxygen levels which relates to neural activity of the brain.	No radioactive and noninvasive method.	
4	Electroencephalography (EEG)	Measures bioelectric signals accompanying brain function.	1. Do not emit electrical signal, captures only the bioelectrical signals of the brain. 2. Non-invasive method.	1. Electrodes are placed on the scalp. 2. Participant should be relaxed otherwise any activity can make changes in the results. 3. Takes 1–2 hours the investigation and placing the electrodes.

4. Five Ways to go with Neuromarketing

4.1 Use Simple Fonts to Encourage Action

In *Brainfluence*, one of my favorite chapters discusses experiments marketers conducted regarding fonts, length, and even weight of documents. “If you need to convince a customer, client, or donor to perform some kind of task, you should describe that task in a simple, easy to read font,” This goes without saying for all website related content, including forms. Instructions for the form fill should be in an easy to read font and simplified as much as possible. The harder something is to do, the more friction it creates, and the less likely people will be to take action.

4.2 Make Consumers Remember With Complex Fonts

While simplifying and easy to read fonts can help consumers take action with instructions, memory recall is boosted with a complex font. Be careful though! This doesn’t mean you should use a complex font for your logo, phone number, or tag line. Use this tactic for important information throughout your web copy only. A complex font will not only be more memorable, but grab more attention visually.

4.3 Use Gaze to Direct Attention:

If you are using an image of a person or even an animal, take a look at their eyes. It is found that people will look at what the person in the ad is looking at. So, be sure to direct the face in your ad to look at what you’d like the viewer to focus on.

4.4 Gain Trust with Customers by Showing Trust

Trust is very important when it comes to getting referrals and building a credible business. If you want your customers to really trust you they have to feel trusted as well. Here are some quick tips from *Brainfluence* on how you can demonstrate trust with your customers:

1. Offer a trial with few restrictions
2. Establish credit without long forms or a lengthy screening process
3. Provide confidential information without making a prospect or customer sign an NDA

4.5 A Smile Goes a Long Way

Many marketers rely on stock photography in order to “personalize” their website. This could be a quick way to show

personality and “humanize” the brand but what should be considered when selecting the best option? Choose the smiling photo over the serious business man. Studies show from marketing research that a “mood boosting” image can affect customers’ willingness to spend.

5. Opportunities for Neuromarketing

As neuromarketing considers the each and every minute psychological aspect which affects the marketing and decision making capability, it unlocks the kea of the opportunity in future. Following are the opportunities which are became possible because of neuromarketing:

5.1 International cooperation

Neuroscience has a universal language. Neuromarketing research centers may expand international cooperation for sustainability studies in a common scientific language.

5.2 Impact of publications

This item is linked with the previous one. Since neuromarketing is based on studies related to an area of science with common universal language, publishing articles in high-impact journals of wide reading also becomes easier.

5.3 Specificities of India

Most current neuromarketing studies are being carried out in rich countries. Even with a universal language, the specific behaviour of consumers varies widely from country to country. Searches of great public interest related to tobacco, excessive alcohol consumption, etc., are being made. However, there are many peculiarities, north-south differences and also differences between regions of the country. Therefore, regional studies should be carried out.

5.4 Increased Business organization and Academic & Research Institutions in sustainable research

One of the fundamental characteristics of neuromarketing is the imperative need for the participation of academic researchers in studies. In addition, the great interest of companies in relation to the theme is noteworthy. The result may be a greater influx of private funds for academic research that eventually can be focused on sustainability and neuromarketing studies. The Business organization and

Academic & Research Institutions partnership in India is far from ideal, as seen in many other countries where much of the

money comes from Business Organizations. So, surely this is a window of opportunity for greater cooperation and interaction.

6. Application of Neuromarketing

Table 2

Neuromarketing measures the following	Neuromarketing is used in the following areas
Memory encoding	Testing new products
Sensory perception	Testing new campaigns
Valence of emotions	Identifying the vital instants of an advertisement
Craving trust	Testing design of package and packaging
Brand loyalty	Testing changes in prices
Brand preference	Positioning and Repositioning a brand
Brand recall	Predicting choices and Identifying needs

7. Conclusion

Neuromarketing is contingent on learning how people respond to advertising - their attention spans, features that catch their eye, the cultural contexts in which their product will sell better. The techniques that are used in contemporary marketing, and the techniques that might be used in neuromarketing, may not be inherently bad, they can help us to learn. But in the greedy hands of a profit-motivated company, they might be used to fill our heads with distractions and destructive thoughts, which can be considered as unethical way of marketing on their part. In order to survive in future market the companies needs to spend more on research aspects especially in advancement of applying Neuromarketing in various marketing decisions

8. References

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