

An overview on dimensions of neuro marketing the next big thing – an insight

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ABSTRACT

Neuro marketing is the new age commercial marketing applying neuropsychology, psychophysics to market research to study & understand consumer thinking, reactions, human behavior in marketing practices. It's emerging trend in marketing, a combination of science & psychology. It leads to effective & efficient marketing strategies to reach consumers suiting their needs & interests. Today many companies have to survive in intense competitions, have to setup their own labs, hire research analysts to predict & study about consumer behavior. It can only be adopted by large scale organizations as it involves advanced equipment's, technology also a costly affair with new learning. The real challenge lies in adopting it with less cost, existing man power & adopting ethical and best practices in industry. As this helps in market segmentation & product positioning into smaller markets having strong influence on their decision making. This also has limitations of privacy invasion as it has ability to read consumer minds. It helps to focus on marketing mix & conventional marketing researches. This concept helps in improved customer communication, decision making & marketing campaigns.

Keywords: Neuropsychology, segmentation, market research, positioning, neuro marketing.

1. INTRODUCTION

In today's world, cut throat competition, companies want to improve effectiveness of introducing new product & marketing communications to consumers to stand out from the crowd. E-commerce is booming sector with huge opening across the globe, with wide consumer base a new age commerce. Virtual business is taking up all the spaces & providing elaborate opportunities to growth & development.

Marketing is process of exchanging goods & services between seller & buyer, offering value for customers. The place, price, promotion & product is the 4 P's & marketing mix, tool to achieve marketing objectives. The importance of marketing is to engage customers & provides information about products & services. Marketing focuses on identifying customers, researching their needs & preferences, analyzing purchasing decisions, managing competition, etc.

Marketing has changed over the years with reaching larger audience, target markets, with new forms & tools of marketing with support of technology. Digitalization has changed over the years has to how customers think, has paved way to market research for effective choices.

E-commerce is a combination of marketing with technology, efficient utilization of resources, but it requires consistent & dynamic ways & means of surviving in the business for the long term, like creative thinking, innovation to enhance the sales, in turn leads to more revenue & consistency in business with retention of customers & loyalty by providing after sales service.

This paves way to new gen entrepreneurs like green marketing, brand management, customer services, niche marketing, e-CRM, influencer marketing, omnichannel marketing, video marketing, content marketing (blogs, social media posts, podcasts, & more), advertisement marketing, enhancing customer experience, consumer segmentation, social media, so on.

2. Origin of Neuro-marketing;

In late 1990, Gerald Zaltman was associated with first experiments in neuromarketing study on first fMRI (functional magnetic resonance imaging). Both Gemma

Calvert (UK) and Gerald Zaltman (US) had established consumer neuroscience companies. In 2002 the coining term neuromarketing, professor Ale Smidts published article “Looking in the neuromarketing”.

Neuro marketing is addition to traditional market research like surveys, interviews but also has limitation as consumers are willing to provide information. Neuro marketing is an application of neuro science, psychology & technology in business strategies. It’s the latest form in marketing, studying the human brain response to advertising, images, messages, as consumer behavior is driven by subconscious. For many decades’ researchers have been trying to break through to track as to what exactly consumers thinking, feeling & create a stimulus irresistible by consumers. Neuro marketing is a technique shows physical & psychology are co-dependent through images that record rational & emotional responses to marketing stimuli.

Neuromarketing is brain scanning technique with help of technology & assessing the consumers subconscious preferences, which in turn helps the marketer to adopt to the changes & sell the products as per the choice & preferences of customers.

Neuroimaging is the process of producing images of the structure or activity of the brain or other part of the nervous system by technique such as magnetic resonance imaging or computerized tomography. Tomography means a technique for displaying a representation of a cross section through a human body or other solid object using X-rays or ultrasound.

3. Neuro marketing in depth;

3.1 Top Companies using Neuroma

rketing;

<u>Year founded</u>	<u>Company</u>	<u>Category</u>
1868	Tata Group	Steel, IT, Motors, Sales, Chemicals, energy, engineering, consumer goods, etc

2002	LinkedIn	Business Solutions, online services.
1991	Vodafone	Telecommunications
1911	Mars	Food, Veterinary Services.
1872	Kimberly Clark	Personal Care
1967	Hyundai	Automotive
1994	Yahoo	Web Portal & Online Services

3.2 Laws Protecting Society & Consumer;

- ❖ Emblems and Names (Prevention of Improper Use) Act, 1950
- ❖ Young Persons (Harmful Publications) Act, 1956
- ❖ Companies Act, 1956
- ❖ Standards of Weight & Measures Act, 1976
- ❖ Indecent Representation of Women (Prohibition) Act, 1986
- ❖ Consumer Protection Act, 1986
- ❖ Laws related to intellectual property rights

3.3 Review of literature

The present ROL has been made with the intention of gaining knowledge about the current scenario in the Neuro Marketing;

1. Levrini et al., 2019 Neuro Science: The author has discussed music & image used in advertisements helps to recall brand, sensory marketing combined with neuro science results more effective & efficient.

2. Gountas et al., 2019 Social advertising & its impact on consumer mind: The author expresses if neuro science combined with traditional marketing, quantitative approach increases social message, consumer brain activities analyse consumer attitude, perception towards specific advertisements provide different results of data-based research tools.

3. Pagan et al., 2020 Neuro marketing tools improve sustainability of business firms: Author speaks on ever changing & intensified competitive market & how neuro marketing tools effect to improve sustainability of business firms Eye tracker and electroencephalography tools give better results to analyzing and interpretation of the consumers' actions and behaviors than the traditional marketing methods. By using these tools, the marketers analyze that how various product attributes such as labeling, packaging, graphics, image, size, shape etc can influence the purchase decision of the consumers.

4. González-Morales et al., 2020 Cognitive Processing & Emotional Dimensions : Author studies application of neuro science help marketers & evaluate the value of brand to gain competitive advantage.

5. Monica et al., 2019 Consumer recalling consumer behavior & recalling past experience & application of neuro science: Author discusses the application of neuro science helpful in recalling any event or subject influence viewing pattern by consumers.

3.4 Objective of the study;

1. To understand if people aware of neuro marketing concept & its sources.
2. To understand neuroimaging concept.
3. To understand the violation of data privacy in neuro marketing.
4. To understand if neuro marketing can control customers.

5. Is neuro marketing ethical in nature & business.
6. Does it increase sales & dominant in marketing sector?
7. Is it helpful in e-commerce & important in contemporary world today?
8. Does neuro marketing enhance the purchasing experience of consumers?
9. To study the influence of Neuro marketing in business.
10. To observe & find out perception of neuromarketing strategies among common people.
11. To suggest measures for making an efficient process for businesses through neuro marketing.

3.5 Scope of the study;

The study here tries to explore & understand how neuro marketing can impact the sales & analyse consumer minds which causes stimuli to make purchases & also how it can be the next big thing in marketing industry affecting sales, revenue & also question of data privacy & infringement. Also, to assess if its approved by government legally the concept of neuro science & are consumers aware of this.

3.6 Limitation of the study;

1. It controls the minds of consumers unethically without consumers awareness.
2. Many consumers are not aware of the concept neuro marketing & neuro imaging.
3. Violation of data privacy of consumers may lead to data theft.
4. Unethical marketing may lead to loss of consumer trust & disrupt business.

4. Findings & interpretation from the primary observations and secondary sources;

4.1 The findings of the study showed interesting facts which are listed as below;

1. Consumer 58.3% are aware of neuro marketing, 25% not aware & 16.7% are not sure of concept awareness.
2. The source of consumers awareness of neuro marketing was through internet 41.7%, 33.3 through magazines & newspapers, 8.3% friends & family & 16.7% were not aware at all.
3. Neuro imaging concept was known by 41.7% & rest of were not aware & sure of the concept.
4. Ethical violation was accepted by 41.7% & 25% were not aware at all, rest were not sure of the concept.
5. 41.7% consumer accepted data privacy violation, where as 25% consumers told no, 33.3% consumers were may be & don't know.
6. 33.3% consumers felt their minds can be controlled, 16.7% consumers disagreed & 50% were neutral.
7. 36.4% consumers felt neuro marketing is next big thing & 63.6% consumers were may be or no opinion.
8. 41.7% respondents agreed psychology, science & marketing were in sync with shopping behavior of consumers.
9. 66.7% respondents felt it will increase sales in business.
10. 75% respondents felt neuro marketing is important in contemporary world.
11. Respondents felt its creative advertising, product development & improved information.

- [1]. Levrini et al., 2019 Neuro Science
- [2]. Gountas et al., 2019 Social advertising & its impact on consumer mind
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4.2 Impact of neo marketing on society, govt, customer, stakeholder;

1. Neuro marketing controls the minds of customers without their knowledge.
2. Advanced technologies are a curse sometimes as it can put consumers privacy inhibition at stake.
3. It is a big threat of infringement of data & privacy theft of consumers thought process may feel unsecure.
4. If government makes it legal, then it has to be streamlined & regulations in place to implementation.
5. Today e-commerce is booming due to trust of consumers & society at large, it's very significant to protect the interest of consumers & their trust.
6. Consumers should take caution when giving out their information on public platform as it may cause damage to their privacy.
7. If stakeholders of business are under threat of privacy then it may lead to downfall & hamper the growth of business.
8. A biggest challenge to manage the cost & ethical implementation of the concept.

5. ACKNOWLEDGMENTS

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6. REFERENCES