

CONCEPTUAL FRAMEWORK AND TECHNIQUES OF NEURO-MARKETING

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ABSTRACT

Neuro-marketing is an emerging concept in the field of marketing. It is a concept in which various tools and methodologies of science are used to study the consumer behaviour. Neuro-marketing is sometimes called as Neuro-science which studies the consumer brains to predict their behaviour. Neuro-marketing uses Neuro-science techniques to reveal the subconscious decision-making process of consumers, allowing marketers to improve the effectiveness of their communications. Now-a-days, it has become a challenge for companies to understand the consumer behaviour and their decision-making process. Before purchasing any product consumers are engaged in web rooming where they search for availability similar product in online platform. So there arises an essence of studying what consumer really wants. “Neuro-marketing is a field of marketing research, oriented towards Branding, Product design, Advertising, Customer decision making”.

KEYWORDS: Neuro-marketing, Psychology, Neuro-science, Consumer behaviour and Techniques.

1. INTRODUCTION

Neuro-marketing is the technique of Neuro-science and cognitive science to marketing. This include market research that tries to discover customer needs, motivations, and preferences that traditional methods like surveys, interviews, field trails and focus groups cannot reveal. Neuro-marketing is a combination of three aspects that is Marketing, Marketing Research and Neuro-science. It is a process of conducting effective marketing and communication through Psychology and Neuro-science. The main idea behind Neuro-marketing is to understand what

exactly consumer wants. It studies the subconscious mindset of the consumers and evaluates their decision making process. Therefore, we can say that Neuro-marketing is a technology that helps marketers to understand how the brain of a specific person works at a particular situation using different resources and tactics.

2. OBJECTIVES OF THE STUDY

Objectives of the study are as follows:

- To understand the concept of Neuro-marketing.
- To analyse the various techniques of Neuro-marketing.
- To identify the various principles of Neuro-marketing.

3. RESEARCH METHODOLOGY

The study is based on secondary data such as articles, papers, reports, thesis and books published at national and international levels that focused on various aspects of neuro-marketing.

4. NEURO-MARKETING

Neuro-marketing includes the evaluation of specific advertising, marketing, package, content etc., to more accurately understand the way customers react at their sub-conscious level. “Neuro-marketing” is used as a synonym for “Consumer Neuro-science”. It studies subconscious mindset of the consumers to evaluate the consumer behaviour. Neuro-marketing is one of the unique fields of marketing, it studies the mysteries behind consumer choice and behaviour. Neuro-marketing is a major activity of marketing research, it utilises various methods, and techniques related to brain and measure the effectiveness of marketing. Neuro-marketing studies what is going on in a consumer’s mind while experiencing any marketing incentives. It explains how the brain translates such reactions into consumer behaviours and decisions. Some of the major reactions of consumers explained by Neuro-marketing are switching loyalty, purchasing a new product etc.

The concept of "Neuro-marketing" was born at Harvard University in late 1990s by Gerald Zaltman and his associates. Gerald Zaltman is called as Father of Neuro-marketing for his exemplary contribution in the field of Neuro-marketing.

5. PRINCIPLES OF NEURO-MARKETING

The field of Neuro-marketing is a latest development in the field of marketing. Before Neuro-marketing, marketers used to solely depend on market research through traditional methods. Traditionally conducted market research reveals less than what Neuro-marketing can reveal about customers. Neuro-marketing can help the marketer to retain their existing customer and to acquire new one.

Some of the Principles of Neuro-marketing are as follows:

- ❖ **Scarcity**

It is undeniable that customers prefer to purchase goods which are scarce or in short supply. The reason for this is that the desire to gain something can sometimes outweigh the fear of missing out or losing something. Marketers who know the concept of scarcity can make use of it to increase demand for their products.

❖ **Habit**

The logic behind developing a habit is all about repetition. It is said that if you want to make anything prominent let the people crave for it by making it a habit, whether consciously or unconsciously. The same applies for marketing, that's why gamification and subscription services have recently become popular. People got used to these games after playing them repeatedly.

❖ **Understand emotions**

Everyone needs a person who can connect with them emotionally if a technology does this means it's the best thing. The main objective of Neuro-marketing is to understand the emotions of people using different techniques of Neuro-science to get an idea about the way people think about a particular subject. It is a great way to change your marketing campaigns according to consumers needs. Many well-known companies are using the technology of Neuro-marketing for this purpose and have driven huge success for their companies.

❖ **Social proof**

Human beings are social creatures, and their behaviour is influenced by various societal norms. If people around them do something, they are more likely to do so as well. When several people buy a product or service, this is considered as "social proof," and it encourages more people to do the same, thereby increasing demand for that product or service. For example, testimonials in marketing are a way to attract customers because looking at other people have benefited from a product or service can be a powerful motivator to repeat the same behaviour

❖ **Reciprocity**

Usually People have the tendency to repay debts and pay back favours due to societal pressure as well as deep-rooted feelings of gratitude, pride, and even guilt. The feeling of reciprocity is common in everyone irrespective of their culture. When one person does something nice for another, that other person feels a desire to return that goodwill. The best way to apply the reciprocity principle in marketing is to offer something of value to customers, such as a discount or anything else that could benefit customer. It can create a strong sense of commitment in them and help to build a relationship with them.

6. TECHNIQUES OF NEURO-MARKETING

Neuro-marketing uses functional magnetic resonance imaging (fMRI) and electroencephalogram (EEG) tools to scan customers' brains and evaluate physiological and neural

signals to specific advertisements, packaging, design, etc. These Brain responses are significant for companies since they provide a clear picture of customer's needs and wants. Brain scanning allows the marketer to track every brain activity such as eye movement, the change of pupils, face expression, heart rate, and emotions that empower marketer with customer insights. Based on these responses, marketer can decide how to improve their ads and content, product packaging and design, website design etc.

The techniques of Neuro-marketing are explained in the ensuing paragraphs.

❖ **Eye-tracking (gaze)**

Eye tracking consists of studying the eye movements of consumers. It is a tool that allows the marketer to see their products through the eyes of consumers. Modern eye tracking devices are very small and light, consumers can wear them while going for shopping or while watching TV. Based on this, marketer can get answer for various questions such as how much attention do consumers pay to particular product, do they read posters and billboards, or just glance at them without reading etc. Eye tracking opens up a whole world of possibilities for marketing studies. With its help, marketer can find out which colours, fonts, advertisements, designs have grabbed more attention of the consumers. Through eye tracking marketer can come to know about the brand recognition speed and that allows marketer to improve their website design, packaging etc.

❖ **Pupillometry**

This technique draws conclusions based on the size of consumer's pupils. It checks whether the pupils are dilated to assess the level of consumer's involvement. The reason behind using this technique is that, if a person looks at something which he likes his pupil will dilate. This can be useful information for marketer as it indicates whether the consumers like their product or not. With this results marketer can figure out the steps to revise ads, site design, and product packaging. This approach of Neuro-marketing is relatively cheap and easy to execute.

❖ **Facial coding**

This technique studies the facial expressions of consumers to identify emotional responses. The way it works is simple, when consumer smile, display anger or make any other kind of facial expression while looking at any product it shows what they feel about that product. It enables marketer to figure out the emotions that people feel like happiness, fear, anxiety, surprise, satisfaction, etc.

❖ **Biometrics**

This technique identifies the level of involvement and positive and negative response based on skin respiration, conductance, and heart rate. Biometrics allows marketer to make their ad content in accordance with consumer's desires. Usually Biometric technique is used along with eye-tracking to improve the efficiency.

❖ **Electroencephalogram (EEG)**

This technique enables the marketer to know what exactly consumers are thinking by using devices that specialize in **reading the brain’s electromagnetic activity**, such as electroencephalograms. This expensive technique enables the marketer to evaluate changes in short periods and improve the quality of ads and branding.

❖ **Functional magnetic resonance imaging (fMRI)**

This technique provides a detailed emotional responses, recall, and customer engagement. To use this technique marketer need a lab. This is most expensive technique of Neuro-marketing. fMRI identifies blood flow in the brain during high neural activity. As a result, marketers receive information that helps to improve branding and set prices.

ADVANTAGES OF NEURO-MARKETING

Advantages of Neuro-marketing are as follows.

- Neuro-marketing tools provides more information about consumer behaviour compare to traditional methods of market research.
- Neuro-marketing helps to understand the consumer behaviour in a better manner as it studies the sub-conscious mindset of the consumers. Consumers can lie at their conscious level but at sub-conscious level they cannot.
- Neuro-marketing derives data not only from information provided by customers but also from observations such as facial expressions, eye movements, shifts of the mouse cursor, etc. Such data, which are generated from the sub-conscious reactions of consumers, can help the organisation in understanding the actual consumer desire and their attitude.
- Neuro-marketing helps marketers to make smarter strategic decision according to needs of consumers.
- Neuro-marketing helps the marketer to build a long term relationship with the consumers. As they know their customer well.
- The information provided by Neuro-marketing has Value for the Money. It provides more valuable information about the customer which are more significant for marketer to formulate marketing strategies.

DISADVANTAGES OF NEURO-MARKETING

Disadvantages of Neuro-marketing are as follows:

- Neuro-marketing is Manipulative. by using various Neuro-marketing techniques marketer may try to influence the decision making process of consumers at their favour.
- Neuro-marketing techniques are costly. It requires science equipments, Lab, and various machineries to study consumer behaviour.
- Neuro-marketing requires scientific knowledge and some specific skills.

- Neuro-marketing may be a threat to customer's privacy and personal life. As it studies the sub-conscious mind set of consumers, the information revealed at this point can be misused.

CONCLUSION

Neuro-marketing is a technique of marketing that uses Neuro scientific research to study consumer behaviour to improve the effectiveness of marketing. It enables the marketer to know consumer's reactions for its various marketing strategies. Neuro-marketing is a science of consumer behaviour which provides exciting opportunities and new avenues to explore in the field of Marketing. There is a wide consensus among researchers that Neuro-marketing is at its early stage, it has to go a long way and overcome various drawbacks to become a prominent tool in the field of marketing research. And it is expected to play a vital role in global marketing with high technology.

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