

## Neuromarketing: Building Brands through Neuroscience

Ch Siddharth Nanda and Dr. Ankita Chakravarty Bhattacharya

### Abstract

Neuromarketing is an extension of Neuroscience and Marketing. It studies the brain responses to advertising messages, appeals, and images that influences the consumer behaviour. The responses of consumers to various marketing campaigns are measured using various tools of neuromarketing. This paper includes the meaning of Neuromarketing, its tools, and examples of Neuromarketing by organizations.

**Keywords:** consumers, Neuromarketing, Functional magnetic, EEG, decision-making process.

### INTRODUCTION:

Neuroscience deals with the structure or function of the nervous system and brain and Neuromarketing is a blend of neuroscience and marketing to understand the emotional connection with brands which helps in planning and creating and marketing campaigns. Neuromarketing is the study of the brain's responses to advertising and branding.

#### *The Tools of Neuromarketing*

Various technologies like functional magnetic resonance imaging and electroencephalography are used to measure the brain activity of the advertising messages. This information help organizations to understand the consumer decision-making process and the factors motivating them.

Even Eye tracking is used to measure attention and arousal, further facial-expression coding which analyses the minute movement of muscle tissues within the face can measure emotional responses.

#### *Application of Neuromarketing*

- PayPal used neuromarketing corporation NeueroFocus to help refine their forgettable logo message.
- Hyundai attracted and hooked their target market participants and requested them to look at different components of their motors and captured their brain activity while they did so.
- IKEA used EEG headsets and eye trackers on customers in Poland and the Netherlands to analyze their reactions to new fashions.
- Campbell's and Frito-Lay used neuroimaging to reimagine and redesign their packaging by getting adequate analysis on color, textual content, and imagery.
- Immersion Neuroscience and Spark Neuro have used technologies that analyses neurochemical and physiological responses related to emotional reactions and responses while being exposed to marketing campaigns.
- THE PEPSI CHALLENGE: Blind taste test was conducted between Pepsi and Coca-Cola, and people chose Pepsi as it was sweeter; however, in 2003, Neuroscientist Read Montague had a question and he raised it that if most people prefer Pepsi then why it's not the market leader. To have a better understanding he used an MRI scan to track brain activities. In response nearly half of the participants said they prefer Pepsi, however, their responses changed when the brand names were disclosed to them and the ratio shifted to 3:1 in favor of coke. The conclusion was that the brain was recalling ideas from Coke's ad commercials which affected their emotions and hence the purchase decision-making process.

#### Conclusion:

Hence, in this cut-throat competition, it is imperative for organizations to understand the decision-making influential factors of consumers with the help of various neuromarketing tools and practices and create marketing strategies accordingly to successful and uniquely position itself in the market.

References:

1. Inside the Consumer mind, What Neuroscience can tell us about Marketing by Wendy Melillo Adweek, Commercial alert, January 16th, 2006. 8. Decision Neuroscience by Baba Shiv, Ale Smidts, Susan. J. Grant, A. Peter McGraw, Antonie Bechara, Irwin Levin, Joseph.W.Alba, James R. Bettman, Laurette Dube, Springer science, 2005
2. Neuromarketing: What's it all about? By Max Sutherland( [www.sutherlandsurvey.com](http://www.sutherlandsurvey.com))
3. Neuromarketing could make mind reading the ad-man's ultimate tool by Nick Carr, the Guardian, 3 rd April 2008.
4. Future shock by FregHapGood, CMO magazine September 2004.
5. Switched on to Buy by Paul Bray, Telegraph, and 19th January 2007.
6. Krishnamoorthy, S., and V. Ajith Prabhu. "Post-purchase dissonance of consumers and traders' responses in Kerala." International Journal of Business and General Management 7.2 (2018): 21-30.
7. Beliya, Ayush, et al. "Satisfaction of consumers by using online food services." International Journal of Humanities and Social Sciences (IJHSS) 8.4 (2019): 35-44.
8. GUPTA, MADHAVI, and SUMAN PANT. "Gender difference in decision making style of middle age consumers of clothing." International Journal of Research in Business Management (IMPACT: IJRB) 4.2 (2016): 17-28.
9. Handique, Jahnabi, and Amalesh Bhowal. "Problems And Prospects Of Lpg Subsidy Delivery To Consumers-A Survey Of Sarupathar Town Area." International Journal of Research in Business Management (IMPACT: IJRB) 5.9 (2017) 141-156
10. PREMALATHA, V., R. VENKAT RAVI, and K. SANGEETHA. "A STUDY ON CONSUMERS'PERCEPTION ABOUT CLOTHING BEHAVIOR IN TUTICORIN DISTRICT." IMPACT: International Journal of Research in Business Management (IMPACT: IJRB) 5.10 (2017) 59-68
11. AL ASSAF, KHALED TAWFEQ. "IMPACT OF ADVERTISING MESSAGES ACROSS SOCIAL NETWORKS ON CONSUMERS'PURCHASING BEHAVIOR OF MOBILE PHONES: A STUDY AMONGST YOUTH IN JORDAN." International Journal of Sales & Marketing Management Research and Development (IJSMMRD) 7.2 (2017) 9-14