



A Study on significance of Neuroscience Psychology in Marketing and Branding

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Abstract

People have started to dig each and every product which is in the market or going to enter the market in a very keen way. The conventional marketing and branding strategies won't grab them anymore. Here comes the game plan, which has been secretly availed by many top-notch brands since many decades, 'Neuromarketing'. Human brain is classified into two i.e., the conscious mind and the subconscious mind. Targeting the conscious mind will not be helpful. Rather, confusing their subconscious mind will do the job. Subconscious mind has a very strong impact on emotions. And 'brands' become 'BRANDS' only through emotional connections. Few brands have realized this and have been trying very hard to play with our subconscious mind in stealth mode. Two hefty barriers for every brand are pinning their brand into the mind of the leads and making them an influencer of the brand. These two tasks can be easily accomplished with the help of neuromarketing. The primary step is to create an extraordinary product, which will not only satisfy but also awe the needs of the prospect. The product should be developed by implementing neuromarketing in it. Such a way that, when one touches, sees, smells or feels it, his/her retina should get wide open! Along with the product, the brand also should be promoted with the help of neuromarketing techniques. When neuromarketing is applied product wise as well as brand wise, capturing and getting hold of the people's subconscious mind is a cakewalk.

Keywords: Neuromarketing, Brands, Subconscious mind, Marketing, Neuroscience Psychology, Branding

1. Introduction

Gone are those days where the products were traded through 'shout & sell' or traditional marketing. In this judgemental generation, direct marketing won't work out anymore. From pencil to platinum, everything is being researched and reviewed. So, Concealed method of branding is the new trend. Jalaj Rana once quoted 'One, who controls his/her mind, can control the world'. Now, the brands are either controlling or confusing our minds to control the world through Neuromarketing. The power of the subconscious mind is beyond suspicion. Subconscious thought processing is 2,00,000 times faster than conscious thought processing i.e., close to 11 million bits per second. Fortunately, 90% of the buying decisions are made in the subconscious mind (Logan Chierotti, 2018). Utilising this opportunity in a veracious way can bring out extreme brand success. Neuromarketing is nothing but the application of neuroscience to marketing. Researchers use technologies that observe brain activity and biometrics (such as heart rate, eye tracking, galvanic skin response, facial coding, and so on) to determine how people respond physiologically to marketing messages (Erica Dube, 2017). There are three main tools to measure Human brain's activity each with their own pros and cons - Functional Magnetic Resonance Imaging (fMRI), Magnetoencephalography (MEG) and Electroencephalography (EEG). Utilizing fMRI involves using a powerful magnet to track the brain's blood flow as subjects respond to audio and visual cues. This allows examiners to access a deep part of the brain known as the "pleasure centre" and lets marketers know how people are really responding to their work. EEG, on the other hand, uses a cap of electrodes attached to the sample's scalp, thus allowing for movement. MEG has excellent temporal resolution, but more importantly, a better spatial resolution than EEG. Thus, the neuronal activity creates a magnetic field that can be amplified and mapped by MEG (Michael J.R. Butler, 2008). By these means, the effects of neuromarketing campaigns in the minds of the viewers can be found out.

The main Himalayan tasks for every brand are clipping their brand image into the individual's mind and maintaining the brand consistency and reputation. By inculcating neuromarketing, the minds of the

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people can be tricked in a stealth way. For this, Marketing shouldn't start from the selling process. Marketing should begin at the product development stage itself. Brands use five sensory as targets – Sight, Sound, Taste, Smell and Touch (Brittini Swenson, 2013). The product should be designed in such a way that, when one sees, touches, smells or feels the product, he/she should get awed. According to a Neilson study, people spend only 13 seconds on average to choose a brand in the store! There are a number of choices in the market. After analysing everything about the product, he finally goes by his “instinct”. Here, instinct is nothing but which brand comes to the mind easily. To make the utmost use of this 13 seconds, brands use neuroscience psychology in the product itself to pop their brand to the top in the customer's mind (Randall Beard, 2015). For instance, Apple has a separate Research and Development Department for Neuromarketing alone. They came up with many techniques such as inertial scrolling (the way a screen will continue to scroll after your finger has left the screen, as though it had its own inertia), intuitive physics, pleasing proportion (golden rectangle ratio), rubber banding technique (the way the screen will snap-back), etc., These techniques have attracted the users without knowing that they are being attracted.

Not only in product wise, companies should implement neuromarketing in brand wise too. Now that, the product is being designed with factor to grab the subconscious mind, branding should also be done in the same way. Promoting through social media platforms, websites, Television ads, digital and print medium everything should have a touch of neuroscience psychology. Some of the few companies who have been using this technique very wisely are Airbnb, Charmin, Starbucks, H & M, McDonald's, and so on. Airbnb, the favourite hospitality business of all time, initially didn't go well in the New York Market. It released an ad campaign of Carol Williams who shared the story of how Airbnb helped her financially after the demise of her husband (Ishika Agarwal, 2018). This ad was a huge emotional trigger and became a huge success. Likewise, Charmin, IKEA, KFC, Burger King, Spotify, etc., have always stuck to make people laugh. They focus on capturing people's mind with the emotion of humour and gratitude. Brands have been brainwashing prospects and leads since many decades. Neuromarketing is also a hidden reason for it. This is how brands create the demand where it is not at all necessary. This is how they rule the market for hundreds and hundreds of years!

2. Literature review

Christophe Morin (2011), 'Neuromarketing: The New Science of Consumer Behaviour' says that each year, over 400 billion dollars is invested in advertising campaigns. Yet, conventional methods for testing and predicting the effectiveness of those investments have generally failed because they depend on consumers' willingness and competency to describe how they feel when they are exposed to an advertisement. Neuromarketing offers cutting edge methods for directly probing minds without requiring demanding cognitive or conscious participation.

Pravin Raj Solomon (2018), 'Neuromarketing: Applications, Challenges and Promises', as the famous saying goes “marketing is no longer about the products that we make but about the stories we tell”. The stories reaching the consumers through advertisements and soliciting must create an emotional chord between the product and the consumers. Traditionally marketers and advertisers have used different methods of advertisements and product development initiatives. This involves huge monetary inputs and time duration that never found its way to people's memory bank and persuades their decision making. Neuroimaging and neuromarketing strategies emerge as a prominent and viable alternative that can tweak the next generation of smart customers and highly competitive consumer market.

Tanya (2012), 'What Is Neuromarketing and Why Is It Essential for Modern Marketers' says that most customers don't even know why they buy. Scientific research about the human brain shows that 95% of decisions are driven by subconscious urges, the biggest of which is emotion, which we then justify with logic. Social norms such as reciprocity, authority and social proof influence their behaviour. Certain colours elicit a particular emotional reaction and visuals are processed more quickly than words. Traditional marketing research tries to understand a consumer's decision-making process from a conscious viewpoint, whereas neuromarketing aims to understand customer behaviour. The problem with conventional marketing research is that relies heavily on the consumer self-reporting what they think, feel and believe.

3. Research Methodology

The discussion of neuromarketing in this paper is based on reports of both basic and applied nature. The research mostly depends on secondary data. Their contents have been synthesized and placed into context by showing how they relate to traditional marketing research approaches and assumptions. The data

is being analysed and interpreted by various tools such as SPSS and surveys. The research is based on qualitative data and it is experimental. The research can be taken over through a longitudinal mode. It is fixed and applicable field wise.

4. Conclusion

In a marketing perspective, the main reasons to focus more on neuromarketing is its advertising effectiveness by capturing the customers' subconscious mind, the kind of brand recognition it etches in their minds, innovation and attractiveness. It is more or like, doing marketing without projecting it as marketing. It always plays in a stealth mode. That is why, the kind of impact it creates is long-termed. By these techniques, the brand loyalty and credibility increases among the customers, thus reducing customer churn rate. It's because of this bias nature of humans, neuromarketing succeeds. Neuromarketing still has a lot of empty spaces to be filled. It has lot of rooms for development and research. Thus, by utilising this powerful technique, brands can ascend towards a whole new and positive industry and create a better world!

5. References

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