

**Project Dissertation Report on**  
**IMPACT OF NEUROMARKETING ON**  
**CONSUMER BEHAVIOUR**

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**(2K18/MBA/067)**

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**Dated: 10th May 2020**

**CERTIFICATE**

This is to certify that the Major Research Project Report, titled “**Impact of Neuromarketing on Consumer Behaviour**” submitted by **Mehak Manot** as partial fulfilment of requirement of the two year course is a bonafide work carried out by the student at our Institute.

This Major Research Project Study is her original work and has not been submitted to any other University/Institute.

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## **DECLARATION**

Dated: 10<sup>th</sup> May 2020

This is to undertake that the work titled “**Impact of Neuromarketing on Consumer Behaviour**”, Project Report is submitted as part of 4th Semester in MBA (DSM, DTU) during January-April, 2020 under the guidance of **Mr. Yashdeep Singh (Asst. Prof.)** is my original work to the best of my knowledge and has not been submitted anywhere else.

The report has been written by me in my own words and not copied from elsewhere. Anything that appears in this report which is not original, has been duly and appropriately referred / cited / acknowledged.

**Mehak Manot**

## **ACKNOWLEDGEMENT**

After weeks of deliberation, research and perseverance, this report has finally reached a successful conclusion. I would like to express my appreciation and acknowledge the support and guidance provided to me over the course of preparation of this report.

The completion of this Project Dissertation Report is due to the cordiality of all those who were involved with me in my efforts.

My sincere thanks to Mr. Yashdeep Singh for mentoring me over the course of this report, and for helping me take this report to its completion. Without his guidance this report would not have reached its fruition. His guidance, knowledge and insights have proved to be invaluable to this text.

I sincerely thank all the people involved from the bottom of my heart.

**Mehak Manot**

## **EXECUTIVE SUMMARY**

The capacity to evoke an emotional answer through an advertisement or another communication instrument is one of the main aims of marketing. However, it is not easy to measure or quantify emotions. This problem has led marketing scholars to elaborate new models of utility and individual rationality.

Managers are always researching factors based on attitude and consumer behaviour that can provide a competitive advantage. Traditionally, marketing and advertising scholars have utilised research based on focus groups to obtain answers about products and brand communication, but market change requires new technologies to understand consumers' minds scientifically. Over the past few years, researchers have developed different neurophysiological methods to analyse consumer behaviour and the effects of advertising, with the aim of clarifying different aspects of marketing.

Neuromarketing accesses the nonconscious reactions of consumers to a product, brand, or advertising spot to better understand the behaviour of the consumer, the purchasing decision or how aspects such as emotions and cognitive biases affect decision-making.

Neuromarketing overcomes the limits of conventional methods to test and forecast efficiency in advertising investment, offering a cutting-edge methodology to directly probe consumers' minds without requiring demanding cognitive participation.

The aim of this study is to show, through a deep examination of the literature and results obtained, how the main methodology utilised in neuromarketing can contribute significantly to the efficiency of commercial advertising messages,

In this way, it offers a managerial explanation about the usefulness of neuromarketing techniques in customers' decision-making processes.

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

Preliminary assessments suggest that traditional, inferential assumptions about consumer behaviour might be less powerful and explanatory than once believed.

While many are enthusiastic about the potential of neuromarketing, others remain sceptical. A range of concerns have also been raised and some consumer groups worry about the ethics of permitting companies an opportunity to exert even more influence over what we choose. There is likewise awareness of practical issues, not least the doubts about whether findings can be generalized in the presence of “a genetically and culturally” diverse population in an almost infinite variety of situation.

Through this study, we have reviewed the different aspects of neuromarketing, how neuromarketing affects consumer behaviour, what emotions and what reactions lead us to take a decision and how marketing materials can evoke those emotions. We have also seen how these techniques have been successfully used in real life.

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# **Chapter 1**

## **INTRODUCTION**



# INTRODUCTION

## 1.1 Background

Associations intend to create and dispatch items and administrations that can expand their benefits and piece of the overall industry, searching for activities that create the normal request and particularly have the option to connect with buyers on the advantages and characteristics of the items and administrations advertised. The principle objective is to create an effect on the buyer, so that at the hour of dynamic it is obvious to the customer why they should choose the association's image over the other

Showcasing is tied in with understanding customers' practices, needs and inspirations and afterward conveying an encounter that lines up with each one of those focuses.

Over 70% of new items propelled around the world, including vehicles and shoes, in any event, when tried through customary showcasing procedures and mental meetings or surveys, flop inside the initial a half year. This happens basically in light of the fact that individuals don't state, or can't express their actual perspectives about their advantage and purchasing inspiration when met about new items or publicizing efforts. This implies advertisers who have a strong comprehension of shopper conduct and brain science are regularly going to be the best at making solid, client driven crusades.

One of the unavoidable issues that penetrate society yet to be explained is: the thing that drives the purchaser to settle on a decision for a particular brand or item over the other, in light of the apparent expenses and advantages. Confronted with this inquiry and mechanical improvement of the most recent decades, a choice to all the more likely comprehend buyer conduct has picked up quality against the conventional existing in the advertising field; neuromarketing.

All the more as of late, advertising professionals grasped the significance of significant worth creation (counterbalancing costs against benefits) and the key job of fulfillment (satisfaction of prior desires). Both of these generally acknowledged showcasing ideas accept a purchaser looking for some type of intellectual financial judiciousness when deciding.

The ability to summon an enthusiastic answer through an ad or another correspondence instrument is one of the principle points of showcasing. Be that as it may, it is difficult to gauge or evaluate feelings. This issue has driven showcasing researchers to expand new models of utility and individual sanity. Ordinarily, the daily schedule of a buy in a client's brain begins from a requirement for an item and emerges as think—see purchase/don't accepting. In any case, this procedure doesn't generally continue so basically. Truth be told, regularly individuals don't generally require an item or administration, and the choice is made through different systems, without sound impact.

Researchers are continually investigating factors dependent on disposition and purchaser conduct that can give an upper hand. Generally, promoting and publicizing researchers have used exploration dependent on center gatherings to acquire replies about items and brand correspondence, however showcase change requires new advancements to comprehend shoppers' brains deductively.

In the course of recent years, scientists have created diverse neurophysiological strategies to dissect purchaser conduct and the impacts of promoting, with the point of explaining various parts of advertising. The fundamental issue for makers of different merchandise and for chiefs everywhere throughout the world is to foresee whether their new items will be alluring to customers, regardless of whether the proposed cost is adequate, and whether the promoting interchanges are viable. Subjective examination, for example, a center gathering meeting or visually impaired trial, is constantly founded on self-reports, where the appropriate responses given during the meeting speak to the primary method to realize which item, taste or business is acknowledged. This sort of approach makes one significant supposition: purchasers never lie. In viable life, this speculation isn't right, since purchasers lie and some of the time react with articulations of stresses and preferences. It is accepted that reviews acted in this field are pragmatist, logical and increasingly dependable. Besides, during center gathering interviews individuals uncover perspectives—impacted by a solid character, for instance—that make the examination untrustworthy. Hence, reactions are not autonomous of each other. Neuromarketing defeats the restrictions of regular strategies to test and conjecture proficiency in publicizing venture (which frequently fizzle since they rely upon shopper accessibility and ability to depict how a notice feels), offering a bleeding edge approach to straightforwardly test customers' brains

without requiring requesting intellectual cooperation. Neuro advances and neuroimaging procedures have the ability to examine the recurrence, area and timing of neuronal action to an extraordinary degree. Neuromarketing utilizes neuroscience to decide how buyers are influenced by varieties in item configuration, bundling and instore shows; why buyers lean toward certain items and brands to other people; and how much publicizing substance and execution affects them.

Figure 2. Theoretical Framework for Improving Value Added Marketing Performance

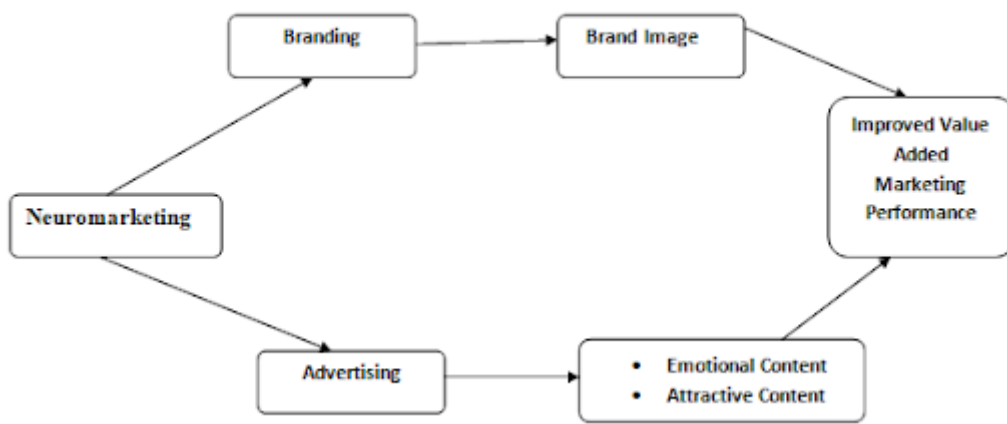


Fig 1.1 Neuromarketing Influence

## Neuromarketing

In marketing, the brain assumed centre stage in 2002 with the first neuromarketing tests. These examinations - which utilized instruments like fMRI, yet additionally EEG (electroencephalography, a strategy for estimating mind waves) and biometrics (apparatuses, for example, face and unique finger impression scanners)—analyzed the crossing point of purchaser conduct and neuroscience to decide how shoppers may react to a promotion, brand or battle.

Neuromarketing is a business advertising correspondence field that applies neuropsychology to promoting research, contemplating purchasers' sensorimotor, intellectual, and full of feeling reaction to showcasing improvements. Neuromarketing looks to comprehend the method of reasoning behind how buyers settle on buying choices and their reactions to promoting boosts so as to apply those learnings in advertising.

"Neuromarketing is basically planning showcasing materials (counting the site, promotions, email crusades and substance) to bring out explicit neurological responses that trigger feelings or reactions that are connected to buying." Neuromarketing gets to the nonconscious responses of buyers to an item, brand, or publicizing spot to more readily comprehend the conduct of the customer, the buying choice or how perspectives, for example, feelings and intellectual predispositions influence dynamic.

Advancing specialists will use neuromarketing to all the more promptly evaluate a purchaser's tendency, as the verbal response given to the request "Do you like this thing?" may not by and large be the real answer. This data will help sponsors with making things and organizations organized even more suitably and exhibiting endeavours focused more on the brain's response.

Neuromarketing will make reference to the sponsor what the client reacts to, whether or not it was the shade of the packaging, the sound the compartment makes when shaken, or the likelihood that they will have something their co-customers don't.

Neuromarketing is the use of neuroscience to advancing. Neuromarketing fuses the prompt use of brain imaging, checking, or other cerebrum activity estimation advancement to measure a subject's response to unequivocal things, packaging, advancing, or other promoting parts. Now and again, the psyche responses assessed by

these methods may not be intentionally observed by the subject; consequently, this data may be more revealing than self-giving insights about audits, in focus social affairs, etc.

The potential preferences to sponsors fuse logically capable and ground-breaking advancing endeavours and methodology, less thing and campaign disillusionments, and finally the control of the veritable needs and needs of people to suit the prerequisites and requirements of exhibiting interests

Using neuromarketing, you can re-examine your philosophies and make increasingly splendid advancing that will bolster the ampleness of your undertakings. Its goal is to perceive how your customer's cerebrum truly works and what impacts your advancing will have on the quantity of occupants in buyers.

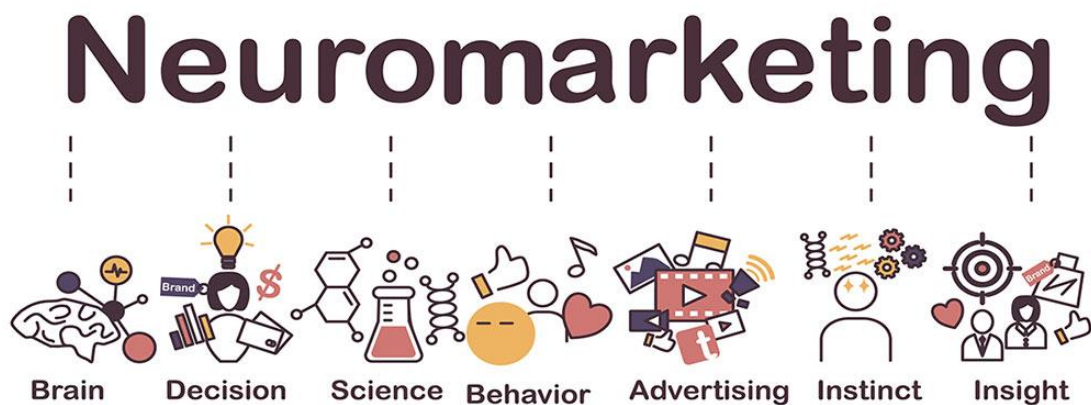


Fig 1.2 Neuromarketing

Neuromarketing isn't just about essential system. You can really put resources into elevated level examination to perceive how genuine purchasers are reacting neurologically to your genuine battles.

Scientists use innovations, for example, useful attractive reverberation imaging (fMRI) and electroencephalography (EEG) to quantify explicit sorts of cerebrum action because of publicizing messages. With this data, organizations realize why shoppers settle on the choices they do and what parts of the mind spur them to do as such.

While both neuromarketing and neuroeconomics include the utilization of neuroimaging instruments, neuromarketing centres around the part of offering to a purchaser and how to make a superior item or notice to draw in customers. The neuroimaging innovation enables researchers and advertisers to comprehend the buyers' psyche to discover the thought processes behind their buys.

## Implications of Neuromarketing

When the advertising level of influence is quickly moving for the shopper, accessing neural demonstrative instruments has significant ramifications. In the expressions of an industry official, "we can bid farewell to those unending costly bleeding research bunches where shopper either lie their heads off or mention to us what they think we need to hear". Along these equivalent lines, it dodges the issue of depending vigorously upon subjects' self-reports when it is profoundly improbable that even the most decided subject could precisely express their critical subliminal intentions.

Ninety-five percent of clients' choice procedure happens in the inner mind, and neuroscience could offer great help to all the more likely clarify this procedure, indicating the purposes behind clients' buy activities.

It is additionally hard for an overview to catch the enthusiastic reasons basic shopper inclinations or choices. It is noticed that only one out of every odd cola consumer recognizes what drives her to her preferred beverage, nor can she dispassionately portray the motivation, given the inclination of the advertising impact she has just been presented to. Neuroscience's apparatuses, interestingly avoid all feeling, reflection and conscience. "Neuromarketing's quality is that it might hit on subliminal predispositions that customary publicizing techniques, for example, center gatherings, neglect to reveal". As it were, the potential for neuromarketing to diminish advertising disappointments and increment showcasing victories appears to be very encouraging; despite the fact that not without debate.

While the reason for neuromarketing is to decide how buyers react to brands or crusades, a somewhat harmless examination, not every person is persuaded that it's moral. The investigation, "Is Neuromarketing Ethical? Purchasers Say Yes. Customers Say No," addresses moral inquiries, for example, "Will brands have the option to impact purchaser choices to an extreme?" and "Is neuromarketing manipulative?"

With the development of the field, reactions and fears of neuromarketing's implied power have developed, remembering both prompt impacts for singular purchasers and long haul consequences for society all in all, including positive rights to security, self-rule, and poise just as negative rights not to be bamboozled, exposed to tests without assent, or utilized as a methods as it were.

## Consumer Behaviour

Customer behaviour is the examination of how customers choose decisions about what they need and how might they buy, use, and dispose of items. By perceiving how customers choose a thing it is attainable for publicists to fill in the gap and separate which thing is required and which things are outdated in the market. It moreover urges promoters close how to present their things with the ultimate objective that they have most outrageous impact on purchasers.

Successful enterprises collect their advancing data with client lead bits of information as the foundation. They're not making things and displaying plans reliant on their musings alone; they are conveying outside information into the overlay to find what customers need and how they need it, by then associating with them moreover. This is seen as the essence of making a positive customer experience.

Consumer Behaviour knowledge can be applied to educate practically all sectors regarding your showcasing system. This may integrate what content you ought to make for your online journals and other constituent mediums, the kinds of stories you tell in your video and show promotions, or even how you alter your product offerings to convey what the customer wants.

Consumer Behaviour isn't only important to pull in new clients, however it is imperative to hold current clients also. When a client is happy about a particular item, he/she will rehash the buy. Through this manner, endorsing the item ought to be done to influence clients to purchase the item over and over.

Organizations reliably endeavor hard to improve the achievement pace of their new items or new thoughts. One of the most significant ways is to lead sound and astute customer conduct study.

To take a gander at a model, Nike understood that the vast majority of its intended interest group isn't proficient competitors, however a significant number of them were endeavouring to be increasingly similar to them. Along these lines, at the 2012 Olympics in London, Nike acquainted a crusade with empower games called 'Discover Your Greatness'. It planned to advance the goals of being a competitor, with high-performing competitors, however needed to incorporate all individuals paying little heed to their physical ability. The crusade was very much arranged and was



information driven, obviously, deliberately dissected before making any move. This message enlivened numerous purchasers and had huge intrigue for target buyers.

Buyer conduct examination has developed as a significant instrument to comprehend your clients. By investigating shopper brain science and the powers behind client purchasing conduct, organizations can make new items, advertising efforts and increment gainfulness.

Research in neurosciences reveals that even though the three brains communicate with each other, each one has a specific function:

A. The “New Brain” thinks. It courses rational data and shares its inferences with the other two brains.

B. The “Middle Brain” feels. It courses emotions and gut feelings and shares its discoveries with the other two brains.

C. The “Reptilian Brain” decides. It takes input from the other two brains but it controls the final decision-making process.

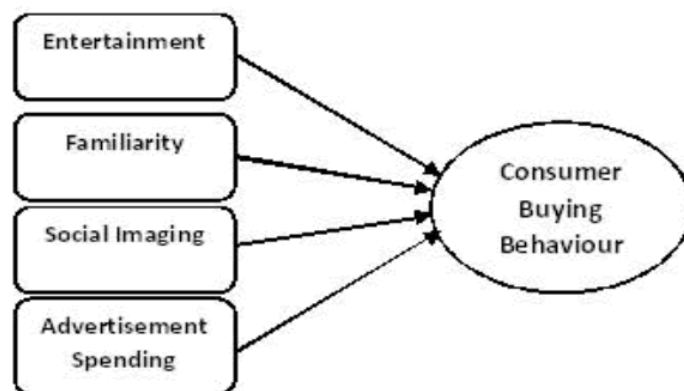


Fig 1.3 Consumer Buying Behaviour

## **1.2 Problem Statement**

This research emphasises on the role of Neuromarketing on consumer behaviour.

This paper is aimed at:

1. Understanding different applications of neuromarketing
2. To what extent does neuromarketing influence consumer behaviour?
3. To assess how some companies have used neuromarketing to impact consumer behaviour.

## **1.3 Objectives of the Study**

- Understanding different aspects of Neuromarketing
- Assess use of neuromarketing in real life campaigns of various companies
- Analyse consumer behaviour driven by neuromarketing

## **1.4 Scope of the Study**

The research aims to understand the extent of impact neuromarketing has on consumer behaviour. In order to do that we first understand various aspects of neuromarketing including its limitations and also different applications of neuromarketing and how they are applied. The study also examines consumer behaviour in response to campaigns built with neuro marketing techniques.

**Chapter 2**  
**LITERATURE REVIEW**

## LITERATURE REVIEW

**1. Morin, C. Neuromarketing: The New Science of Consumer Behaviour. (2011)**

This paper suggests that neuromarketing has the potential to increase effectiveness of commercial and advertising messages around the world. It measures brain response to advertising messages and outlines the potential of neuromarketing.

**2. WILSON, R.M., GAINES, J. and HILL, R.P. (2008), Neuromarketing and Consumer Free Will. Journal of Consumer Affairs**

This paper analyzes the effect of disclosures and strategies for neuroscience on promoting rehearses as they identify with the activity of individual unrestrained choice and reasons that a basic job for strategy creators and purchaser researchers is to advise this discussion by observing the most recent neuroscientific discoveries and assessing their suggestions for moral showcasing practice.

**3. Fugate, D. (2007), "Neuromarketing: a layman's look at neuroscience and its potential application to marketing practice"**

The paper suggests that traditional, inferential conventions about consumer behaviour may perhaps be less influential and explanatory than once believed. Combining neural activity images with conformist tools might produce more effective marketing practices.

**4. Touhami, Zineb Ouazzani et al. "Neuromarketing: Where marketing and neuroscience meet." (2011).**

They have discovered that some advertising activities can create included fulfillment in a fake treatment like way. The discoveries of the human prize framework concentrates likewise assume a significant job in neuromarketing research. They endeavor to give a diagram on neuromarketing and its neural connects while give a point of view toward the utilization of field for less business purposes.

5. **NickLee, Amanda J. Broderick, Laura Chamberlain (2007), “What is ‘neuromarketing’? A discussion and agenda for future research”**

This paper attempts to widen the scope of neuromarketing beyond commercial brand and consumer behaviour applications, to include a wider conceptualisation of marketing science. Drawing from general neuroscience and neuroeconomics, neuromarketing as a field of study is defined, and some future research directions are suggested.

6. **Agarwal, S., Dutta, T. Neuromarketing and consumer neuroscience: current understanding and the way forward (2015)**

It gives an overview of the applications of neuroscience in addressing marketing and consumer behaviour research. The article then discusses the role which neuromarketing and consumer neuroscience is expected to play in shaping the future marketing practices.

7. **Butler, M.J. (2008), Neuromarketing and the perception of knowledge.**

The emerging field of neuromarketing reveals that knowledge has plasticity. In other words, different stakeholders, marketing researchers and practitioners, perceive the development and application of neuromarketing knowledge in different ways.

8. **Nadanyiova, M. (2017). Neuromarketing - An Opportunity or a Threat? Neuromarketing - An Opportunity or a Threat?**

This paper analyses the perception of neuromarketing by the professional and general public, which points to the advantages and disadvantages of its application. Accordingly, also summarizes the benefits of using the results of neuromarketing research for companies that includes better understanding of customers, their loyalty, in order to strengthen their image and brand value.

9. **Barbasso L., Tardivo G., Viassone M., Serravalle F. (2018) Neuromarketing in Customer Behaviour**

This paper highlights the influence neuromarketing has on consumer decisions, allowing managers to directly understand the thoughts, emotions and intentions of consumers and highlights the impact of neuromarketing on consumer choices. The results of the research highlight the positive effects of neuromarketing on the measurement of consumer behaviour, providing important theoretical and managerial implications.

**10. Jordão, I.L.D.S., de Souza, M.T., de Oliveira, J.H.C. and Giraldo, J.D.M (2017) ‘Neuromarketing applied to consumer behaviour**

This study concludes that major advances are being made in the area, and that neuromarketing can really help in the understanding of cognitive processes and their influence on decision-making, and it has a better performance when used jointly with traditional marketing techniques.

**11. Madan C. R. (2010). Neuromarketing: the next step in market research?**

The paper states how Neuromarketing is an emerging interdisciplinary field connecting psychology and neuroscience with economics. The goal of neuromarketing is to study how the brain is physiologically affected by advertising and marketing strategies. Using neuromarketing, researchers can evaluate an advertisement’s effectiveness much more scientifically, in terms of the viewer’s attention to the ad, as well as how the ad affects the viewer’s emotional state

**12. Sunita Kumar (2015). Neuromarketing: The New Science of Advertising**

To investigate how attention levels, influence users, this conceptual paper makes use of Neuromarketing as a tool to measure the level of attention that results from advertisement exposure and explores how different levels of attention influence users in conscious and unconscious ways.

**13. Dragolea, L. Cotirlea, D. (2011). Neuromarketing: between influence and manipulation**

In this paper, it was shown how studying the sensory, cognitive and emotional reactions of consumers to stimuli related to a product or an advertisement allows the researchers to find out why consumers make the decisions they make when choosing a brand or another, without the subjectivity specific to traditional research methods

**14. ML Hilderbrand - 2016 Neuromarketing: An essential tool in the future of advertising and brand development**

This study provides an in-depth review on what is meant by advertising and branding. The research also looks at the field of neuromarketing – a history of the industry, an explanation of the common research methods that it employs, and an understanding of how neuromarketing can assist in advertising research and brand development.

**15. Simson, Annette Kortovna (2010). Neuromarketing, emotions, and campaigns**

Understanding of emotional processes is vital for development of marketing and advertising campaigns because successful branding and advertising depends on understanding and developing an emotional appeal towards consumers. neuromarketing can guide towards creating more effective advertising executions, branding and marketing strategies. The research paper explores the role of emotional processes and neuroscientific research into these processes from a theoretical and practical standpoint.

**16. Nyoni, Thabani and Bonga, Wellington Garikai, Neuromarketing: No Brain, No Gain! (2017).**

This study uncovers the neurological aspects of market research which have been largely neglected in traditional marketing research. The study concludes with a discussion on the professional challenges and ethical issues in neuromarketing.

**17. Stanton, S.J., Sinnott-Armstrong, W. & Huettel, S.A. Neuromarketing: Ethical Implications of its Use and Potential Misuse. (2017).**

The paper articulates common ethical concerns with neuromarketing as currently practiced, focusing on the potential risks to consumers and the ethical decisions faced by companies. They argue that the most frequently raised concerns—threats to consumer autonomy, privacy, and control—do not rise to meaningful ethical issues given the current capabilities and implementation of neuromarketing research. And conclude that neuromarketing has clear potential for positive impact on society and consumers, a fact rarely considered in the discussion on the ethics of neuromarketing.

**18. Walter S. McDowell & Steven J. Dick (2013) The Marketing of Neuromarketing: Brand Differentiation Strategies Employed by Prominent Neuromarketing Firms to Attract Media Clients**

The paper provides qualitative content analysis of the marketing strategies of 22 prominent neuromarketing websites discovered. And an array of brand differentiation techniques intended to legitimize the underlying science of neuromarketing and attract clients through proprietary services. The study concludes with some applied and conceptual criticism of this research tool and a cautionary note for media firms interested in adopting it.



**Chapter 3**  
**RESEARCH**  
**METHADODOLOGY**

## **RESEARCH METHADODOLOGY**

### **3.1 About**

The study is aimed at understanding the following aspects:

1. Understanding different applications of neuromarketing
2. To what extent does neuromarketing influence consumer behaviour?
3. To assess how some companies have used neuromarketing to impact consumer behaviour.

To get answers to these questions this research was taken place. This was because there already exist studies quantifying neuromarketing aspects but there lies a gap in listing and understanding of different aspects and there application in real life. There is no study focusing on what all and how all neuromarketing is utilised.

These questions are answered through a point by point assessment of the writing and experimental outcomes acquired concerning how neuromarketing procedures utilized in ads can impact clients' conduct. They concern strategies for the examination of cerebrum movement, the territories influenced by notices and their effect on clients' practices. This audit underlines the dynamic job of neuromarketing this and furthermore depicts significant administration applications in the field of promoting.

### **3.2 Research Design**

Various papers, cases and texts were looked at to compile literature on neuromarketing and its applications and how neuromarketing is put to use. Analysing existing research to perform an integrative literature review.

Primary Data was also collected through interviews and questionnaires.

#### Interview

Specialists can pose various kinds of inquiries which thus create various sorts of information.

They are moreover suggested as 'revelation gatherings' and are logically like a 'guided protection' than a serious sorted out gathering. They are on occasion assembled easygoing conferences.

- Unstructured interviews produce emotional data utilizing open requests. This allows the respondent to talk in some significance, picking their own words. This empowers the expert to develop a certifiable sentiment of a person's understanding of a situation.
- They furthermore have extended authenticity since it offers the examiner the opportunity to test for a progressively significant perception, demand clarification and license the interviewee to manage the course of the gathering, etc.

#### Questionnaire

It is an investigation instrument containing a movement of requests to amass information from respondents.

Data can be assembled modestly quickly in light of the fact that the expert shouldn't be accessible when the studies were done.

They need detail. Since the responses are fixed, there is less augmentation for respondents to deftly answers which reflect their real feelings on a point.

### Case Study

- Case examines depend on an inside and out examination of a solitary individual, gathering or occasion to investigate the reasons for basic standards.
- A contextual analysis is a spellbinding and exploratory investigation of an individual, gathering or occasion.
- Case circumstances are only here and there equivalent and as such the data assembled in the event that reviews is frequently not similar.
- The risk of bogus speculation is consistently there taking into account the way that no set standards are followed in assortment of the data and just hardly any units are considered.

### Integrative Literature Review

- An integrative review is a specific review that reviews past empirical or theoretical literature.
- The aim is to provide a more complete understanding of a particular phenomenon.
- Integrative review contributes to the demonstration of varied perspectives on a phenomenon of concern.
- This method is best for understanding of a concept in depth and overcome exploratory research gap.
- This method has a major limitation which is that it is based on understanding of existing studies.
- So, any limitations of the underlying studies and any shortcomings of the studies the research is based on will follow through.

### **3.3 Data Collection**

To achieve the research objectives of the study, data for the study included was collected in the following manner:

#### Primary Data

- Interviews
- Survey/Questionnaire

#### Secondary Data

- Existing Research Papers
- Existing texts on the topic
- Case Studies done to understand implications of neuromarketing
- Application of neuromarketing in real life campaigns, listed

# **Chapter 4**

## **ANALYSIS**

## **CASE DISCUSSION**

### **4.1 Introduction**

Neuromarketing is taking the world by storm and has been exploited by almost all major brands and in some way or form.

“Neuromarketing is essentially designing marketing materials (including the website, ads, email campaigns and content) to evoke specific neurological reactions that trigger emotions or responses that are linked to purchasing.”

Neuromarketing insights are applicable to a broad range of contexts. Either in stores or online; in restaurants and in television commercials.

Neuromarketing is used in multiple ways by companies, small and large alike. Some of these include:

- Sensory Marketing
- Colour Psychology
- Prototype Testing
- Loss Aversion
- Anchoring
- Reward and Punishment

These are some ways neuromarketing is applied for garnering positive reactions from the consumers. We will now look at these aspects in details.

## 4.2 Sensory Marketing

Sensory marketing are the methods that are used to reach the customer's senses and impact their behaviour dependent on how the image and strategies cause them to feel.

As we are already aware, the five faculties are sight, hearing, taste, contact and smell. Tactile advertising is basically the way towards getting a client's trust and contemplation by luring every one of these five detects.

An incredible piece of the new assessment centers around "exemplified perception"—the likelihood that without our discerning care, our genuine sensations help choose the decisions we make. For example, people who had immediately held a warm reward were more likely than people who had held a cool one to feel that an outcast was pleasing.

Considering substantial effects is a set up preparing in some client adventures, for instance, food, beautifiers, and kind disposition. For example, Hershey's has for quite a while realized that the material satisfaction people get from opening up the foil around a Kiss changes a standard piece of chocolate into an unprecedented experience.

Carmakers have given close thought to the resources for a significant long time: Designers attempt to improve the vibe of handles, the solid uproar of a gateway shutting, and the specific new-vehicle smell. Starting late they have gone to slant setting developments. For instance, in its 2014 M5 model, BMW mikes and amps the engine sounds through the vehicle speakers, regardless, when the sound system is murdered. The idea is to overhaul the vehicle's energetic feel.

Sounds, pictures, smells, and even tastes would all be able to influence the way that your intended interest group ponders you. By dealing with the study of tangible showcasing, organizations can start to try different things with the speculative chemistry of brand dependability and find the ideas that genuinely persuade clients to purchase.

This procedure of drawing in the faculties to sell items is alluded to as tactile advertising: showcasing that impacts customers' view of brands by utilizing multi-tangible encounters to set up positive enthusiastic associations with them.



Drawing in the faculties to sell items is alluded to as tactile promoting: showcasing that impacts buyers' view of brands by utilizing multi-tangible encounters to build up positive passionate associations with them.

Here's the science behind it: We all have five detects — sight, hearing, contact, smell and taste. At the point when at least two faculties are spoke to in a reliable manner, they enhance one another. Presently, when this is done through inconspicuous informing in showcasing, shoppers are bound to hold data about the brand. Furthermore, that is the reason brands invest so much energy and cash on figuring out what kinds of tactile signs best join to make a compelling, positive message.

Visual, material, and even olfactory components can change your business condition and put forth your advertising attempts increasingly powerful. Organizations that utilization tangible promoting strategies have found that the smell of cinnamon is frequently connected with sentiments of warmth. In one examination, adding a cinnamon fragrance to a pad assisted with improving the apparent adequacy of its warmth based restorative properties.

A tangible promoting procedure basically requests that advanced organizations think past basic publicizing techniques that grasp sight and sound when they're connecting with clients. While sound marking, music, and even alluring pictures are on the whole urgent to making a multi-tangible promoting experience, there are likewise different focuses to consider as well. For example, the limbic framework in the mind that is answerable for handling smells is likewise in charge of our recollections and feelings.



Fig 4.1 Sensory Marketing

### **4.3 Colour Psychology**

Colour psychology is a region of exploration that sees how shading impacts our conduct and dynamic. At the point when utilized in promoting, for instance, various hues can affect the manner in which purchasers see a brand in manners that aren't generally evident, for example, how certain tones can expand hunger .

People are visual animals - so visual, truth be told, that shading assumes an a lot greater job in impacting what we buy than we may might suspect.

It's what gets the crowd to perceive what you require them to grasp, feel what you require them to feel, and to do what you require them to do. Which tints are picked can likewise impact ease of use and whether element is discernible it or not. This is the thing that makes understanding colour theory so necessary for the achievement of your substance.

The brain research of shading as it identifies with influence is one of the most fascinating — and generally disputable — parts of showcasing.

Colour psychology is the investigation of how hues influence observations and conduct. In showcasing and marking, shading brain science is centered around how hues sway buyers' impressions of a brand and whether they convince customers to consider explicit brands or make a buy.

Shading tends to one of our essential neurological requirements for incitement. Shading triggers quite certain reactions in the mind and in the entire body (red raises circulatory strain and pulses, while blue brings down pulse, heartbeat, and breath rates). For advertisers, shading separates the brand, recommends passionate advantages and can be a key to a brand's character.

The brain research of shading in publicizing was created by specialists with an eye on the business area. Studies have demonstrated that the shade of bundling altogether impacts the decision of a specific item. Trials and testing of the benchmark groups were intended to support publicists, makers, chiefs and fashioners to settle on the most proper decision for the shade of items, considering the likely advantages and viability.

The affiliations our minds make with specific hues are vital to overcoming any barrier between advertising materials and their intended interest groups. An item's shading can persuade us that it tastes fresher than a similar item with an alternate shading. It can even make prescription (and fake treatments!) feel increasingly successful. Medication producers incline toward shading relationship to make dozing pills blue and energizers yellow and red in light of the fact that these are the hues buyers partner with their separate impacts.

Colour psychology is not only about inspiring certain feelings. It's tied in with utilizing hues to live up to customers' wishes for items and brands. Consider hues that are appalling fits for specific items or sorts of administrations, similar to a splendid yellow and orange logo for a bank or an earthy colored or dark box for female cleanliness items. These hues feel incorrect to us since they don't coordinate with our wants. By the day's end, our desires are to a great extent established in organic programming. The manners in which hues impact our view of the world aren't generally self-evident, nor are they generally intelligent. Our relationship with a shading can even fluctuate contingent upon our social foundations, our own experiences and our individual tastes. Be that as it may, there are speculations we can make dependent on the study of Colour psychology. Consolidate this with target crowd exploration to get further understanding into what your remarkable buyers like.

#### **4.4 Loss Aversion**

Loss aversion is a mental wonder wherein individuals lean toward maintaining a strategic distance from misfortunes to securing gains.

Loss aversion alludes to the inclination of individuals to firmly lean toward staying away from misfortunes to securing gains. Studies show that misfortune abhorrence is twice as incredible mentally as the obtaining of something.

The torment of misfortune or passing up a great opportunity can be a solid help for customers to purchase. This compelling feeling influences the quick reasoning mind. Buyers Hate Losses More Than They Love Gains. In the event that you can persuade potential clients that neglecting to act causes a type of misfortune, they will settle on choices quicker. Buyers react emphatically to advertising messages which assist them with staying away from misfortunes.

At the point when you can cause somebody to feel the torment of not making a move (with misfortune abhorrence), you can assist them with settling on a choice. What's more, those choices can assist you with expanding changes. At the point when you use desperation to sell, you forget about tomorrow by and large.

Loss aversion is an incredible mental essential. Individuals feel misfortunes more profoundly than they feel gains. Misfortune repugnance can get them to move when they would ordinarily stop.

At the point when tried among other subjective predispositions on an online business stage, misfortune repugnance beat the partners, arriving at the most elevated increment in changes and the most noteworthy mean scores for expanding site visits, as Daugirdas Jankus discovered in his examination at the ISM University of Management and Economics.

In a paper called 'The Boundaries of Loss Aversion', Novemsky and Kahneman bring up that loss aversion possibly works when individuals accepts there's something to lose.

At the point when utilized the correct way - and sparingly - misfortune repugnance can be an incredible apparatus for transformation rate advancement.

## 4.6 Limitations of Neuromarketing

The human brain, is a mind boggling thing. It is loaded up with opposing wants and a steaming chaos of sentiments not coordinated to the basic virtue of an anticipated business exchange. It's an erratic black box.

While neuromarketing, reveals the discovery, it's not liberated from its own arrangement of restrictions.

- The exceptionally advanced innovations utilized right currently are costly. Examinations are along these lines exorbitant to direct and short in time, which prompts little examples. This makes it difficult to increase dependable bits of knowledge from these examinations.
- Experiments should be directed in research facilities. It's difficult to imitate genuine circumstances, as outside unsettling influence isn't normally present in a lab domain and here and there subjects are limited in body development. Once more, this has ramifications for the legitimacy of exploratory outcomes when you need to apply these in reality.
- Only a solitary neuroimaging innovation, for example, fMRI, can be utilized at once. This outcomes in a deficient comprehension of the connections between various physiological procedures and conduct.
- The same holds for non-neuroimaging gadgets, for example, EEG, the aftereffects of which are considered separately. Besides, those gadgets are constrained in cerebrum investigation prospects.
- Neuro-ethics. The field of neuromarketing is one that gets a lot of evaluate. A few purchasers are apprehensive a "purchase button" exists in their cerebrum and organizations will abuse it on the off chance that it is found. Besides, assurance of powerless populace bunches is at present scant. Mindfulness and cognizance of study goals, straightforwardness of showcasing methodologies being made from analyses and enactment to go with the improvements in the field are for the most part regions needing consideration.

Neuromarketing is directed in a fake situation and that places constraints on the materialness of the discoveries in reality. In any case, it gives bits of knowledge that would never be gathered in reality. You were unable to ask somebody viewing a business on the off chance that they were more drawn in at second seven than they were at second eight, yet with EEG, you can discover. You can't ask an individual taking a gander at a print advertisement with a pooch, an item, and a value whether he invested more energy taking a gander at the canine than the item, however you can make sense of it with eye-following. What's more, in addition, you can utilize EEG on that to follow out on the off chance that somebody who reacted decidedly to a promotion was in any event, connecting with the item or whether she was simply grinning at a pooch.

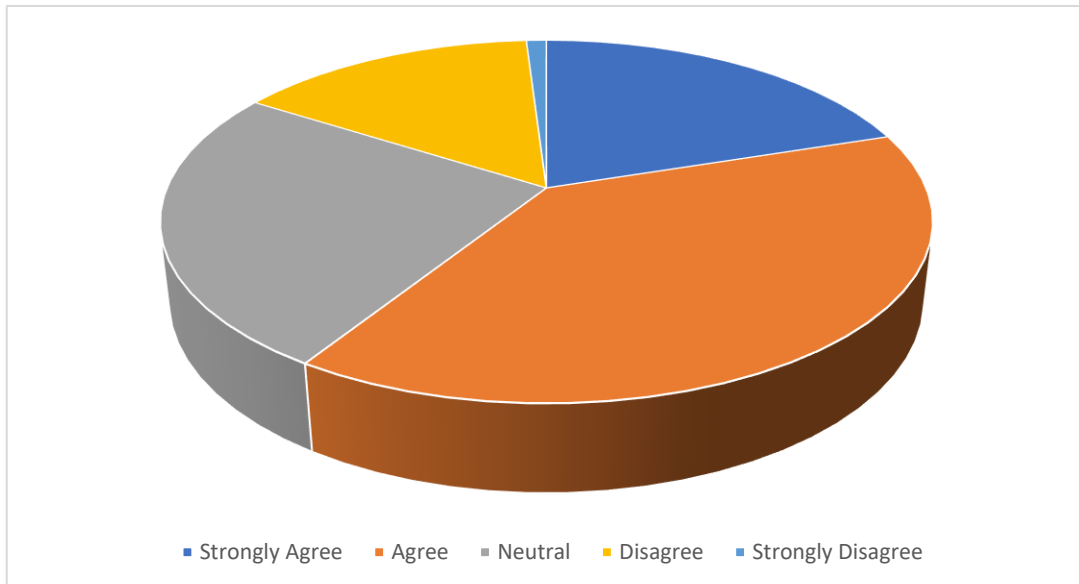
# **Chapter 5**

## **FINDINGS**

## FINDINGS

### 5.1 Questionnaire

Q1. Does the colour of a product influence your buying decision?

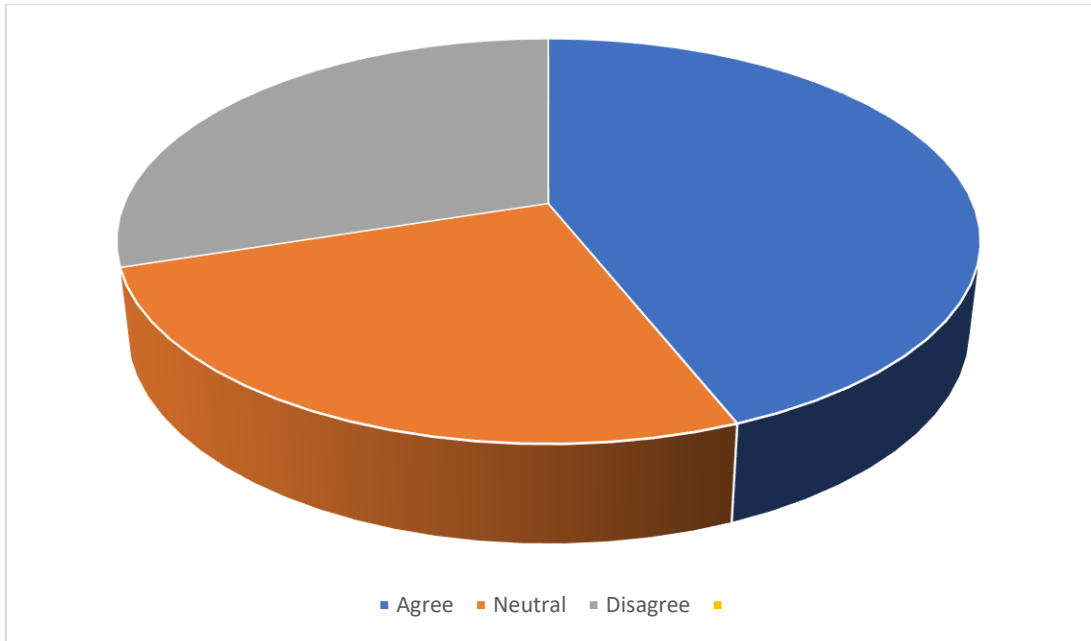


*Fig 5.1 Q1*

From the above chart we can conclude that 20% people strongly agree, 38% people agree, 24% people are neutral, 16% people disagree and 2% people strongly disagree.

Q2. Do you link particular colours to particular products/brands?

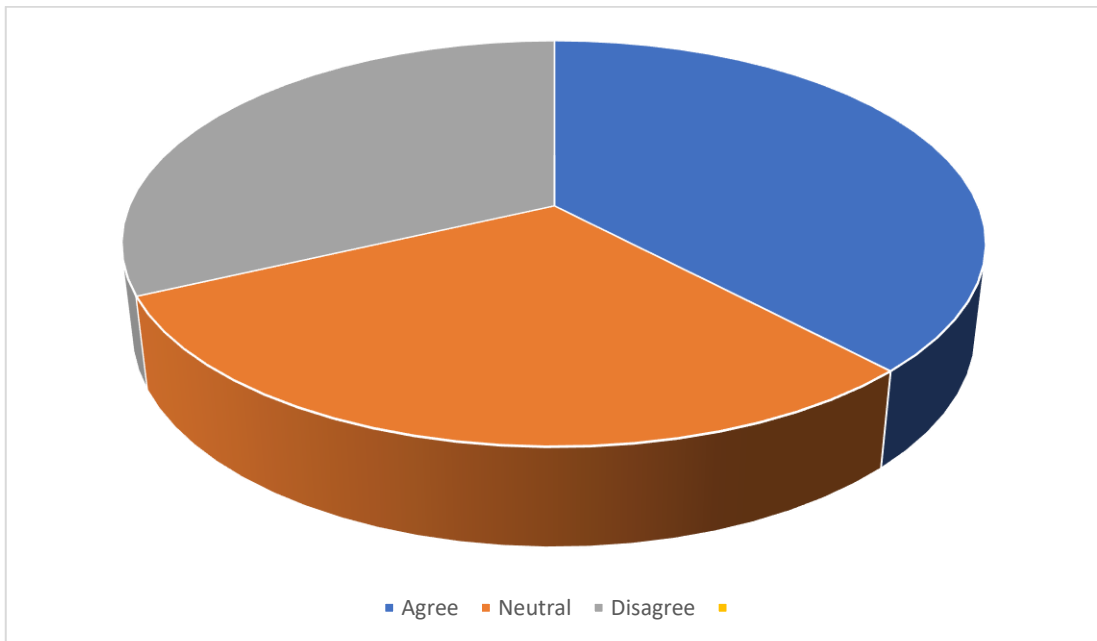




*Fig 5.2 Q2*

From the above chart we can conclude that 44% people agree, 26% people are neutral, and 30% people disagree.

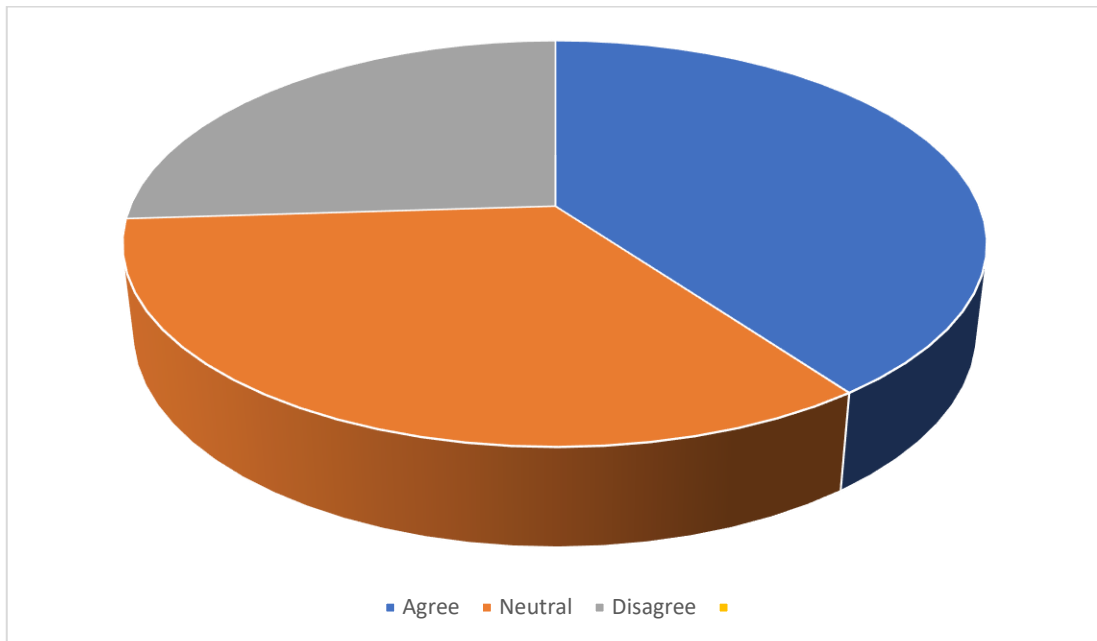
Q3. Do you give preference to aesthetics of a product over its features?



*Fig 5.3 Q3*

From the above chart we can conclude that 38% people agree, 30% people are neutral, and 32% people disagree.

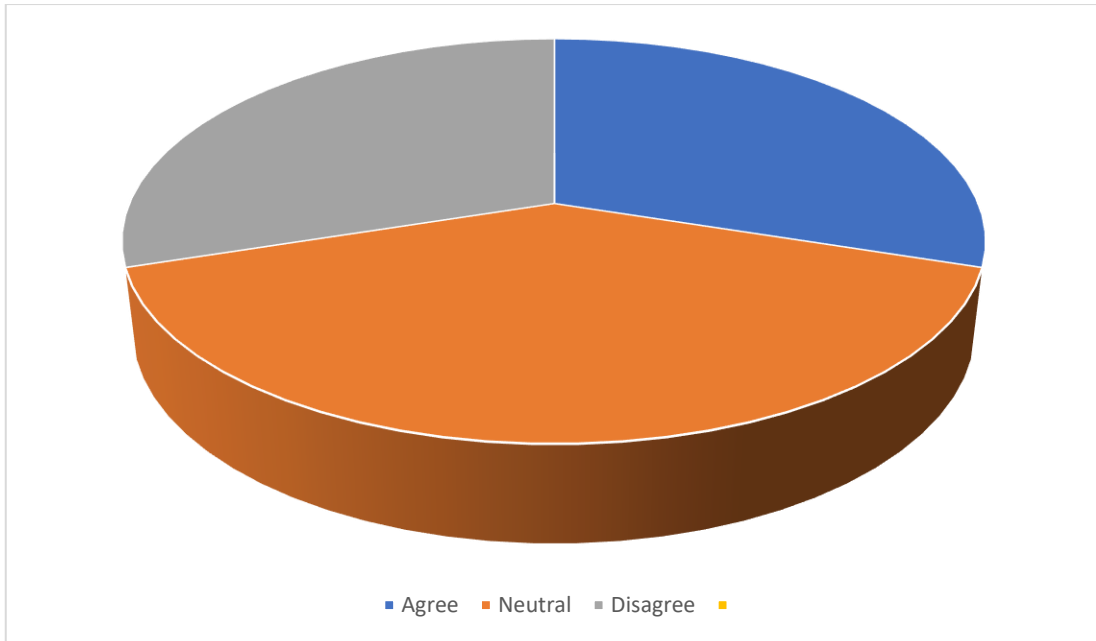
Q4. Do you link particular smell to particular products/brands?



*Fig 5.4 Q4*

From the above chart we can conclude that 40% people agree, 24% people are neutral, and 36% people disagree.

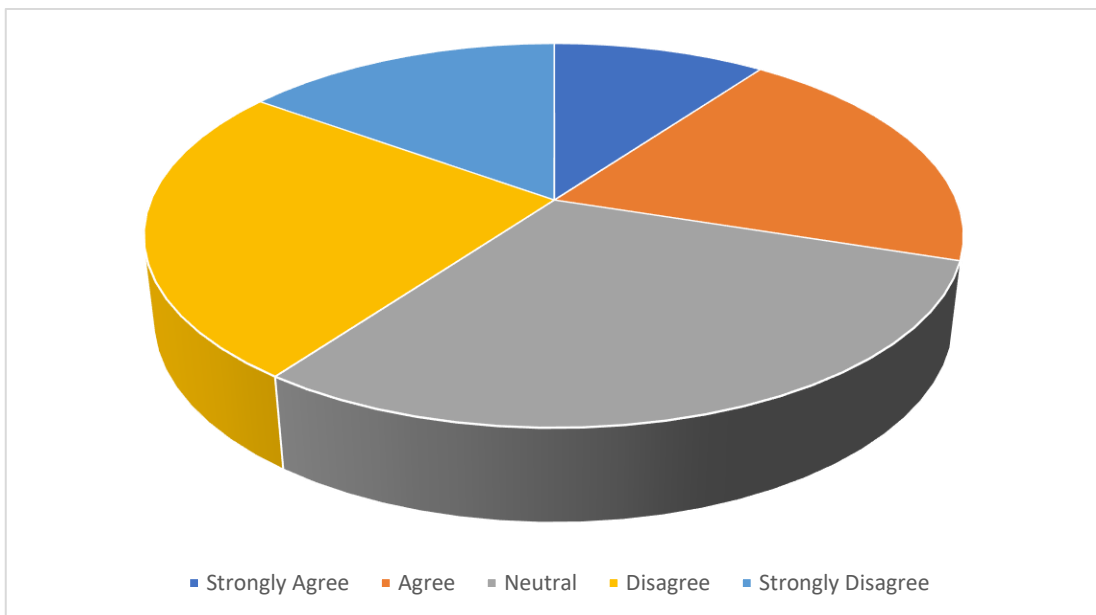
Q5. Do you link particular features in a product to particular brands?



*Fig 5.5 Q5*

From the above chart we can conclude that 30% people agree, 40% people are neutral, and 30% people disagree.

Q6. Does a feeling of loss by not making a purchase compel you towards buying certain products?



*Fig 5.6 Q6*

From the above chart we can conclude that 10% people strongly agree, 20% people agree, 30% people are neutral, 26% people disagree and 14% people strongly disagree.

Q7. Are you more likely to purchase a product when you know that stocks for the product would end soon?

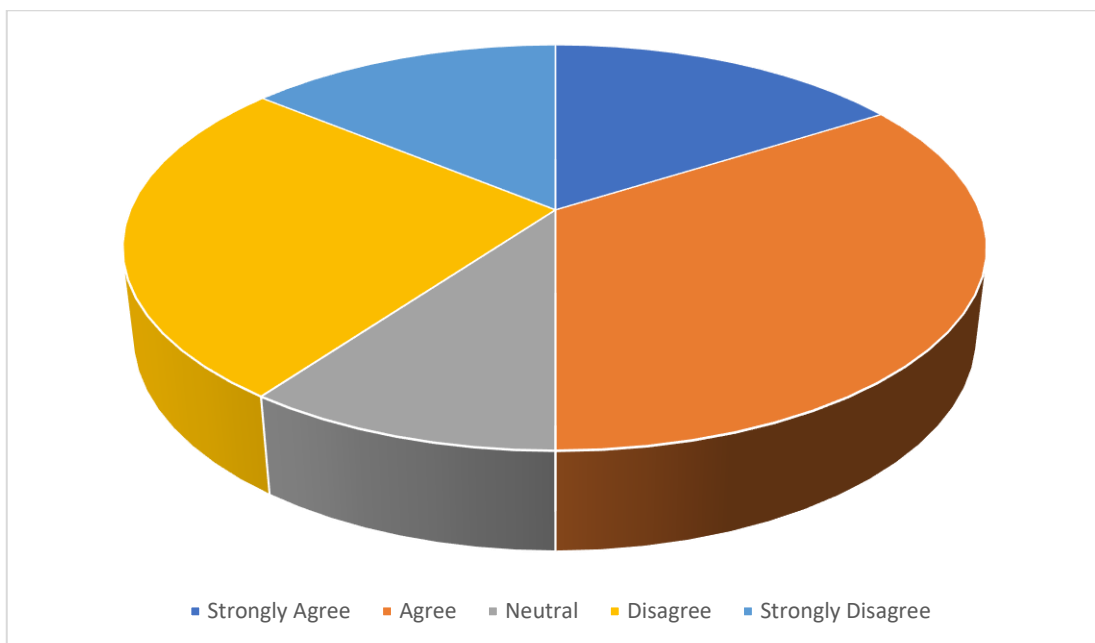
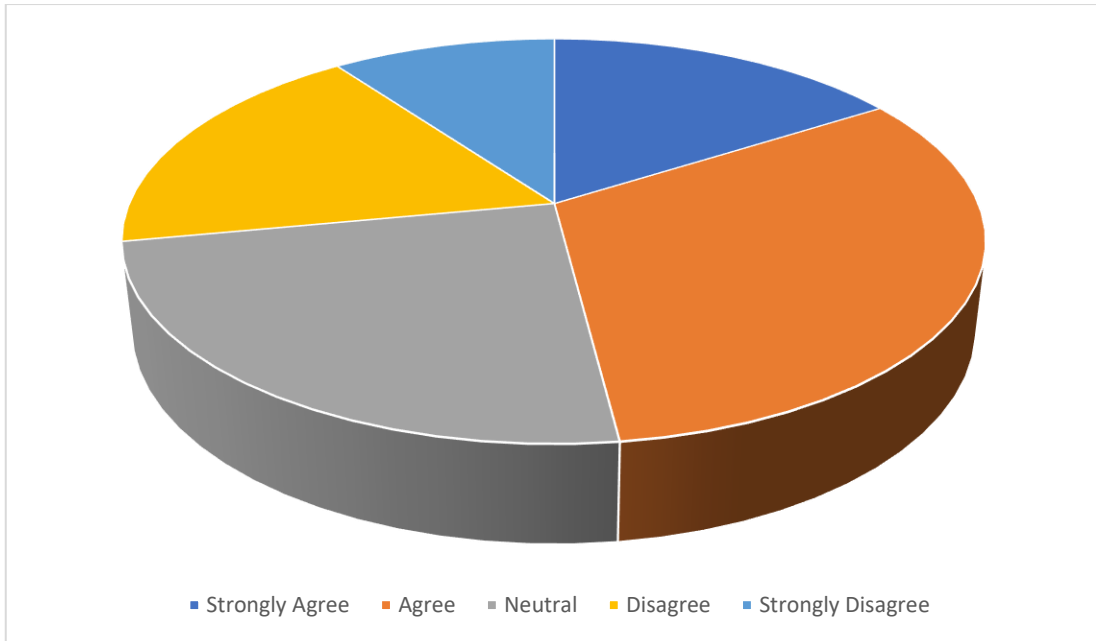


Fig 5.7 Q7

From the above chart we can conclude that 16% people strongly agree, 34% people agree, 10% people are neutral, 26% people disagree and 14% people strongly disagree.

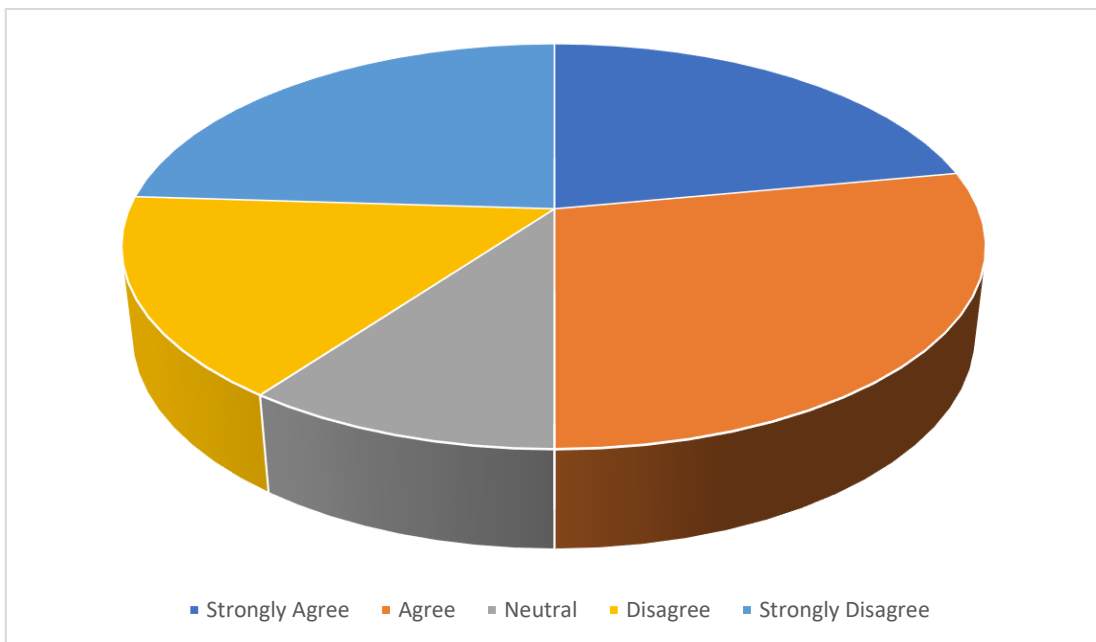
Q8. Are you more likely to purchase a product if there is a reward attached with it? (E.g.: Tazos in Cheetos)



*Fig 5.8 Q8*

From the above chart we can conclude that 16% people strongly agree, 32% people agree, 24% people are neutral, 18% people disagree and 10% people strongly disagree.

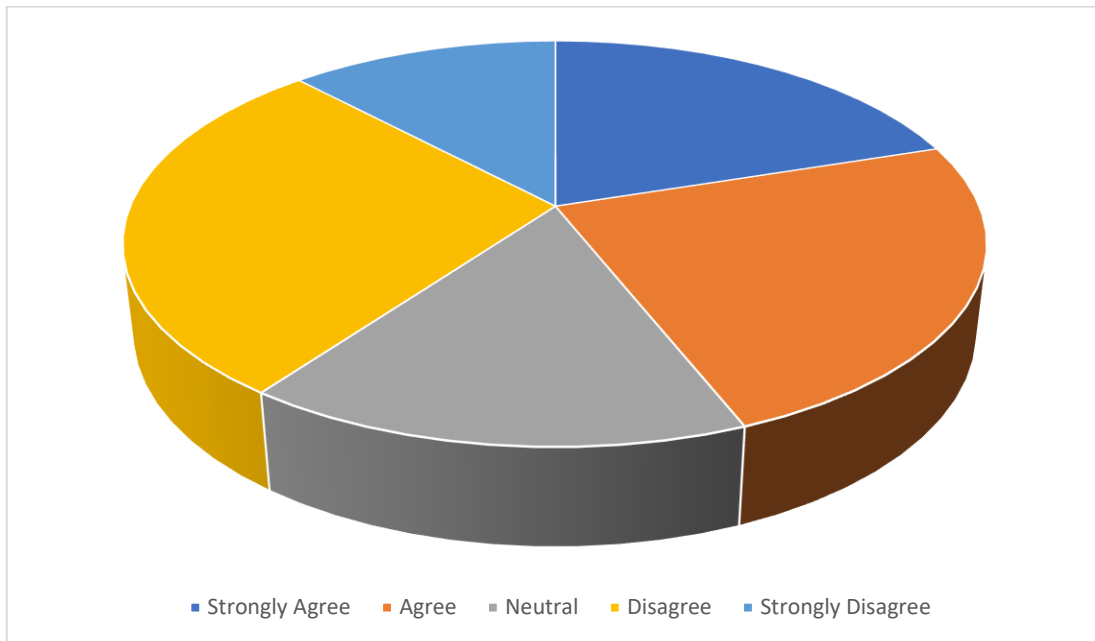
Q9. Are you more likely to purchase a product because it would make you look good in front of your peers?



*Fig 5.9 Q9*

From the above chart we can conclude that 22% people strongly agree, 28% people agree, 10% people are neutral, 16% people disagree and 24% people strongly disagree.

Q10. Do you believe Neuromarketing influences your buying decision?



*Fig 5.10 Q10*

From the above chart we can conclude that 20% people strongly agree, 24% people agree, 16% people are neutral, 28% people disagree and 12% people strongly disagree.

## 5.2 Interviews

- All the people interviewed had a fair knowledge of some neuromarketing techniques used by brands to market their products.
- People agreed that colours play significant roles in their buying decisions for a product.
- They also put forward the fact that they could relate to certain products because of their colours.
- Colours of products sometimes were the only reason they would buy or decide not to buy a particular product.
- The visual aesthetics of the product influenced their buying decisions.
- Everyone interviewed agreed that they strongly associated colours to particular products/brands.
- Some interviewees also agreed that smell plays a significant role in their buying decision.
- Some people tend to give smell more significance while for some people smell of a product did not bother them.
- Everyone agreed that they could associate some particular smells to some products very strongly.
- Smell and colour of a product made a distinct image of the product in their mind.
- They also brought forward the point that they could associate particular features of a product to particular brands.
- People tend to relate brand image strongly with particular products.
- When probed, some people brought forward that tactics like emails stating last chance to buy, urged them to make purchases which they could have delayed.
- Some people would also make purchases even without requirement of the product only for the fear of missing out on a great deal they could see on the product.
- Most people could relate to the theme of loss aversion.
- Some people even realised after being told about it how they have made purchases based on fear of a loss.

- Majority people also agreed to the fact that many times they would make unnecessary purchases for a reward associated with the purchase.
- The reward would make them feel like they have made a small accomplishment.
- Majority also agreed to having made certain purchases only because those would make them look good amongst their friends.
- Sometimes purchases were also made due to friendly competitions or for being the first one to buy those products.
- People also have a sense of how sometimes certain marketing tactics manipulate them into buying products or giving the feeling of need for the product.



# **Chapter 6**

## **CASE STUDIES**

## CASE STUDIES

### 6.1 Coca-Cola vs Pepsi in Consumer's Mind?

Studies show that as much as 95% of all shopper acquisition of items and administrations might be motivation buys.

The specialists observed neural action when subjects were drinking either Coca-Cola or Pepsi. McClure et al. (2004) utilized a fMRI try different things with two situations: (1) a visually impaired trial; and (2) brand-prompted conveyance. With the visually impaired trial, cerebrum action between Coca-Cola and Pepsi was almost indistinguishable.

Be that as it may, in the brand-signaled condition, sensational contrasts were found in neural movement, principally in the ventromedial prefrontal cortex. The significant finding was that no neural actuation contrasts were discovered when no brand data was accessible, yet when consumers knew about the brands, brand recognition and item inclination became possibly the most important factor. Coca-Cola was seen as commonly favored by the members and caused altogether greater action in the ventromedial prefrontal cortex.

A key part of Neuromarketing in Consumer Behavior study is that no decisions were really made by the members; the beverage was conveyed legitimately to the members in the fMRI in little amounts. The control depended on whether the brand was declared first, and the finding depends on the subsequent enacted locales, as estimated by the fMRI.

Koenigs and Tranel (2008) clarify that there is a "Pepsi conundrum", which basically clarifies that in a visually impaired trial, subjects will in general incline toward Pepsi over Coca-Cola, or have no dependable inclination, yet Coca-Cola reliably beats Pepsi. The oddity is that when brand data is accessible, Coca-Cola is liked, yet when brand data isn't given, no dependable inclinations can be made. In McClure et al's. (2004) study, cola inclination was counteracted. Koenigs and Tranel (2008) affirm

expectations from past correlative information by utilizing subjects with prefrontal cortex harm, finding that in any event, when these members are given brand data, it has no effect in their inclinations. Along these lines, this discovering mirrors impacts found in typical people in daze trials, just as under their own visually impaired trial conditions.

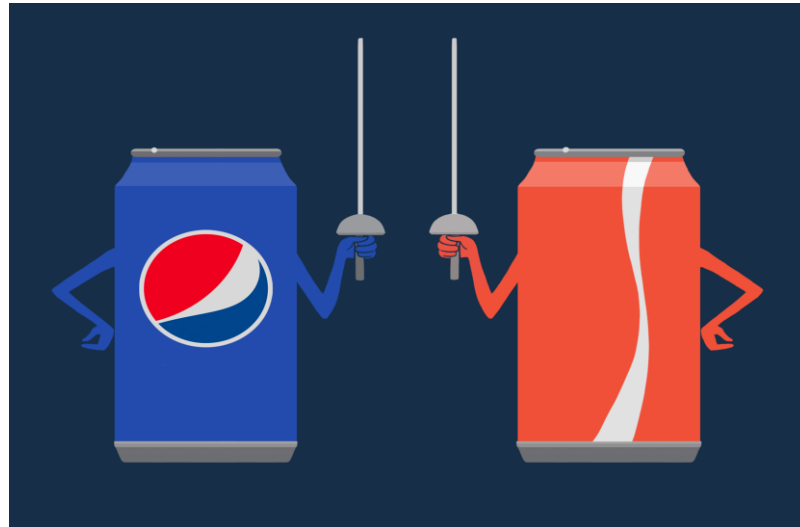


Fig 6.1 Coke vs Pepsi

## **5.2 Tourist Website: How to Choose a Destination?**

The subsequent contextual investigation includes the travel industry area, which is firmly connected with an ascent or abatement of costs. Valuing is frequently utilized as an upper hand instrument in the travel industry in various approaches to attempt to impact customers' buying designs (Swarbrooke and Horner 2007, p. 166).

At the point when shoppers are glancing through a handout to choose an excursion, the enthusiastic reaction is a noteworthy determinant of goal decision (Boz et al. 2017). The investigation of Bigne and Andreu (2004) demonstrated that vacationers encountering higher delight were bound to be fulfilled, steadfast and less value delicate. Qui and Wu (2005) directed a trial concentrate because of intellectual styles and negative feelings on the travel industry dynamic. While intellectual styles were not persuasive in dynamic, negative feelings were.

Then again, saw chance rouses heightened data chasing (Witt and Moutinho 1995) and makes the structure of advertising interchanges messages a huge assignment in the vacationer business (Boz L. Barbasso et al. et al. 2017).

The travel industry choices include enormous passionate ventures, because of the way that an incredible greater part of individuals may have just a single chance to go out traveling in a year. In the event that an excursion turns out badly, there isn't another open door for one more year; accordingly, the dread of disappointment is high and the open door cost is irreversible (Koc 2004, p. 88). Despite the fact that the hazard component of administrations is commonly high for buyers, the choices identified with the travel industry may cause higher hazard recognition among customers for than different administrations.

**Chapter 7**  
**NEUROMARKETING IN**  
**REAL LIFE**

## **NEUROMARKETING IN REAL LIFE**

### Apple

While numerous organizations will hold nothing back to attempt to win your consideration and, at last, steadfastness, a few organizations have a particular brand nearness – to such an extent, that there is no other brand like them. Their image is their reason for living card. Apple characterizes this quality.

Neuromarketing in this occasion grandstands the intensity of straightforwardness since Apple's situating is consistently about its peculiarity. In an ocean of contenders, Apple is consistently at the front line of the business wave.

While presenting the iPhone, Apple utilized creative mind and how shoppers feel separate yet associated by their cell phone, permitting them to enter and exist in their own reality – just by turning them on. Apple jabs at the watcher's interest.

### Trivago

The online travel booking organization Trivago utilizes the securing or examination approach in its market situating. Trivago's image diplomat presents a particular goal and afterward records choices for lodgings and different facilities that the purchaser may not promptly find on the off chance that they utilize another booking organization.

Through a straightforward, now and again capricious depiction, the representative here is attempting to cause the purchaser to feel senseless for utilizing something besides Trivago. This crusade in a roundabout way challenges the astuteness.

### M&M's

Different instances of neuromarketing centre around the cerebrum's prize community, a similar territory of the psyche that reacts to everything pleasurable: sugar, liquor, medications and sex. Truly, these are substances that have addictions related with them. In any case, there's a purpose behind that.

Individuals react to individuals, spots and things that energize the faculties, sending messages to the cerebrum that prod want, expectation, desire and prize. When encountered, the body will at that point react similarly to locate, sound, fragrance and contact that identifies with the main experience. M&M's draws from this part of neuromarketing.

### Lay's

Lay's Potato Chip "Operation Smile" sacks battle. An item bundling rebrand that carries experiential promoting to a multi-layered level. Every potato chip flavor has its own overhaul, with the extremely top of the pack depicting an alternate grin. All things considered, grinning is infectious.

The buyer would then be able to take the bag, hold its highest point before their own mouth and pass on a grin. Simply the demonstration of doing it makes the shopper grin, chuckle and welcome them to impart it to their companions or family.

What's more, in light of the fact that each flavor has its own structure, purchasers might need to purchase more than one flavor to encounter all the grins. Furthermore, when the chips are gone, they will be unable to discover another potato chip brand understanding to approach what Lay's offers.

### Frito-Lay

Frito-Lay has utilized neuromarketing in both their TVCs and bundle plans. A couple of years back before an item dispatch in the potato chips portion, they did some item structure testings and the outcome yielded some significant discoveries. They found

that sparkly packs with pictures of chips activated negative reactions contrasted with sacks with a matte structure. Related to inside and out meetings, these discoveries in the end brought about changes with respect to shading, composing, imaging and so forth. This turned into the finish of gleaming Frito-Lay sacks in store racks.

### Cheetos

Frito-Lay additionally tried a business for Cheetos utilizing both center gatherings and EEG joined. The publicizing for Cheetos included a lady playing out a trick on someone else by placing orange snacks in a dryer loaded with white garments. Members in the center gathering at first expressed they disdained both the trick and the business. When running an EEG concentrate on similar members they discovered constructive mind movement indicating individuals really adored the advertisement. Why members expressed in any case in the underlying meetings was on the grounds that they would not like to seem cowardly before other gathering individuals.

### Hyundai

Hyundai and their model tests are another well-known case with respect to the utilization of neuromarketing in structure. Hyundai utilized EEG method to assess plan. While letting shoppers look at vehicle models, Hyundai utilized the EEG to get inclinations and what sort of incitement that can prompt buy choice. Hyundai later did some outside structure modifications as indicated by the discoveries.

### Yahoo

Yahoo utilized neuromarketing in assessing a 60-second TV ad. The promotion included glad, moving individuals around the globe and was a piece of Yahoo's new marking effort with the reason to carry more clients to the web crawler. Yippee ran a few tests utilizing EEG-strategy before airing the promotion on TV and on the web.



The advertisement scored well in the neuro-tests, indicating incitement in regions controlling memory and enthusiastic idea.

### Pay Pal

eBay's PayPal utilized neuromarketing to get more e-customers to utilize its online instalment administration. PayPal found that advertisements concentrating on USPs, for example, speed and comfort set off a fundamentally higher reaction in the cerebrum contrasted with advancing capacities, for example, wellbeing and security. Pay buddy utilized these experiences while making their new publicizing for the online instalment administration.

# **Chapter 8**

## **CONCLUSION**

## **Conclusion**

Neuromarketing and its tools represent a modern and expanding field that generates intense debate concerning ethical principles and the accuracy of its use. It is a new way of studying marketing.

In particular, it could become a useful support for marketing applications to find the correct audience for a particular product. A thorough understanding of brain cognitive mechanisms could find answers to many questions in the field of marketing.

It was found that people relate to various aspects like colour, smell and visual aesthetics of the product more than we realize. Also, a strong sense of brand recognition goes in with these factors. They feel losses and the fear of missing out greatly which companies use to garner attention.

Through the study conducted we can clearly see how neuromarketing impacts consumer behaviour. People give into companies' tactics without realising. Neuromarketing helps bring the consumers towards the product in an efficient and scientific manner.

This field even though not relatively new, still has a lot to garner. There are certain aspects of neuromarketing that are being used, without us even realising how they affect our decision making. This is exactly why it has also gained criticism, the question of neuro ethics come into play, to the point of how to protect the consumers.

Neuromarketing, if it is correctly used with particular attention to ethical principles, it could help marketing operators understand how to present and sell products more efficiently. In particular, it could become a useful support for marketing applications to find the correct audience for a particular product, and lure the audience to the product.

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## ANNEXURE

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### Questionnaire

**Name:**

**Age:**

**Gender:**

Male

Female

Would not like to disclose

**Q1. Does the colour of a product influence your buying decision?**

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

**Q2. Do you link particular colours to particular products/brands?**

Agree

Neutral

Disagree

**Q3. Do you give preference to aesthetics of a product over its features?**

Agree

Neutral

Disagree

**Q4. Do you link particular smell to particular products/brands?**

Agree

Neutral

Disagree

**Q5. Do you link particular features in a product to particular brands?**

Agree

Neutral

Disagree

**Q6. Does a feeling of loss by not making a purchase compel you towards buying certain products?**

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

**Q7. Are you more likely to purchase a product when you know that stocks for the product would end soon?**

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

**Q8. Are you more likely to purchase a product if there is a reward attached with it? (E.g.: Tazos in Cheetos)**

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

**Q9. Are you more likely to purchase a product because it would make you look good in front of your peers?**

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree



**Q10. Do you believe Neuromarketing influences your buying decision?**

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree