
A STUDY ON THE INFLUENCE OF NEUROMARKETING ON ADVERTISING APPEALS AND THE IMPACT ON CONSUMERS BEHAVIOUR

Ms. Sheryl Ashley Cusher

Assistant Professor, Ramniranjan Jhunjhunwala College of Commerce, Arts & Science

ABSTRACT

This research study focuses on the influence of neuro-marketing on advertisements. The use of neuro-marketing in designing advertising strategies has become mandatory. Neuromarketing is a study of how people's brains respond to advertising and other brand-related messages by scientifically monitoring brainwave activity, eye tracking and skin response. Advertisers have realised that use of neuro-marketing techniques helps them in understanding the consumer psyche in terms of need and recognition towards their brand. Neuro-marketing techniques can help them increase the credibility of their brand by communicating and relevant information via advertisements. Study shows how Neuromarketing, Artificial Intelligence and Machine Learning can improve their Marketing Strategy of the brands. Neuro-science techniques help in understanding the subconscious mind of the consumer and their preferences. The advertisers through neuro-marketing techniques work on identifying consumer preference helps in crafting accurate strategies for a brand. A quantitative research approach was adopted to explore the influence neuromarketing has in creating advertisements and its impact of consumer behaviour. Primary data collection was done using questionnaire methods. Total respondents surveyed were 107 which were selected through random sampling. Neuromarketing strategies harness findings from neuroscience to connect with consumers on a subconscious level, leveraging emotions and personalised messaging. Through this approach, advertisers can cultivate deeper engagement and foster stronger brand connections, ultimately driving heightened consumer interest and affinity.

Keywords: Consumer Perception, Preferences, Advertising appeals

INTRODUCTION

The aim of this study is to understand the role of Neuro-Marketing in creating advertising strategies and its impact on consumer behaviour. The modern day advertisers believe in creating advertisements that are more relatable to consumers. Advertisers categorically make use of strategies that appeal to consumers and that may lead to purchase. The study tries to analyse the trigger points Neuro-marketing tries to use in generating advertising messages. Neuromarketing at its core, digs into the intricate workings of the human brain to understand consumer behaviour, preferences, and decision-making processes. As advertisers seek innovative ways to capture the attention and loyalty of their target audience. The integration of neuro-marketing principles into marketing strategies has emerged as a powerful tool. This study aims to explore the profound influence of neuro-marketing on advertising appeals and its consequential impact on consumer behaviour. Neuromarketing has dramatically reshaped the landscape of advertising. Businesses can craft more effective and engaging advertisements by understanding the underlying psychological triggers that influence consumer behaviour. As we look towards the future, one thing is certain: Neuromarketing will continue to influence how businesses connect with their customers, creating a more personalised and impactful advertising experience. The recognition of neuroscience in advertisements, coupled with the belief in its potential to enhance advertising effectiveness, underscores the growing awareness and acceptance of this approach among consumers. Moreover, the perception that neuromarketing contributes to creating more compelling, personalised, and emotionally resonant advertisements suggests its pivotal role in shaping consumer behaviour and preferences.

In a world where consumers are bombarded with an overwhelming array of choices and information, neuromarketing offers a powerful lens into the human mind. It delves into the subconscious, exploring the intricacies of emotions, preferences, and decision-making processes. Meanwhile, artificial intelligence, with its computational prowess, thrives on data analysis, pattern recognition, and predictive modeling. When these two worlds collide, a synergistic relationship emerges that's transforming the marketing landscape as we know it. AI can quickly search through vast amounts of information to find patterns. In today's digital age, we leave behind personal information through our online activities like social media, online shopping, memberships, and more. This information is stored in the cloud and can be accessed by AI programs. Some services can scan the internet and reveal our publicly available personal information..

The fascinating intersection of neuromarketing and AI, reveal how these complementary forces are reshaping the way businesses connect with their audiences. The core principles of each, discuss the potential benefits of their integration, navigate the ethical considerations, and showcase real-world applications that are changing the

game for marketers. It's clear that the NeuroAI connection is a powerful tool for businesses seeking to unlock the full potential of their marketing strategies in an increasingly data-driven world

LITERATURE REVIEW

Sarah Kari, Aarushi Arun, Mahek Pundir, 5 May 2020

Many researchers and companies around the world are interested in the issue of neuromarketing and the degree of its impact on the consumer. Accordingly, the current study came to focus on this important topic in medical beauty centres. Those centre's that have witnessed a state of recovery and an increase in demand for their services in the recent period. The current study aimed to measure the degree of influence of neuromarketing on consumer behaviour in medical beauty centres. A questionnaire was designed and distributed to 114 customers of medical beauty centres. Based on the descriptive analytical approach and the five-point Likert scale, the data was analysed and the study reached the following results: There is a high impact of neuromarketing, represented by its four dimensions, on consumer behaviour in medical beauty centres. There are no fundamental differences in the opinion of the studied sample about the importance of the four dimensions that make up neuromarketing

Peter Varghese: Feb 2022

Marketing is nothing but a decision making process from the marketer and the customer. It is a process happening in the brain of the persons involved in it. Therefore neuromarketing is the concern for the marketer to understand the 'buybutton' of the customer. Neuromarketing is a developing topic and area of marketing research. Neuromarketing is a discipline that adapts theories from neuroscience and applies them to the marketing science, economics and psychology. Neuro-scientific methods explain change in the consumer emotions in advertising elasticity or success. Artificial Intelligence is a computer-based logical analytical process that seeks to create computer systems to arrive at conclusions like human intelligence. Artificial intelligence, machine learning are there to help the corporate operations and marketing teams have wide scope to convey massive value to AI's potential data. The emergence of AI, the combination with Neuro-marketing, the limitations may disappear and the tools and methods would be more accessible. Neuromarketing will be helpful in the formulation of the algorithm for AI and the future of the amalgamation is promising.

Ali Ismajli, Besime Ziberi, Ardita Metushi, 2022:

One of the biggest interests for companies in today's market is considered consumer preference, why they make the choice of one product over another. The main aim of this study is to analyse the impact of neuromarketing in the process of identifying the preferences and needs of consumers. Neuromarketing tools provide insights into measuring the effectiveness of advertising campaigns in making an impact on the consumers in online retailing (Singh, 2020). In this study, neuromarketing has been analyzed, understanding the structure of the brain and its functions, the importance of perception, as well as consumer behavior during the purchasing process. In general, it is assumed that these choices are developed in a logical way, selecting the option that represents the greatest utility (Blazquez-Resino, Gutierrez-Broncano, & Gołab-Andrzejak, 2020). The method used for primary data collection is the questionnaire, which addresses elements that are important in choosing a product for a customer. This study concludes that neuromarketing contributes to the discovery of consumer preferences thus helping companies to be closer and meet the needs of consumers. The recommendation of this paper is to use neuromarketing in identifying customer preferences

Sunita Kumar, 2015

Abstract Advertisers today spend most of their time in understanding the science to peer into consumers' minds. Today Neuromarketing has given them the power to delve into our subconscious mind. It is always very difficult for a marketer to understand the customer's mind set. How a customer selects a particular product or service, where they look for information and how they search for it. 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.

Aim:

This study aims to explore the influence of Neuro-Marketing on advertising appeals and its impact on consumer behaviour, insightful towards the neurological responses guiding effective advertising strategies for marketers.

Problem Statement:

Exposure to neuroscience & neuro-marketing is not clearly defined and lack of information with regards to understanding of consumer behaviour when they are exposed to advertising strategy.

OBJECTIVES:

- To understand the relevance of Neuroscience in advertising
- To obtain deeper understanding advertising use neuroscience that influence neuro-marketing strategy
- To acknowledge the impact of consumer behaviour towards neuro-marketing
- To explore the efficiency of neuromarketing that is applied on advertising by brands

RESEARCH METHODOLOGY:

A quantitative research approach was adopted to explore the influence neuromarketing has in creating advertisements and its impact of consumer behaviour. Primary data collection was done using questionnaire methods. The primary analysis of the research study would be done based on a quantitative questionnaire to explore the impact of neuromarketing techniques in creating advertising strategies that would trigger consumers towards desired behaviour with respect to product purchase.

Type of Research :Quantitative

Research Design : Exploratory

Research Approach : Survey Based Approach

Data Collection : The required data have been collected from primary data

Primary Data:A questionnaire has been used for collecting primary data from 107 respondents.

Secondary Data:The Secondary data have been collected from various published paper, journals, articles, encyclopaedias and websites.

SCOPE OF RESEARCH

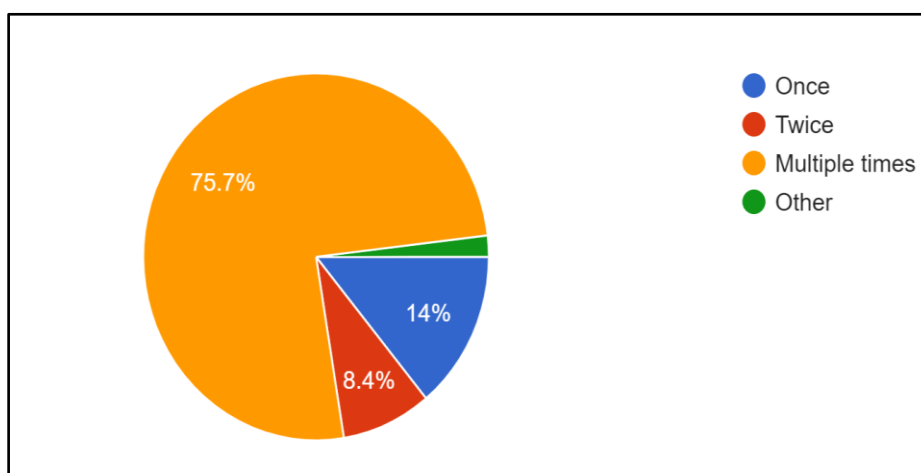
The influence of neuromarketing on advertising appeals and consumer behavior examines how neuroscience enhances marketing strategies. This study explores the sensory cues, emotional triggers, and cognitive processes that shape persuasive advertisements. Key areas include consumer attention, emotional arousal, and decision-making, analyzing how consumers respond to marketing stimuli. Empirical research can compare neuromarketing-informed appeals with traditional methods by measuring brand recall, purchase intent, and behavioral responses. Findings can guide advertisers in optimizing campaigns, improving consumer engagement, and refining marketing strategies for greater effectiveness.

Method of Sampling: Simple Random Sampling

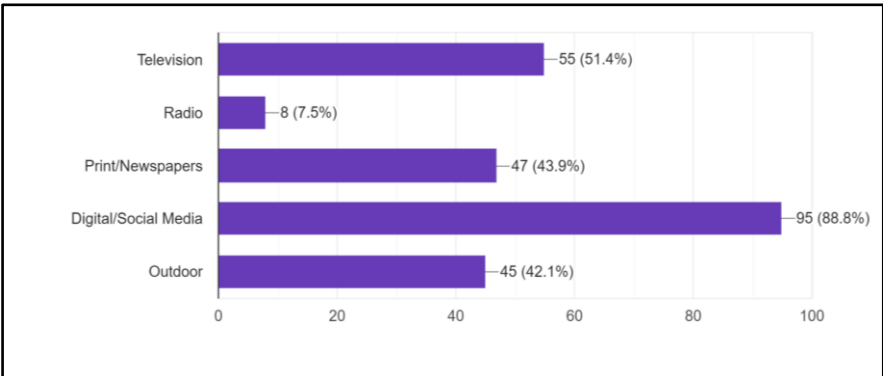
The researcher conducted this survey of 107 respondents for this study, with the age group of 18-46 years in mind. These respondents were colleagues and students from advertising background, working professionals who were kind enough to share the survey form to each other via social media. The researcher used the simple random sampling method, which falls under probability sampling, within the mumbai region. By using simple random sampling, the study aims to ensure that the sample is representative of the larger population, thereby allowing for generalisations to be made about the relationship between neuromarketing, advertising appeals, and consumer behaviour.

Data Collection

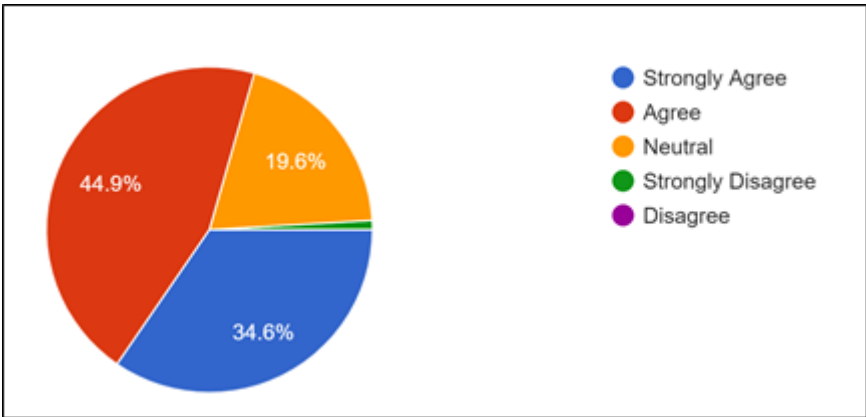
Q1. How often do you come across advertisement in a week:



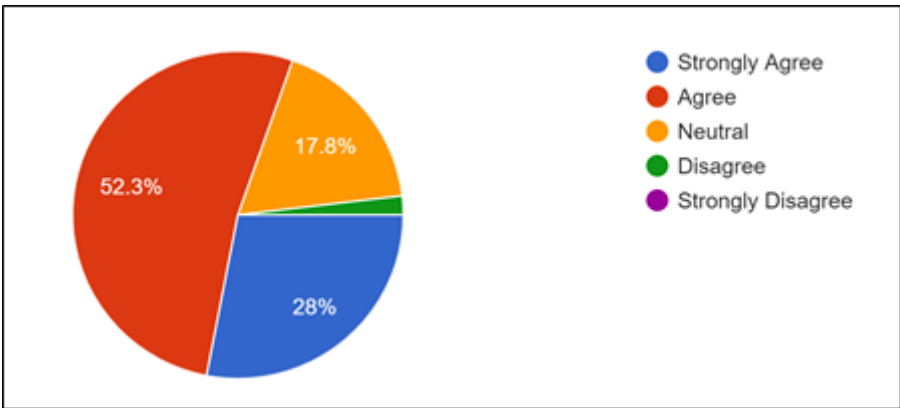
Q2. On which platforms do you usually see brand advertisements:



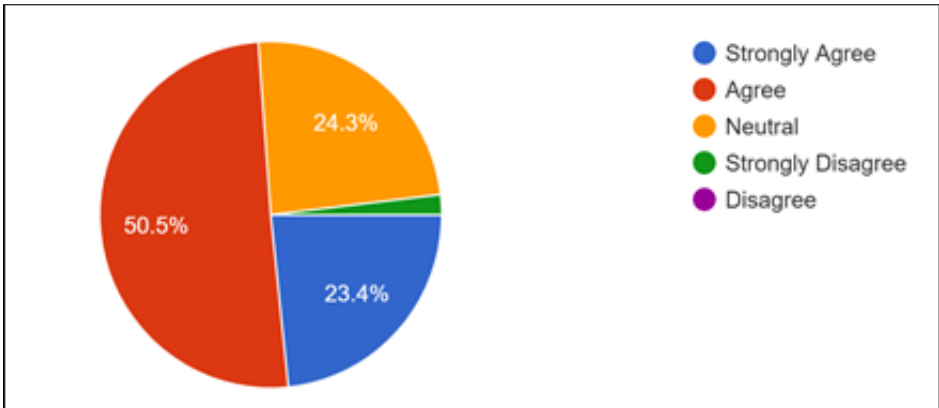
Q3.. Neuroscience is an act of studying the brain that can help advertisers to create advertising strategies to promote their brands.



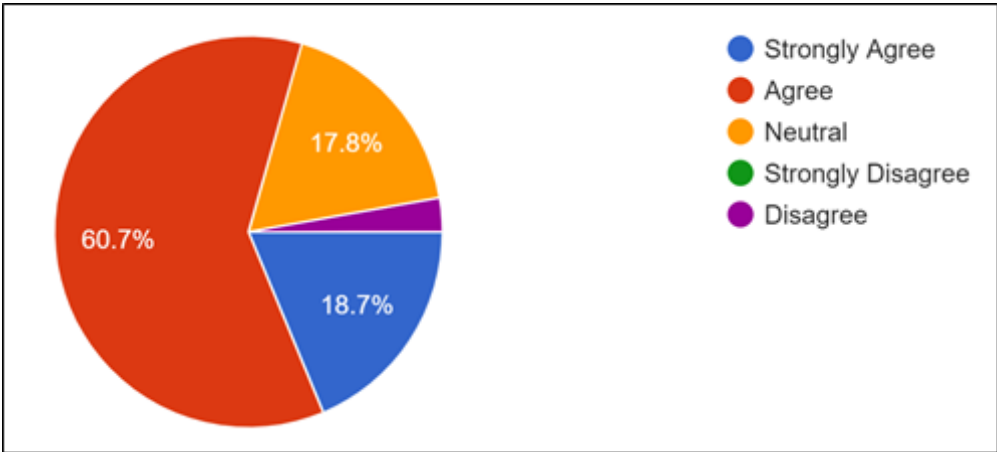
Q4. Are you aware that advertisers use neuroscience to pitch their brands directly and indirectly



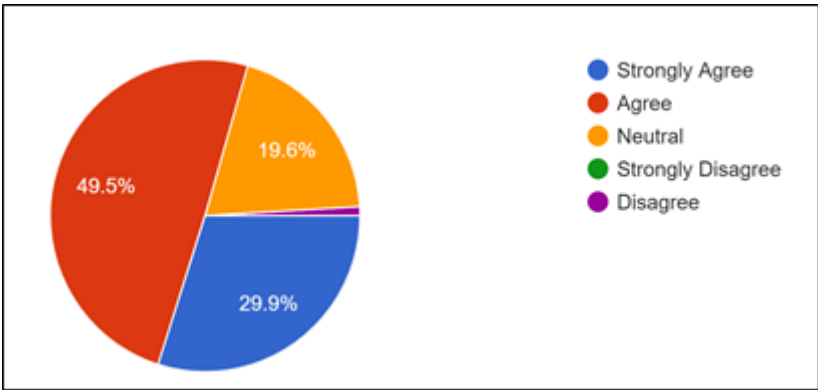
Q5. Advertisers apply neuro-marketing for every advertisement that consumers are exposed to on various mediums. (Neuromarketing studies show how the brain responds to marketing strategies.)



Q6. Advertisements that use neuro-marketing techniques in their ad campaigns are more engaging



Q7. Do you think neuro marketing helps in creating more relevant and personalised advertisements?



CONCLUSION

In conclusion, this study highlights the significant influence of neuromarketing on advertising appeals and its impact on consumer behaviour. By leveraging insights from neuroscience, advertisers can create advertisements that connect with consumers on a deeper level, leading to increased engagement, brand affinity, and purchase intent. However, ethical considerations must be taken into account to ensure that neuromarketing practices are conducted responsibly and transparently. As technology and consumer preferences continue to evolve, the role of neuromarketing in shaping advertising strategies is likely to grow, providing new opportunities for marketers to connect with consumers in meaningful ways.

One of the key takeaways from this study is the acknowledgment of the importance of understanding consumer psychology in advertising. Neuromarketing strategies leverage insights from neuroscience to tap into consumers' subconscious desires, emotions, and decision-making processes. By utilising techniques such as emotional appeal and personalised messaging, advertisers can create advertisements that resonate with consumers on a deeper level, leading to increased engagement and brand affinity.

The findings of this study demonstrate the effectiveness of neuromarketing appeals in capturing consumer attention and influencing behaviour. Respondents overwhelmingly perceive neuromarketing advertisements to be more persuasive, engaging, and memorable compared to traditional ads. This suggests that techniques such as storytelling, sensory cues, and emotional triggers play a significant role in shaping consumer perceptions and preferences.

Neuromarketing techniques not only enhance the appeal of advertisements but also have a tangible impact on consumer purchase decisions. The study reveals that a majority of respondents believe that neuromarketing strategies make advertisements more compelling and influence consumer perception towards products. By tapping into consumers' emotions and subconscious desires, advertisers can create advertisements that drive purchase intent and ultimately lead to increased sales and revenue. A bright future for marketing is promised by the combination of AI and neuromarketing, which will allow for a better knowledge of consumer behavior and lead to more individualized and successful campaigns. However, it also brings up ethical issues that need careful consideration.

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