

# Neuromarketing: Reading the Minds of Consumer

Yamini P<sup>1</sup>, Dr. Nisha U<sup>2</sup>

<sup>1</sup>Research Scholar, Department of Commerce M.O.P Vaishnav College for Women (Autonomous)

<sup>2</sup>Associate Professor & Head Department of Commerce, B. Com Marketing Management) M.O.P Vaishnav College for Women (Autonomous)

## ABSTRACT

Neuromarketing is a blend of psychology and marketing that uncovers insights that traditional marketing methods cannot. It overcomes the limitations of conventional approaches, enabling marketers to identify the factors influencing consumers' purchasing decisions, which often occur in their subconscious. This paper examines the factors that impact purchase decisions, the latest research tools used in neuromarketing, and their role in understanding consumer behaviour. The research concludes that combining traditional marketing with neuromarketing has the potential to transform the marketing landscape.

**Keywords:** Neuromarketing, Consumer Mind, Purchase Decision.

## Introduction:

Neuromarketing is one of the ways to analyse the unconscious mind to understand consumer buying behaviour. Neuromarketing combines neuroscience, psychology, and marketing as a meeting point for emotions and their reasons. It provides insights that traditional marketing research methods (such as surveys or focus groups) often cannot reveal. While conventional techniques rely on consumers' conscious feedback and self-reported data, neuromarketing delves into the subconscious mind, uncovering instinctual, emotional, and often unarticulated reactions. Understanding consumer behaviour can help brands optimize their strategies, improve customer engagement, and increase sales.

## Key Tools and Techniques in Neuromarketing

Neuromarketing relies on advanced technologies to measure consumers' neurological and emotional responses, including:

1. **EEG (Electroencephalography):** Measures electrical activity in the brain, providing insight into emotional responses to various stimuli, such as advertisements or product designs.
2. **fMRI (Functional Magnetic Resonance Imaging):** Captures brain activity and identifies which brain areas are activated in response to specific marketing stimuli, helping brands understand consumer preferences and emotional triggers.
3. **Eye-tracking: This technology tracks** where and how long a person's eyes focus during interactions with products, advertisements, or websites, providing data on consumer attention, interest, and visual engagement.

4. **Facial Coding:** Analyze facial expressions to determine emotional reactions, such as happiness, surprise, or disgust, in response to ads, product packaging, or branding.
5. **Biometric Measurements** include heart rate, skin conductance (galvanic skin response), and other physiological indicators to assess emotional arousal and engagement.

### **Objectives of the Study**

1. To study how the human brain works for purchase decisions
2. To analyse the companies using neuromarketing strategies

### **Understanding the working of human brain in decision making**

Human brains are made up of convolutions that area is determined by Sulci, when they are deeper it called as fissure

- Cerebellum controls emotional responses.
- Occipital lobe controls visual lobe.
- Temporal Lobe is the seat of memory, hearing and language. It allows the mind to recognise the objects
- Parietal lobe is for self-awareness
- Frontal lobe is important for memory and decision

### **How brain activity influences consumer decision**

When we browse any e-commerce page or when we go for shopping our brain plays major role in decision making. The reason behind the bright colours on the display or good back ground music influence people to go to shop and stay longer time marketers use colour psychology and triggers senses to attract consumers.

Through Knoutson's case study on brain will understand how our brain makes purchase decision and how long will it to take purchase decision. Knutson's case study participants were presented various products. For 1<sup>st</sup> 4 seconds the participants looked at the image of the product, for the next seconds they displayed the specific price of the product and for last 4 seconds to see the possibility to choose whether or not to buy the products. Participants repeated this process with different products and the findings are:

During the first 4 seconds, the participants had strong activation of the nucleus accumbens in the brain, which had a strong correlation with the choice of the product. The more this brain part is activated, the greater the purchase chance. In the next 4 seconds, activation in the insula, which is related to emotional responses, decreased the probability of purchase. In the last 4 seconds, medial Prefrontal Cortex was predictive of the choices.

After all these processes, consumers said they took the last 4 seconds to decide whether to buy the product or not. The results concluded that consumers took 8 to 12 seconds to decide what to buy. The brain nucleus accumbens indicates the want to purchase the product

### **Application of Neuromarketing in Indian Companies**

Marketing is the key factor for the success of new or existing products. Application of Neuromarketing is the life jacket to survive in the competition and to make consumers happy and satisfy.

1. Hindustan Unilever Limited used EEG and Facial coding to measure emotional responses of consumers towards advertisements and packaging. They discovered that matte-finished packaging

- with product image increases emotional engagement and brand recall. This led to 15% increase in sales. Colours such as blue and green were more attractive as it indicates freshness and health.
2. Marico used eye-tracking and EEG to study consumer interaction with advertisements of parachute and saffola brand. The results revealed that natural colours and health oriented images in the advertisement connects well with consumers and increased 20% sales.
  3. Tata Motors used FMRI and EEG to analyse brain responses to car design and advertisement of Tata Tiago and Nexon. The findings are dynamic car shapes and vibrant colours have stronger emotional connects and increase 25 percent of purchase intention.
  4. Godrej consumer product Limited used eye-tracking and facial expression analysis to check product packaging for personnel and home care products. The results showed earthy tone packaging and ergonomic shaped product containers made product more attractive.
  5. Amul used Sarcasm scenario in advertisement to attract and connect with consumers. Their tagline 'Amul Doodh Peeta Hai India (India drinks Amul milk), 'Amul raises a glass to Indian women power'. People like when anyone acknowledge and appreciate their work. Amul used this strategy to raise their market share.

### **How Companies can benefit from Neuromarketing**

Consumer research is not a new concept in marketing. For decades, companies have conducted research on consumer perception and satisfaction, but they have been unable to understand the consumer's mind entirely. As a result, they often struggle to achieve greater success in the market. Neuromarketing bridges this gap by utilizing fMRI, facial coding, EEG, and others to read consumers' unconscious minds. These tools help companies gain insights into the factors that influence purchase decisions, which consumers themselves may not be aware of. While these tools can be expensive, making them less accessible for small and medium-sized companies, their widespread adoption could lead to greater success in marketing overall.

### **The Future of Neuromarketing in India**

Many companies recognise the value of neuromarketing and adopt it in India. The ability to uncover hidden consumer preferences and create consumer-mind marketing campaigns will be a game-changer. But ethical considerations, privacy, and data security must be managed to gain consumer trust.

### **Conclusion:**

Neuromarketing tools help businesses tap into consumers' unconscious minds. Companies can create effective marketing strategies that drive consumer engagement by utilizing these tools. By understanding the complexities of the brain, marketers can enhance consumer interaction. The future of marketing in India lies in integrating neuroscience with traditional marketing, creating a more connected and responsive marketplace.

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