



AN IMPACT OF NEURO MARKETING IN FOOD INDUSTRIES

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Abstract- Neuro marketing is a study on the brain's responses to marketing stimuli. It helps to understand the rationale behind how consumers make purchasing decisions and their responses to marketing stimuli in order to apply those during the time of purchasing. Neuro marketing investigates important purchase decisions taken at a mental, emotional and instinctive level based on the change in the subconscious brain that is under the levels of controlled awareness. This paper presents how neuromarketing has an impact towards the consumers purchasing behavior on food products in India

Keywords- Consumer Perception; Neuroscience; Neuromarketing

I.INTRODUCTION

Today's competitive market has an extensive brand proliferation and marketers need to resolve a unique method in order to reach their target audience. The most tricky and visible aspect of managing a business is marketing. Marketing, advertising and communicating the value propositions and features of the products and services become the backbone of the business. The goal of neuro marketing is to understand how the customer's brain actually works in respond to audio and visual cues. The environment, emotional and behaviour suspects of the customers are induced by means of neuro marketing.

Neuro marketing deals with part of brain and part of emotions. It helps in predicting how our target audience reacts to the products produced. In other words it is called as a emotional transient Impulsive.

Eating is one of the basics of keeping us alive. We eat for survival but also we eat or choose the products based on the impulses like colour, sound and the pleasure we get out of it. The food industry is a complex one persuading the consumer to purchase the product is a task oriented one. In order to survive on industries has to follow different type of marketing for reaching out to their target customers.

II LITERATURE REVIEW

Neuromarketing is a field of marketing research, oriented towards Branding, Product design, Advertising, Customer decision making etc. According to Leonard and Rayport (1997) neuromarketing has emerged as a key discipline to regularly innovate and distinguish products, which meet customer needs positively.

Marketers have adopted neuromarketing as an integrative field for better understanding and characterizing the neural correlation behind consumer behaviour and the processes underlying choice. These human behavioural theories have started to integrate conclusion from neuroscience to discriminate the neurological and physiological basics as well as the somatic factors that control consumer behaviour.

Sanfey, Lowenstein, McClure & Cohen, 2006 has projected neuro marketing as an interdisciplinary approach that has evolved from the integration of marketing and neuroscience which probes the neural correlates of consumer decision-making.

Neuromarketing is a discipline within neuroeconomics that look into marketing related decisionmaking and leverages insights arising from consumer's neurological data (Fugate, 2007).

Martin Lindstorm's in his book "Buyology - Truth and Lies about Why We Buy" (2010) proposes that subconscious mind plays a key role in consumer's buying decisions which plays an important phase in choosing food products.

According to Martínez, author of 'The Consumer Mind' (2012), consumers' minds can be differentiated within four categories; between what they think, what they say, what they do and what they feel.

Recently, the International Journal of Psychophysiology called neuro marketing noted that "the application of neuro scientific methods to analyze and understand human behavior in relation to markets and marketing exchanges" (Lee, Broderick, and Chamberlain 2007, 200).

Michael J.R. Butler (2008) determines the emerging field of neuro marketing as a knowledge which has malleability. Different marketing researchers perceive the development and application of neuro marketing knowledge in dissimilar manners. Having different perceptions of knowledge is not a new issue, but finding new interconnections between those perceptions is beneficial to knowledge creation and diffusion.

The research-practice gap in neuro marketing was briefly discussed and then resolved through the contribution of that commentary, the proposal of a novel Neuro marketing Research Model. The Model interconnects basic research reporting, applied research reporting, media reporting and power processes.

IV. AREAS OF NEURO MARKETING

Our brain is motivated by emotion and always loves sensory stimulation. Neuro marketing is a well-known premises of human psychology for most advertisers which instinct and stimuli the subconscious in decision-making while consuming a product.

Neuro marketing is just a decision making process. The process includes,

- Poking the curiosity of customers
- Challenging the consumer's intellect.
- Asking for the participation of consumers.
- Reaching the comfort zone of consumers.

Neuro marketing uses the knowledge to improve marketing's effectiveness. The knowledge is applied in product design, enhancing promotions and advertising, pricing, store design and the improving the consumer experience in a whole. The various area of neuro marketing are, **Neuro marketing in Market Research** - The companies evaluates commercials, ads, new products, or even measure audience responses to media like broadcasting or movies based on any scaling techniques.

Neuromarketing in Product Design and Packaging - It decides how a product has to look. By applying the neuromarketing testing the insights on the emotional effects of design choices can be provided.

Neuromarketing in Pricing – The price is an important variable in the success of product and service. neuromarketing helps to gain knowledge on how price information is perceived and processed in the marketing process.

Neuromarketing in Advertising - Advertising uses neuromarketing principles to develop ads and campaigns. While advertising is mainly a creative process, neuromarketing can add value by a better understanding the effects of ads on human beings.

IV. NEURO MARKETING TECHNIQUES ON FOOD PRODUCTS

Nowadays markets are overcrowded by numerous similar and yet slightly different products so it became a key discipline to constantly innovate and differentiate products, which meet customer needs as good as possible. Ninety five percent of consumer's decision making takes place in the subconscious mind. We don't decide with our logic but we decide with our feelings for what we buy.

Neuro marketing finds the real reasons for consumer's decision-making while buying products. It focuses on increasing the sales and eliminating the negative elements on the commercials by finding the motivations behind the purchasing decisions.

Following are the important impulses techniques used at present in neuro marketing towards food products.

1. Aroma – It makes the product virtually irresistible. The scent and the crispness make the consumers to find a means to buy the product.

2. Description – Trained to believe in a taste that yet has to touch the tongue.

3. Colours – It helps to tigger the appetite. The warm colours activate ones hunger and help to grasp one attention.

4. Visual - It first influences the customers and then directs them to the content.

5. Sound - Music with a powerful bass makes people subconsciously attend to dark objects, whereas music leaning more towards the high frequencies shifts. The sounds used to describe the product induce the consumers to taste the product once.

6. Packaging - Differentiating a product is one of the most important things in today's marketing world and to do that packaging plays a crucial role. Packaging crates the first impression on the customer about the particular product.

V NEURO MARKETING IN FOOD INDUSTRY

Companies are taking their marketing efforts to another level nowadays. This includes giving their customers an experience that goes beyond sight and sound. Neuro marketing is of growing interest to food companies.

McDonald's created a magic trick by a special **sauce** where the consumers are forced in to atleast taste once the product. It provided a consensus of what to expect.

Frito-Lay, a subsidiary of PepsiCo, is one of those known to be taking an interest. It hired a neuro marketing firm to explore what happened in people's brains when they ate **Cheetos**, its brand of cheese-tasting puffs. Brain scanning technology found that people derived a sort of guilty pleasure from the sensation of having their fingers coated with orange dust.

Unilever ice cream applied neuromarketing and found that the ice causes greater pleasure than chocolate or yogurt.

Other examples of neuro marketing focus on the brain's reward center, the same area of the mind that responds to all things pleasurable: sugar, alcohol, drugs and sex. These are substances that have addictions associated with them. Human beings respond to people, places and things that excite the senses, sending messages to the brain that creates anticipation, expectation and reward. Once experienced, the body will then respond in the same way to sight, sound, scent and touch that relates to the first experience.

Coca-Cola has their own in-house neuroscience lab, where they use neuro imaging techniques in real time while volunteer subjects watch various commercials, using the scientific method and completely unbiased neural responses to what the subjects are hearing and seeing. Ultimately, the scans spit out an arbitrary score, allowing the brand to choose which commercials, or even individual shots, are most effective in promoting their product.

Lay's Potato Chip "Operation Smile" bags campaign. This is a product packaging rebrand that brings experiential marketing to a multi-layered level. Each potato chip flavor has its own redesign, with the very top of the bag portraying a different smile. After all, smiling is contagious. The consumers can then take the bag, hold the top of it in front of their own mouth and convey a smile. Just the act of doing it makes the consumer smile, laugh and invite them to share it with their friends or family.

In addition, because each flavor has its own design, consumers may want to buy more than one flavor to experience all the smiles. And when the chips are gone, they will be hard pressed to find another potato chip brand experience to equal what Lay's offers.

VI BENEFITS OF NEURO MARKETING

Neuro Marketing has several benefits that it helps the marketers a perspective about prevailing challenges. It looks into the gap between customers mind and their action. It helps to uncover the triggers of emotional response that take place in customers mind.

VI CONCLUSION

Neuro Marketing is currently a hot trend in the field of marketing. The consumer minds continuously evolve and it's the need of companies to keep up. It taps into brain's Conscious and unconscious reactions and help marketers, creative agencies and publishers potentially to find the answers of what is in consumers mind.

Neuro marketing is advancing in a rapid way. The believability and acceptance among advertising professionals are seems to be a good one. As everything depends on consumer's willingness and competency to describe how they feel when they are exposed to an advertising campaign, conventional methods for testing and predicting the effectiveness. When the companies while promoting their products has to give special attention to the sound, aroma, visual effects of the product to penetrate deep in the subconscious mind of the customers.

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