

Leveraging Horizons in the Market Place through NeuroMarketing – A Case Study of Google Facilitating the Growth of Global Retail Giants

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Abstract: *In the backdrop of hectic competition among retailers to grab the market share, capitalizing on brand loyalty and thereby enhance their financial performance, a unique and niche concept known as “Neuromarketing” is taking the world by storm over the recent decades and is being used by every major company in the world in umpteen number of ways. Whilst such widespread influence in the marketing world, many are not aware of what neuromarketing is or how neuromarketing is used in our day to day life. This paper attempts to throw light on the immense potential of employing neuromarketing techniques for better consumer engagement and creation of brand loyalty in the market place. In this light, a case study on how large corporations like Google, Amazon etc. have leveraged the application of neuroscience in marketing research towards enhancing their market share in the recent times is being documented in this paper.*

Keywords: Neuromarketing, Marketing Research, Neuroscience, Consumer Engagement

1. Documenting the Nuances of Neuromarketing Techniques

Neuromarketing is the application of neuroscience in marketing campaigns, ad designing initiatives by companies in order to turnaround better consumer engagement and brand resonance in the longer run. In simple words, Neuromarketing will help the companies know what the consumer reacts to, if it is the colour of the packaging, the images in the advertisement or the tagline of the particular brand. The basic five Neuromarketing techniques are Eye tracking, Brain imaging (EEG and FMRI), Facial encoding, Sensory marketing and Psychological techniques. Let's explore each of these techniques.

Eye Tracking

Eye tracking is a one great way to find what the consumer actually looks at in an advertisement or packaging. It measures the consumer's attention and reactions for the same. This is all about measuring eye patterns or movements of the eye. Using this methodology one can see what the consumer sees through his or her eyes. This method minimizes the error people generally tend to make while they recall an advertisement.

EEG and FMRI

This technique is predominantly used to understand and evaluate about what people think rather than what they see in real. These are the equipments used to understand the medical context of this. They are Functional Magnetic Resonance Imaging- FMRI and Electroencephalography EEG. These techniques are nowadays used in the market to look at people's brains in order to create beguile advertisements that make the customer buy the product. This helps to infer if consumers like or dislike a product, if they feel like approaching or avoiding a product, or if they get excited or bored by a certain advertisement. This eases the process of understanding what the customer is actually

looking for in a product unlike the traditional approach as the latter may have errors.

Facial Coding

Facial coding is a concept where humans emotions are revealed by facial expressions. It is said that 95% of the time the emotions and thoughts occur even before we are aware of it. Similar to the equipment's used to measure the brain and our eye gaze, there are also sensors that can be attached to the face and measures facial muscle movements. These sensors can sense and measure the minute reactions of any individual who reacts to some particular stimuli which holds information on what the person feels about the stimuli. Facial expressions are truthful and trustworthy because they occur spontaneously and hence be one of the most used techniques under neuromarketing.

Sensory Marketing

Sensory marketing includes touch, sound, or smell, and they aim to influence the market hugely. It is a technique that aims in impressing the consumers by using the senses like feelings, behavior, smell etc. Dooley (2011) talks about a Singapore Airlines as one of the best examples for sensory marketing. They incorporate the same perfume, Stefan Floridian Waters for the flight attendants, their hot towels, and in the other important aspects of their service. Studies also say that sound plays a vital role in sales, as a peculiar music can excite people which in turn increase sales in the shopping mall.

Psychological Methods

Psychological techniques will give the audience that extra push which is required to attain the scale in the market. A surprising example is the menus in the restaurants where the visitors tend to choose healthy options when the food items are shown on the left-hand side of the menu. These minute techniques do have an influence among the consumers in subtle ways.

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2. Objectives

This paper focuses on the following objectives:

- 1) To explore about the importance of Neuromarketing techniques.
- 2) To gain insights about practical applications of neuromarketing facilitating the growth of large corporations like Google, in turn helping retail giants in gaining brand awareness.

Leveraging Neuromarketing for Better Emotional Engagement

Marketing research companies are focused on understanding Consumer behavior by employing consumer neuroscience tools like FMRI, Eye – tracking, EEG etc. Leveraging neuromarketing techniques for better emotional engagement of the consumers facilitating brand awareness is the need of the hour. Traditional market research using data collected by customer satisfaction surveys, interviews have far-fetched the goals of marketers in gaining consumer insights about their products and services. Nowadays, neuromarketing research has gained prominence in developing advertisements that really focus on factors which persuades the consumers on a real time basis. Big retail giants like Amazon have started to attract customers by capitalizing from the consumer insights gained from neuromarketing research.

Designing Ads to Influence Brain

Content should be easy to read and simplified as much as possible. The tedious something is, it creates more friction and less likely people will follow it. Dooley (2011) says if we need to convince a customer, client to buy the product, we should describe the same in a simple, easy to read font. A different font or symbol may attract customers and they will tend to buy these products.

Improved Brand Recall

Complex fonts can be used for important information in an advertisement or a logo rather making the whole ad look complex. This is a tactic used by major companies, because a complex font draws immediate attention and the response is real quick.

Eye Tracking – Effective Attention:

In a research done by Dooley's, it is understood that people have the tendency to look at the eyes of the image in an advertisement (Dooley, 2011). Hence, it is important to have the humans or any animal look at a point where the marketer wants the viewer to focus at.

An Effort to Understand Consumer Insights

For years, Marketers have aimed at understanding the effectiveness of advertising campaigns. However traditional techniques have failed miserably. Researchers have predominantly relied on consumers report on how they feel about a particular advertisement or promotion, in a face-to-face interview or a survey or in a group meeting. Unfortunately these techniques have certain limitations. Thus the emergence of neuroscience techniques has offered multiple alternatives. These techniques allow the marketers to understand and read consumer's brain explaining the reasons why a product or advertisement has succeeded or

failed. This removes the major hurdle that marketers face in the traditional research.

Google Leveraging Neuromarketing- Facilitates the Growth of Global Retail Giants- Case in Point

Google has leveraged the techniques of neuromarketing in enhancing the effectiveness of SEO, Social Engagement Optimization which deals with placing quality content which turns out to be emotionally engaging with the prospective customers. Earlier, the concept of SEO was focused only on delivering keyword rich search results in an optimum way. Nevertheless, the scenario has changed now and many retailers are persuaded to present their content in a unique way with content that provides optimum benefits and emotionally engages with their products and services. Neuroscience plays an interesting role in transforming contents which enable emotional engagement of customers. Moreover, retailers are opportuned to benefit from more brand awareness as Google allows their website links to be placed in the first page of the search results. It is interesting to note that Google has persuaded retailers to provide quality information about their products and services and ultimately transformed their businesses. Consumer engagement is the need of the hour and its importance is sensed by all types of businesses around the world. In addition, Tech savvy corporation, Google has enabled global retailers like Walmart Inc., Target Corp, Costco Wholesale Corp, Ulta Beauty Inc etc. to drive their product purchases by getting listed in Google shopping service known as Google Shopping Express. Also, shoppers can search for products online through voice-based Google Assistant. In a way, this catalyzes into more connectivity between the retailers and the customers directly. Retailers have seen tremendous increase in their sales after partnering with Google in the recent times.

Though the concept of neuromarketing emerged quite some years back, it is actually leveraged to the optimum level in the recent times. A catastrophic change can be brought about in engaging customers emotionally by leveraging neuromarketing techniques in better brand recall, packaging, Ad designing etc. Many marketing research firms like Nelson, Neuron etc. have been servicing clients around the globe in improvising marketing campaigns through consumer neuroscience understanding.

Consumers are extremely smart nowadays and look for products that provides them the optimum satisfaction. When a consumer wants to shop a product through online, he will be looking for real time experience of how the product looks like, its features etc. Innovation in virtual reality has been leveraged to the maximum extent by Google Shopping in which the 360-degree imagery helps shoppers to actually feel the product and sense its features. For instance, Eye-glasses retailer LensKart, allows shoppers to virtually test various glass frames against their photo. Similarly virtual hair styling has been made possible which allows humans to test various hairstyles and hair colours before choosing one. Shopping experience could be provided by retailers who could uniquely think about engaging customers emotionally and persuade them to buy

their products in the end. Thus, Neuromarketing techniques opens up umpteen opportunities to instigate the required spark in shoppers with improved virtual shopping experience. With the advent of more digital platforms, the marketplace has shrunk to the miniscule level, where with a click one gets to know all details about any product or service. Thus, the synergy between neuromarketing based marketing initiatives and Google enabled digital shopping ecosystem has created a pinnacle in influencing customer choices in the best way possible.

3. Conclusion

Neuromarketing has revolutionized the focus of marketing towards better emotional engagement of the customers. Its high time retailers leverage the opportunities provided by the tools of neuromarketing in their Ad designing, Product packaging and positioning decisions. With the whole marketplace booming under the reels of digital platforms, innovation in enhancing the online shopping experience of prospective customers is the need of the hour. Consumers look out for products that sound good on all perspectives. In this context, capturing the sensory perceptions of consumers has an immense contribution towards transforming their desire to buy into reality. Whilst, the flipside of manipulating consumer decisions by neuromarketing tools must be addressed in more transparent manner to avoid downside risk of losing customers in the long run. A smarter leverage of neuroscience approach in marketing will yield more than satisfactory results in improving a product's market share and enhancing brand awareness.

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