



Neuro-Marketing and its effect on Consumer Behaviour and Brand Perception

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Abstract

In today's time, brands have been burning a lot of money to grab attention, outshine their competitors and expand brand presence more than ever. Neuromarketing, as a logical order in the field of marketing research, talks about the usage of neuroscientific techniques, with a motivation of studying the complicated buying behaviour of humans in general. As a collaboration of two logical orders consumer behaviour and neuroscience- neuromarketing replaces the traditional kinds of marketing research. The impact that specific advertising campaigns, brands and items have upon us, from a subjective and passionate perspective, is being surveyed, by estimating the consideration and the enthusiastic commitment of the consumer towards the brand or product. This research paper intends to study the subject matter with respect to the neuromarketing techniques and strategies.

Keywords: Neuro-marketing, Consumer Behavior, Brand Perception, Fashion, Colour.

Introduction

How often does it happen that when we are asked what we want to eat for dinner, we suddenly remember the advertisement that we recently spotted about a new restaurant in town? Some advertisements are easy to recall by us while others, are forgotten quickly. This phenomenon is called neuromarketing, a marketing field that puts into study all the sensory-motor response, cognitive and emotional factors that influence the buying behavior of consumers by different brands, products or advertisements. This phenomenon explores what makes an ad effective enough to be remembered for a longer period of time and what sources effect the brain.

Every Human being sees on average, 3,000 advertisements each day. We look around us in our environment and realize that Ads are placed everywhere - on the Internet, social networking, promotional posters, television, radio, etc. Our brain selects a few from the lot that will be remembered more than the others and thus first impressions on any products are created very fast, in less than 300 milliseconds. What are the factors that make an ad stand out? This depends on several factors like what is the target market, who are we trying to reach out to, what is the age group of the people we are considering, whether they are students or workers, men or women, etc.

Neuromarketing, as a logical order in the field of promoting research, speaks about the usage of neuroscientific techniques, with a motivation behind a superior comprehension of human conduct. As a sublimation of two logical orders customer conduct and neuroscience of consumer behavior - neuromarketing replaces the customary kinds of promoting research. The impact that specific advertising campaigns, brands and items have upon us.

This research paper studies this field to gain deeper insight into one of the most upcoming theories of marketing and its relevance to the modern-day consumer.

Literature Review

The human brain controls all emotions and stimuli and incorporates all factors that are consumed whilst viewing an item or associating oneself with an event or experience. In an age where effective marketing is viewed as a very important tool to sell a product, various types of marketing strategies are undertaken. Neuro-marketing, is a very crucial segment amongst its various kinds that have been developed over recent years. “*Neuromania*”, the term was coined to refer to the embracing of neuroimaging by various fields of studies to explain all human phenomena in terms of brain activity (Tallis, Raymond, & Matthew, 2011)

The possibility that one can get inside the heads of customers has provided companies just the opportunity to better understand consumer behavior which underlies the decision-making process of an individual. Neuro-marketing techniques have helped commercial enterprises to discover and target the real needs, desires and wants of individuals. (Cherubino, Martinez-Levy, & Trettel, 2019) The authors discuss about Heart Rate and Galvanic Skin Response, Eye Tracker, Reaction time test and Facial Expressions proving to be key elements in understanding how products entice people to be inclined towards purchasing a product. According to a research, while making decisions, people take efforts to process information, coming from both the external environment and personal knowledge. In cognitive psychology, this process is called mental workload, and its theory was developed out of the study of problem-solving by John Sweller in the late 1980s. The role of packaging is considered to be of utmost importance according to the authors on the argument that the first observation that an individual make is that of how attractive does a product look.

The Human Black-box, another concept advocated under the subject of Neuromarketing has gained momentum across the world but is yet to set its paws in the Indian Market. As it is relatively new, it is yet to form base in India and be used across all companies to increase their market capitalization upon researching their target audience using effective tools. (Madan & Popli, 2016) The authors further talk decipher the ideal process of going about with a neuro marketing research process and stress on the points of availability of funds and researching an independent variable (for e.g., sales) beforehand to further understand how neuro marketing could cause an increase in a positive manner. The paper analyses various variables and comes up with a reachability matrix to assess the results of the data collected.

A neuromarketing pioneer and a branding expert, Douglas Van Praet speaks how branding is ideally the expectation of consumers based on memories. The book discusses about how every decision that is taken by an individual is most often, unconscious. This goes on to show how the brain, although actively takes part in consuming information, takes a back step whilst actually making the decision when a customer decides on what he wants to purchase.

For decades, marketing research methods have aimed to explain and predict the effectiveness of advertising campaigns. (Morin, 2011) The author discusses about how advertising agencies are beginning to understand the importance of predicting the effectiveness of campaigns by using brain-based tools such as eye tracking, EEG, or fMRI. He discusses imaging techniques that are non-evasive and can be easily used to understand the consumer’s mind better. As per

research the brain burns 20% of our energy although it encompasses only 2% of the body mass because most of the functions that we need to go through a day are managed by the brain below our level of consciousness.

It is suggested that a buyer makes his decision within 4 seconds of walking down the aisle of a grocery store. In order to capture his attention, every company must resort to heighten any one of the five sense. The usage of scents for branding has proved to be very improving which changes the atmosphere and in turn, makes an individual associate a brand by that particular scent. (4imprint Blue Papers, 2010)

According to (Bagozzi, Gopinath , & U. Nyer , 1999), Roseman's (1991) Appraisal Theory of Emotions understands positive and negative emotions which are depicted by individuals in terms of how they feel and allows for many discrete emotions to be highlighted and also specifies conditions for their occurrence. The authors discuss on how the most important factor differentiating emotions from moods and attitudes is the way emotions arise. Every emotion is said to arise from a particular referent, for example, a consumer becomes pleased when a new sauce changes the flavour of a dish for the better. He becomes sad when a restaurant does not satisfy his needs and leaves him with poor service. Also, emotions arise in response to appraisals one makes for something of relevance to their well-being. By appraisal, we mean an evaluative judgment and interpretation thereof. As a result, a company needs to target emotions, specifically those in the service segment whilst engaging a customer at various touch points.

The purpose of a research conducted by (Mazhar, Daud, Mubin, & Bhutto, 2015) was to understand the success behind brands making it big. In a segment in Karachi, the paper analyses how product packaging affects the decisions in consumer buying behaviour. On the basis of primary research and the software, SPSS used, various constructive feedback was obtained. Packaging elements like its colour, the material, design of the wrapper and the innovation showcased are factors of high importance when consumers make any purchase. Particularly in the FMCG sector where all goods require high advertisement and are produced in bulk to be sold out after effective advertising campaigns, packaging catches the eye of the individual who walks down the aisle. A colour has very high effect on an individual in changing his mood, thought process and even the purchase decision. For example, maggi is yellow because yellow is a colour which is seen from afar and is known to instigate happiness in an individual upon viewing it.

The importance of colour is also discussed by the author (Kumar, 2017) wherein he argues that a colour establishes brand recognition. Colour mapping provides a means of identifying potential logo colours for new brands and ensuring brand differentiation within a visually cluttered marketplace. According to his research, individuals perceive certain colours with certain brands. For e.g., the red of Coca-Cola conveys stimulus, vividness, youth, happiness and energy and the green of Starbucks conveys quiet, leisure, youth, staidness and comfort.

Men are said to prefer blue and orange more than women who are more attracted to yellow and purple (Babolhavaeji, Vakilian, & Slambolchi, 2015) Based on the hypothesis of the research, the authors (Juwaheer & Sahye, 2019) concluded that these colours play important roles in the purchase decisions of individuals. Effective use of colours will lead to a prosperous company image and help in brand equity. It goes along to say that using the right colour at the right time for the right occasion and the right product is the new strategy that marketers need to focus upon.

The issue of the impacts of neuromarketing for business and organisation is significant since it is accepted that there is potential to find understood and programmed forms which decide the basic management process and that it will uncover mysterious rather unknown insights and data about customer behaviour which was not possible by the customary advertising techniques, as mentioned in one of the research papers used to study the cause and effect of consumer conduct on sales. (Hubert, and Kenning, 2008; Tusche, Bode, and Haynes, 2010; Ariely, and Berns, 2010; Senior, and Lee, 2008).

"Neuromarketing" may sound rather odd. As Sar (2009) clarifies, the word is genuinely new as it was utilized by German educator Ale Smidts (Erasmus University) in 2002. Nonetheless, it is viewed as that the genuine author of neuromarketing is Gerry Zaltman (Harvard University) who originally utilized fMRI3 as a showcasing apparatus, route in 1999. Lee et al. (2007) state that, in the previous scarcely any years, there has been a substantial burst of capacities of neuroscientists who straightforwardly contemplate cerebrum exercises identified with recurrence, time and space where these stimulations happen. Therapists and specialists rushed to apply the new innovation so as to more readily comprehend the human mind, feelings and experiences of people. Before long the promoting specialists understood the capability of such innovations and, related to neuroscientists, made "neuromarketing".

In a unique business condition, advertisers have consistently been attempting to obtain a new client base as well as hold the current one by offering some benefit, fulfilling customers' trade desires. It has been discovered that consumer maintenance is profoundly connected with consumer loyalty and consumer loyalty holds the client with the organization as well as influences income, gaining per offer and stock value (Williams and Naumann, 2011).

By methods for neuromarketing, a few business viability pointers can be estimated. They are enthusiastic commitment, memory maintenance, buy goal, curiosity, mindfulness and consideration. We settle on choices dependent on our feelings. The passionate commitment level is activated by the enthusiastic energy level. The more extraordinary an encounter is seen, the more noteworthy our enthusiastic commitment level is. This is just a single exact pointer of the manner by which we react to certain advertising upgrades and it can likewise help foresee settling on the buy choice. The showcasing improvements encoding level can impact the minute when we choose to purchase a certain product. (Pradeep, 2010)

This paper investigates the various approaches and systems utilized in neuroscience to touch off the viability of transforming upgrades into effective advertising methodologies.

One of the most significant faculties we use when settling on a choice whether we can or can't accept the individuals or circumstances in our view. The optic nerve contains over a million strands, contrasted with the sound-related nerve, which contains just 30 000 filaments. The speed with which we get and unravel the data is outwardly estimated in milliseconds (ms). Beneath 300 ms we can't comprehend the procedure or the most piece of what we have found in our higher psychological capacities. (Todorov, Engel and Haxby, 2006). This is actually where we can locate the basic part of how we utilize the visual procedure capacities while settling on any sort of choice of what to purchase. In 2004 the Center of Theoretical Neuroscience at the Baylor College of Medicine distributed an examination called "Read Montague", which is one of the soonest distributed promoting contemplates. The researchers have discovered a motivation for the investigation from the most recent Pepsi battle (Pepsi Challenge). During the research, they have tried 67 people (trial subjects), whose minds were examined in the wake of being given Pepsi and Coca Cola. The aftereffects of a visually impaired examination (after asking the test subjects which drink they would prefer to pick) have indicated that half of the subjects would choose Coca Cola and the other half for Pepsi.

Another experiment conducted was the study to draw a hypothesis while purchasing a vehicle. The exploration uncovers the components which sway clients' purchasing choices while they buy or purchases a vehicle. Indeed, even clients give more significance to the brand, Safety, Price and Product traits factor while they purchase the vehicle. Proposals for additional exploration remember for the region of purchaser conduct and brand value of purchasing various brands of vehicles. Particularly Indian brands particularly need to concentrate on different territories like more wellbeing highlights, trend-setting innovation and propelled correspondence systems.

These days, with business sectors stuffed by various comparative but then marginally various items, it turned into a key control to continually enhance and distinguish items, which address client issues on a par with conceivable utilities

(Leonard, and Rayport, 1997; Dapkevičius, and Melnikas, 2011). Because of this expanded significance of addressing client needs, and the way that before, it was impractical to dissect the fundamental mental procedures occurring when choices are made, this target viewpoint is given by neuromarketing examination and neuroscience appears to be exceptionally encouraging (Kenning and Plassmann, 2008; Huettel et al., 2009).

The essence of neuromarketing is to understand the psychology of a buyer by knowing the way of consumer thinking, their emotions, suggestions or preference value. Neuromarketing finds its application in various areas such as innovation, transformation of the product, its pricing strategy, creation of communication mix and others. The aim of neuromarketing is to understand better and read customer needs, motivations or values. It is basically the prediction of consumer behavior and their responses to particular stimulus. Therefore, neuromarketing has emerged as new scientific area of marketing that deals with the subliminal reaction of consumers in connection with marketing elements such as brands, products, and product lines. (Klencekova, 2016)

One of the most intriguing methodologies that is gaining insight is the innovation in field of neuroeconomics. Neuroeconomics, which evolved from the combination of both disciplines, proposes an interdisciplinary approach and specifically examines the neural correlates of decision-making (Sanfey et al., 2006).

Neuromarketing or consumer neurology is a sub area in the field of Neuroeconomics that approaches various marketing-oriented Problems, and the relevance of Brain study on consumer's buying behavior. The interlinkage between human neurology and marketing concepts is studied with the overview of economic policies.

Product policy is also called the “heart of marketing,” as it includes all decisions that a company makes regarding the market-driven composition of its offered services (Kotler and Keller, 2006) the optimal design of a product is one of the key factors in determining a consumer's desirability and preference towards a product.

A very interesting phenomenon has been observed with Respect to pricing policy of products and services. A buyer can perceive value differently even with similar pricing. Sometimes high prices prove to be deterrent and loss, other times it can provide enhancement to the value of a product. Another Relative factor that affects response of consumers is the communication, it plays a decisive role in marketing. It has been concluded experimental results that attractive ads can act as a rewarding stimulus. In addition, the studies revealed that positive facial expressions are one of the most essential components of an attractive advertisement, apart from emotional quotient and responsiveness. A possible explanation for this is provided by Aharon et al. (2001), who showed that beautiful female faces led to the activation of reward-related areas in the brains of heterosexual males. (Kenning, 2008)

The excitement for usage of Brain imaging tools is because neuroimaging provides the accurate efficiency in the trade off between cost and benefits incurred by a business. Sometimes, consumers are not able to explicitly define their preferences, and in such scenarios the brain tends to give hidden information about their true preference. Such hidden information could be used to influence their buying behavior, so that the cost of performing neuroimaging techniques would be outweighed by the benefit of improved product design and increased sales. The responses to marketing efforts and consumer choices depend on an array of neurobiological processes, and that no single brain region is responsible for a consumer choice. It is possible that some brain regions are more involved than others.

It has been highly observed that the manner in which choices are presented have a huge impact on decision making, hence Advertisements and product placement play a major role here. Product manufacturers could use neural information to influence the public into consuming products that they neither need nor want. However, with the future uses of neuromarketing companies are expected to identify new and exciting products that people want and find useful.

One example is a new trend in 'user design' in which companies allow consumers to participate, through the internet, contest or customization in designing new products to create products that are more useful for the companies and for their customers. Perhaps a next phase in user design is one that incorporates not only what consumers express, but also what they think. (Dan Ariely)

Branding or brand positioning strategies can also be enriched with the aid of neuromarketing. Branding research is engaged in examining how brand information affects decision-making (Hubert & Kenning, 2008). Neuromarketing can answer this question with a study to determine which neural processes are involved in the brain during the processing of brand information (Hubert & Kenning, 2008).

The technique provides access to richer and less biased marketing insights than other traditional research techniques, such as surveys, focus groups and qualitative research (Hubert & Kenning, 2008) Some of the major problems faced is assessment of consumer preference relates with not understanding why exactly has a specific emotion been developed, the lack of such self-assessment leads to an inaccurate study. Neuromarketing represents the opportunity to overcome these obstacles, as research participants do not have control over the information collected (Butler, 2008; Hubert & Kenning, 2008 and Fugate, 2007). Another advantage of using Neuromarketing is the efficiency of the Information with respect to speed and simultaneity. With this information, marketers can determine which tools of marketing should be focused on and discarded.

Research Gap

Neuro Marketing has gained impetus over the last decade and has seen a substantial amount of research undertaken to understand consumer behaviour and how the human mind works. Brands today, are taking great care to ensure that their consumers have a fruitful experience and are left wanting for more after every purchase they make or every experience they are able to provide.

They try finding various touch points that can be administered and try leaving a mark in the minds of their target audience.

Various researches have studied the effect of colour on purchase decisions, the placement of products and have routed the origin of neuro-marketing to highlight its importance to the big giants in any industry today. Neuro-marketing finds its basis on the law of attraction and how can one entice the mind to fulfil unsaid desires. The application of such behaviour can be seen in the most obvious industry where consumer behaviour, brand perception and neuro-marketing, all coincide together, i.e., **fashion**.

Fashion has seen a great deal of evolution and every fashion brand, be it a local boutique or a conglomerate, has always been in the race to attract consumers and provide a memorable shopping experience. It has been the largest employer across the world and is a billion-dollar industry, thriving at its peak at all times.

This research paper, searches answers to questions of consumer behaviour pertaining to the fashion industry at large and how colours and imagery affect the human mind. It also finds answers with respect to pricing strategies, brand loyalty, customer satisfaction and the perception to apparent and thriving fashion brands.

Problem Definition

Neuro-marketing is an under-utilized field which hasn't gained much importance owing to the traditional outlook of retailers who believe that modern age techniques consume a lot of time and require huge efforts. Although it has been gaining momentum in the past few years, it hasn't been in the forefront and the objective of this research is to understand how relevant neuro-marketing is in today's time.

Traditional marketing methods aim at selling the product and not understand the genesis as to why the need arises for the purchase of only a particular product. Even the purchase of a simple product, such as a pen, is dependent on how it looks, its color, whether it is fancy, how does it make one feel and the like.

Neuro-Marketing has scientific backing and this research paper works to obtain a deeper analysis on brand perception with regards to an array of psychological factors influencing the decision making process and to establish a relationship between crucial neuro-marketing aspects like color, psychological pricing strategies, pre-purchase factors and gender, age and brand loyalty, respectively.

Methodology used for analysis

We have made use of both, qualitative as well as quantitative methods for the analysis of our objectives.

The qualitative analysis has been done after carrying out a survey (Annexure 2) across 140 respondents dividing the segments in two parts, Consumer Behavior and Brand Perception. The insights to the responses derived have been spanned out in the analysis based upon which the quantitative aspect of correlation has been worked upon.

The correlation has been carried out on the staple factors relating them with age, gender and brand loyalty.

Analysis:

A) Qualitative

After studying various distinct features of neuromarketing and its application to the consumer end, we have made multiple conclusions regarding our research, and have answered many questions with reference to consumer Stimuli.

We surveyed a sample size of 140, with participants varying from the age group of 18 to 35, and some participants even beyond our comparison bracket. The majority of our study was consisting of people of the age group of 18 to 25 years of age, which is also the age group targeted by most fashion brands. Also, we had a female populous majority with 63.6% and the remaining as male.

After attaining insights of their perceptions towards our cases in this experiment, one of the first things that we have been able to find out is that people may or may not have loyalty towards a particular brand. According to our study, there was a diverse ratio of 34.3% people showcasing loyalty towards a brand, 33.6% not having a particular clothing brand in their loyalty range and 32.1% not sure about their choices.

While talking about which colour do they associate fashion with, there was a huge response towards the colour 'Black' which supports around 52.1% of the sample. With further analysis on this subject, we have found that Black is a colour that people resonate with in terms of confidence, reliance and maturity wherein according to a study, women tend to prefer black because the colour helps them be 'more than they appear'. They want to divert the attention from how they

look, towards what they do, or who they are. We see that darker shades in general when used in advertisements by fashion brands tend to exuberate an aura of being uber and plush.

The colour is also seen as the most attractive in terms of clothing because as serious and reliant that it makes one seem, it also gives them a burst of confidence, which is considered to be a major trait of attraction.

Amongst other factors that are important while purchasing, availability of product choices stood out with a majority, where 55% of all, were also backed by the availability of price range. It does seem that consumers preferably buy from brands that provide them variety and are budget friendly at the same time, as both factors go hand in hand.

The study also told us that discounts and coupons do not show high priority to a consumer, and that service range is of least importance. As most brands are self-service based, consumers focus on getting as much as they can at the same place, whilst looking at what cost comes with it. Brands like Zara and H & M, highlight these aspects owing to their varied product availability and different prices ranges on their products for people to choose from.

Social personality, a part of individual personality, includes characterizing ourselves dependent on participation in certain social gatherings. The social personality is applicable to brands on account of the manner in which social groups impact people's buying decisions and inclinations.

According to the Grazia Magazine, our fashion tastes originate from an intuitive spot, so it's obvious that our parents, or the individuals we grew up with, influence our decisions similarly as they influence our peculiarities, conduct, and character. In addition, we float towards the garments that initially caused us to feel incredible, sheltered and secured.

Previously, we required certain individuals to prescribe things to us mostly relying on word of mouth from our near and dear ones. In today's time and with opinion leaders like bloggers and celebrities who influence our tastes and preferences, brands indirectly motivate buyers to pick who they follow and like. Advertisers who revolve around their clients' feelings and personalities, rather than their product highlights, have a superior possibility of building brands that motivate loyalty and encourage customer retention as a result.

We asked consumers about their opinion on excessive discount and offer distribution and if it has an impact on the brands' reputation and how they perceive them. 50% survey takers remained indifferent, 40% were unsure of the fact while 10% said it does tarnish the brand image and positions them in a cheaper pathway which supports the theory advocated as per Forbes magazine, in retail, that the strategy of offer and discount dispensation has always been questionable, especially with respect to high-end luxury brands.

Moving on we asked survey-takers to recall the first Ethnic wear brand that surpassed their minds. This would help us study the brand presence and how repetitive advertisements and broadcasting affected brand memory retention.

It doesn't come as a surprise that the most recalled brand (With about 46 recalls, a little over FabIndia having 45 recalls), Manyavar brought home Rs 820 crore in sales during FY19 with an annual growth of 20% in the last 5 years. This was supplemented with the brand's aggressive advertising strategy. After a prolonged contract extension with 'Virushka', Manyavar roped in other big stars such as Kartik Aaryan, Alia Bhatt, Ranveer Singh and Amitabh Bachchan for their massive advertising campaign which played with the consumer mindset of brand presence through prominent celebrity endorsements. This marketing plan by Manyavar has managed to distinguish their brand from others and steal the spotlight while increasing brand recall by 10x points. All in all, mega-celebrity tie-ups, frequent advertising and catchy yet stellar taglines paved the way to a successful neuro-marketing example that strikes many focal points with a single arrow.

When questioned about the first sportswear brand that occurs to the respondents, Nike was mentioned 67 times, closely followed by brands like Adidas, Reebok, Puma and Asics amongst the others thereby pioneering with a 47.85% brand recall.

Throughout the years, Nike has fanned out to make shoes for an extraordinary variety of sports, including baseball, ball, cycling, golf, lacrosse, running, soccer, softball, tennis, track and field, volleyball, yoga, training and gyming and in some events, skateboarding.

With household names like Cristiano Ronaldo and Roger Federer, simply take a look at the advertising campaigns for Nike, and the number of athletes who wear their items, followed by the enormous shelf spaces in athletic shoe stores. There's no denying Nike's prominence. So regardless of what sports you like, Nike is designed in a manner that you end up recollecting their brand name on the consumers next sportswear shopping spree.

Nike targets women in their advertising, realizing the purchasing intensity of women and their expanding enthusiasm for sports and wellness.

They have bounced on better approaches for publicizing and selling items more rapidly than their rivals. Nike has diversified into the workout and exclusive sports event apps (through the Nike+ app) adding value to consumers lifestyle more than ever.

The organization has invested a ton of energy into sustainability, which is critical to its target market making consumers notice its ecological steps as a global brand. As per a recent study by LinkedIn, Millennials and Gen Z consumers are increasingly looking for an emotional and social connection with a brand in order to drive sales. Nike is evidently capitalising well on this strategy to boost brand preference.

On to the next observation, survey takers were asked if they ended up purchasing products after being retargeted by ads of the websites they recently visited. About 36% survey takers responded with a maybe, followed by 34% respondents who answered with a clear yes, pointing out that the psychology of repeatedly seeing ads of products they viewed previously a success. This makes ad retargeting a crucial tool in influencing buying behaviour.

An approximate 29% of the responses garnered were negative to the question posed. This has more to do so with the psychological phenomenon called attention blindness. As per this, when users are browsing on specific sites of interest, they tend to ignore all information apart from the ones they are interested in. Hence to combat attention blindness relevance of ad being shown is prime. Followed by psychological pricing strategies like a price slash, "fear of missing out" psychology and urgency marketing to drive conversions. All of these factors play around human behaviour thereby leading to impulse buying behaviour.

To further understand consumer behaviour and trends, we analysed the behaviour of individuals to ascertain how many of them followed fads, a fad essentially means a trend which lasts for a short span of time, e.g. Fake Eyelashes, and found out that 77 respondents out of 140 did not care much about fads or trends but gave priority to their own tastes over the new rage in the market. 48 respondents did admit that they indulged in buying such items whilst the remaining were left unsure of whether they would indulge in such kind of impulse buying. Nevertheless, it goes to show that fads, as much as they do seem to have a grappling effect over consumers, not all are enamored by the idea and most are hesitant enough to not buy them at all.

The movement of the eye when it comes to viewing a particular product or viewing an advertisement is very crucial to understand as it is a deciding factor for how the products and advertisements should be placed. As per the data collected, when an individual is shown an image, he tends to follow a particular pattern of viewing it. Out of 140 responses, 84 individuals portrayed such behavior. It goes to say that the theory of displaying prominent products at eye level will

encourage impulsive buying behavior amongst individuals. Usage of gondolas, william sonomas and other such types of fixtures prove to be very persuasive in enhancing consumer buying behaviour.

An important aspect of brand awareness is how a brand logo is being perceived. As per our research (43 respondents, 30.7%), a burst of color and just the trademarked logo design of the company does the work in catching the eye of a consumer who associates the brand with the colour used in the design, for e.g. Levi's. A simple yet elegant logo with a shape and minimal copy also tends to do the work as 34 respondents opted for the classic Chanel logo. Dark colours eating up the entire space (Charles Laurie, London) or complicated design patterns (Versace) do not show high levels of likeability. This is because as individuals, we tend to gravitate towards soothing designs and do not want to stress our imagery to locate smaller details.

Today, web presence plays a very important role in understanding how consumers perceive a brand and how can they use neuro-marketing to attract their clientele. For our analysis, we showed the interface of four fashion companies to our respondents from Women's Day and asked them to choose the one which appealed to them the most. A whopping 40% of the total population chose Levi's which was a surprise considering the simplistic website design only displayed models wearing different kinds of jeans whilst the entire page was coloured in red, the standard Levi's trademarked colour. 25% chose Zara's website design which barely displayed any products and was primarily green in colour as they had used nature as their theme for Women's Day. The remaining population chose Allen Solly and Van Heusen's website which in spite of being very vibrant did not catch their eye. This goes on to show that monochromatic website designs are more appealing to the mind and goes in hand with the belief that an individual gravitates more towards soothing designs and does not need to be barraged with a lot of colour.

Lastly, we based our study to understand how individuals perceive store layouts and what do they find 'therapeutic', meaning, an environment which soothes your minds and puts you at ease. This thought process stems from the fact that a lot of individuals are quoted saying that shopping to them, feels like therapy.

Hence, it was interesting to understand how a brand can make this experience even more calming for their shoppers with respect to their store layouts and as per our analysis, Zara, has come above all.

With open spaces, racks and fixtures and only having played with white lighting, 47 respondents believed that such a shopping environment would make them feel more at ease and have a calming effect. The Van Heusen and Levi store layout got almost equal number of votes (36-37, respectively) where the stores did not have ambient lighting and predominantly used dark shades of display, it was surprising to see that Louis Vuitton did not garner much attention, only 20 votes, as it was the only store layout which had its display neatly organized and looked very immaculate. However, the bags were displayed from the ceiling to the floor and would prove to be a chore in looking out for all the products by the consumers and could thus be a factor of dis-comfort whilst shopping.

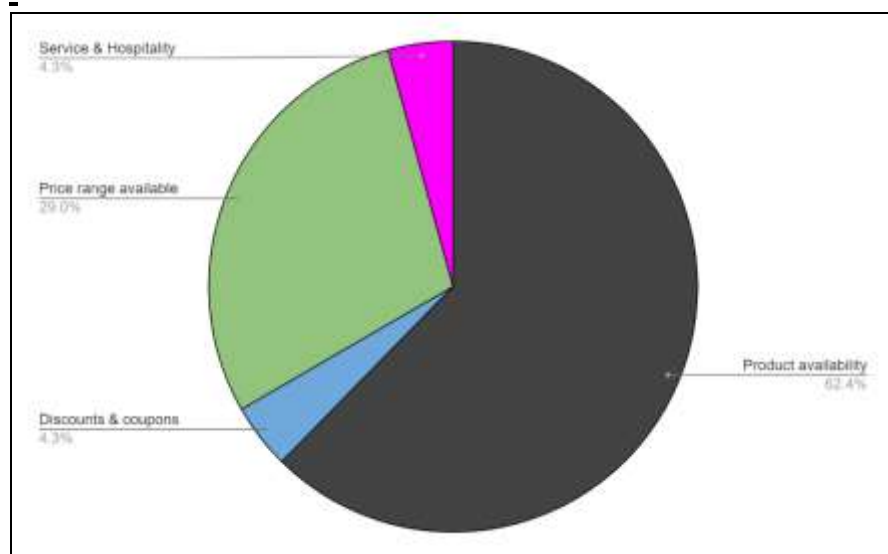
B) Quantitative

Type of Research: Descriptive Research

Research Area: Mumbai

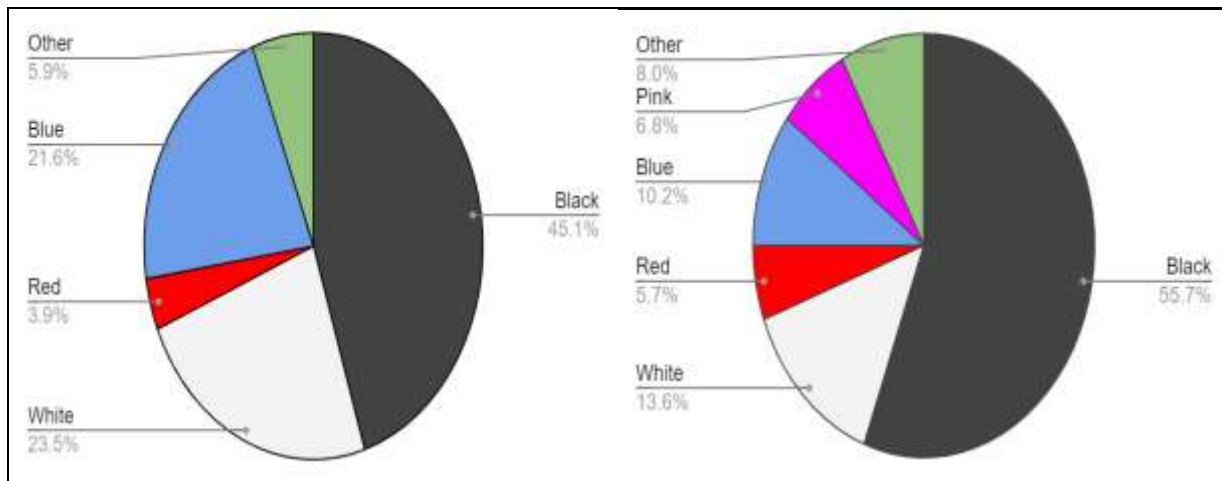
Sampling Technique: Convenience Sampling

Sample Size: 140

Numerical Analysis: 1 Brand loyalty and Influencing Factors**Interpretation:**

On posing a question about brand loyalty about a total of 48 survey takers were completely certain about their brand loyalty while 41 were dwelling in the maybe category and 51 respondents clearly answered negatively about their brand loyalty preference. This directed us to a positive number of 93 respondents (accommodating yes and maybe responses) who were somewhat brand loyal. The forthcoming steps were taken to filter out the influencing factors that impacted brand loyalty and pre-purchase factors of these 93 survey takers namely: product availability, price range, Discounts and coupons and Service and hospitality.

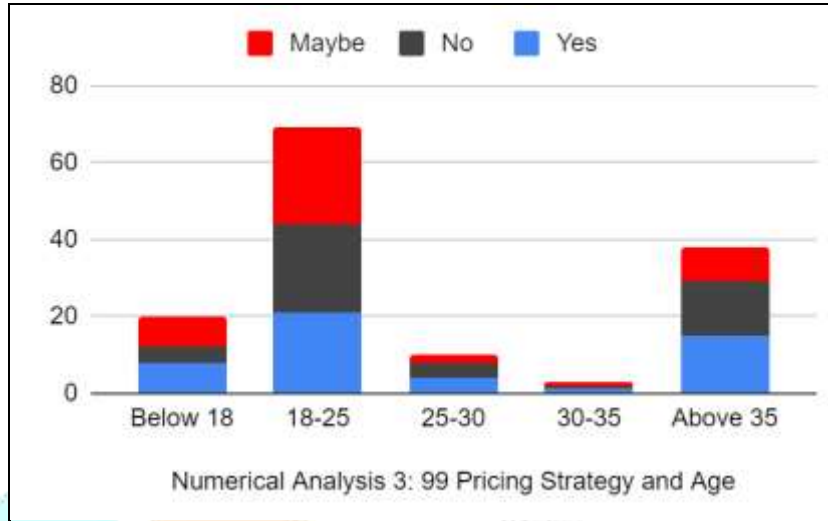
About 62.4% of the survey takers strongly perceived product availability as a retaining factor of their loyalty as a consumer followed by the price range available. Discount and coupons and Service and hospitality ranked equally garnering 4.3% each. This positioned the width and depth of product category availability as a major deciding factor while shopping as most consumers like to explore and come across similar products while adding to cart.

Numerical Analysis 2: Colour and gender**Male****Female****Interpretation:**

In the study and scope of neuromarketing research, colour plays a pivotal factor. The brand logos, store layouts, product displays, brand style guides, advertising and social media aesthetic majorly depend on specific colour scheme and the ever-evolving discussion that categorises certain colors like blue to the male gender category and the pink shades to the feminine category likewise. So, we decided to combine the factors of gender vs. colour and reinstate how certain genders relate to specific colors with respect to fashion. Out of 140 respondents, 1 respondent was under the custom gender category, 51 survey takers were male and 88 respondents were female. The colour black was a clear winner in terms of both genders as it can be perceived in the chart above. This can be more to do with the fact that more often than not the colour black relates to the adjectives “fierce” and “edgy” which draws a similar analogy to the word fashion itself. Closely narrowing down was the colour White followed by Blue in both gender categories. The colour pink was not mentioned by male respondents in the survey however. About 5.9% Male survey takers also mentioned the colors green and brown in relation to fashion whereas 8% of female respondents closely related fashion to either bright colors, pastels, or mood-based shades.

Numerical Analysis 3: 99 Pricing Strategy and Age

| Age | Yes | No | Maybe |
|----------|-----|----|-------|
| Below 18 | 8 | 4 | 8 |
| 18-25 | 21 | 23 | 25 |
| 25-30 | 4 | 4 | 2 |
| 30-35 | 1 | 1 | 1 |
| Above 35 | 15 | 14 | 9 |

**Interpretation:**

A major chunk of survey respondents were under the 18-25 and Above 35 age categories which laid down the perfect ground to draw analysis about the “charm pricing” strategy. The numbers as illustrated in the chart above clearly pointed us out to a specific direction. Most survey takers responded positively implying that the 99-pricing strategy worked on them while on their shopping rendezvous. What was even more interesting to conclude was the fact that a total of 45 survey takers (About 32% of total respondents) were unsure but deviated towards a positive effect about the psychological pricing strategy impacting them. About 46 respondents remained indifferent.

Conclusion, Future Scope and Limitations

Neuromarketing is an emerging concept, creating innovative content to understand and evaluate consumer psychology. This field is under exploration, as the potential of human brain is not fully known to us, no single technology has been able to acquire full Knowledge to this potential. It is not a replacement to the traditional marketing methods but more of a concept to be used alongside traditional methods to gain a clearer insight of a consumer's behavior on certain implications. Neuromarketing provides clarity into the ongoing decisions in the minds of a consumer, but it is still important to know the explicit decisions that the brain makes and causes consumer attractions towards a brand.

For running a complete market research, the usage of both neuromarketing as well traditional marketing tools is essential. We are aware that customers say what they think they should say and not what they feel, and hence an accurate research is required and the steps to research need to be defined. For the perfect use of neuromarketing, we need to understand what drives attention of the customers, their emotions and memories towards a particular brand or product using neuromarketing methodologies. With this, conventional marketing researches need to be taken to establish the Right blend of both Neuroscience and the Traditional marketing mix.

Neuromarketing is limited by the extensive costs of conducting a research. Thus, research requires a variety of technologies such as EEG, fMRI, biometrics, facial coding and eye-tracking to study how consumers respond and react

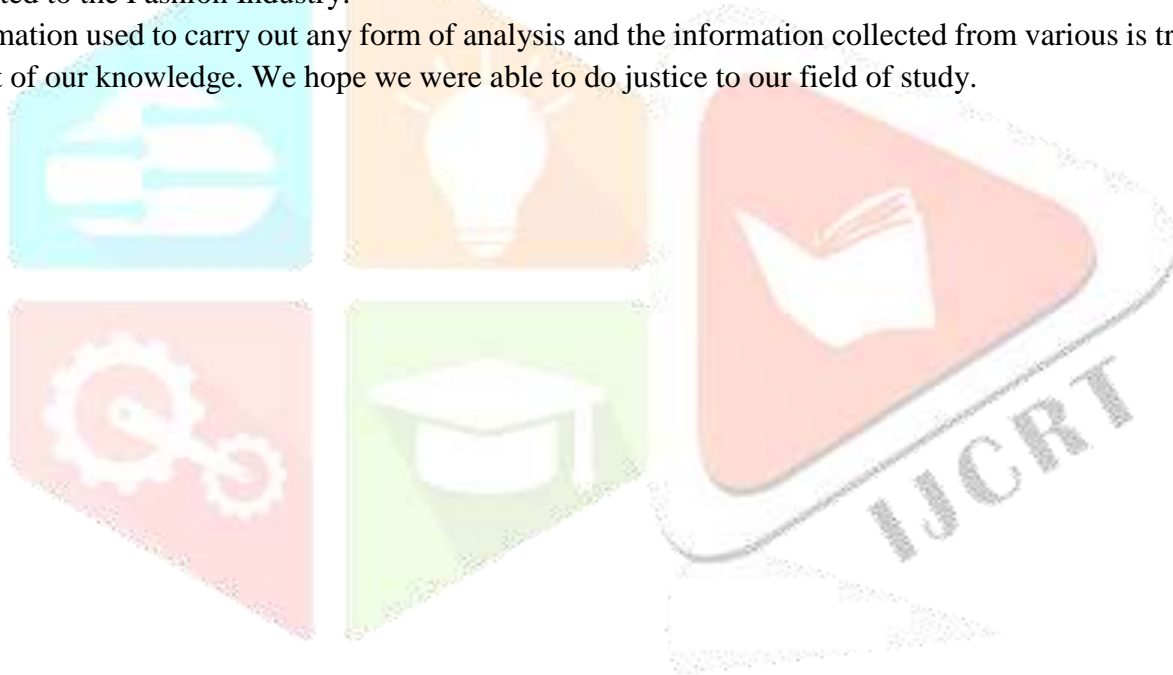
to stimuli. However, the expenses to rent or even own these technologies and lab to support the experiments may be needed to operate the research effectively.

Keeping aside costs and resources, it is the Neuro ethics that are at the verge of risk. Consumers are afraid that if the marketers are able to analyze the existence of a "buy button" they may exploit it to their advantage. There needs to be a legislative approach to this emerging concept to assure meaningful and ethical use of "Brain to gain" in marketing, and the developments that arise with it.

Our research concludes that neuro-marketing may seem to be slightly tedious as it requires extensive research and understanding of the target market. However, it is bound to bring fruitful results as it tests positive for all experiments and hypothesis we had in mind. We believe that the human mind can be triggered with memories, colours, shapes and perceptions in a positive way which can thus influence an individual's buying process.

From our study, we have understood that neuro-marketing isn't just helpful for product placements but also for re-targeting consumer psyche. Although, we worked under certain limitations owing to time and availability of resources, the results improved our understanding on the field and helped gain a deeper insight, particularly well owing to the study limited to the Fashion Industry.

The information used to carry out any form of analysis and the information collected from various is true and authentic to the best of our knowledge. We hope we were able to do justice to our field of study.



Annexure 1

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