

THE VEILING PART OF NEUROMARKETING IN DEVELOPING BRAND PREFERENCE IN FMCG SECTOR: A CONCEPTUAL STUDY

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ABSTRACT

In the prompt and dynamic scenario of the Indian corporate, many organizations would always need to understand the customer's perception towards their products. This study is initiated by the researcher; Since Neuromarketing focuses on relationship between consumer's subconscious mind and the behavior. those are the factors that decide the brand preference. FMCG sector in India is highly brand oriented, so application of neuromarketing in FMCG sector would help the marketing experts to make better use of their brand decisions. Neuromarketing can consequently be defined as a new branch of marketing, based on the techniques resulted from neurosciences for a better identification and understanding of the cerebral mechanisms that fundament the consumer's behavior, in the perspective of increasing the efficiency of the commercial actions of companies. Since the beginning of the 1990s, there has been huge progress, as attested by the contribution of the two doctors – the American Paul Lauterbur and the British Peter Mansfield - by their imagery technique of magnetic resonance. Here the researcher indicates the two dimensions of minds i.e. conscious and sub-conscious mind. Those are the deciding factors in the brand preference of a customer so by understanding conscious and sub-conscious mind the marketer may come to know about the factors that decide a customer's preference of brand. Human brain is the most complex structure/system known to mankind. Understanding and explanation of its functioning in relation to very dynamic modern life represents a formidable challenge. Literally every day, however, the researchers learn more about the mysteries of the mind. So applying he neuromarketing in the field of FMCG may trigger the marketers in this field to grab the consumer's mind and make them a loyal customer to a particular brand.

Keyword: - NeuroMarketing, Brand preference, FMCG,

1. INTRODUCTION

In the prompt and dynamic scenario of the Indian corporate, many organizations would always need to understand the customer's perception towards their products. This study is initiated by the researcher; Since Neuromarketing focuses on relationship between consumer's subconscious mind and the behavior. those are the factors that decide the brand preference. FMCG sector in India is highly brand oriented, so application of neuromarketing in FMCG sector would help the marketing experts to make better use of their brand decisions.

Neuromarketing an overview

Neuromarketing originates in neurosciences, and its objective is to understand the functioning of the human spirit
Neuropsychology -Neuropsychology is interested in the clinical consequences of the nervous system pathology, the cognitive aspect, intelligence and emotions;

Cognitive neurosciences -It studies the connections between the nervous and the cognitive systems. The cognitive reorganizes the different mental processes beginning with an analysis of the perception of the environment to motion orders (through memorization, reason, emotions and language). This definition goes beyond the frame of the human or animal frame, but it also encompasses the processes that take place inside the artificial systems, such as computers. The scientific domain that studies the various aspects of the cognitive is called cognitive sciences.

Neuromarketing -Neuromarketing can consequently be defined as a new branch of marketing, based on the techniques resulted from neurosciences for a better identification and understanding of the cerebral mechanisms that fundament the consumer's behavior, in the perspective of increasing the efficiency of the commercial actions of

companies. Since the beginning of the 1990s, there has been huge progress, as attested by the contribution of the two doctors – the American Paul Lauterbur and the British Peter Mansfield - by their imagery technique of magnetic resonance. This paper is attempted to synchronize neuromarketing and FMCG sector so as to enjoy the essence of the increased brand awareness. a company, that tries to attempt this, may get to understand the consumer's subconscious mind. They can accordingly act to make changes in their campaign or sales promotion activities.

2. STATEMENT OF PROBLEM

In the FMCG sector, brand awareness is an essential part in successful marketing implementation. Even though there are many techniques that focus on increasing brand awareness, yet this is quite difficult to understand the consumer's brand preference because of their changing opinion on brand. The marketer has to find the forces that drive consumers to prefer a particular product in a particular situation. There are no stable things to determine these forces so the organization has to update frequently to understand the contingent preference of the consumers. There is a huge need of an instrument for continuously understand customer preference towards brand. Many of the time consumers' preference is determined by indirect forces that are not visible themselves so understanding these indirect forces, that are broadly called subconscious mind, is quite difficult. This induces the need for neuromarketing in this sector.

3. OBJECTIVES OF THE STUDY

- To develop a conceptual model for the need and significance of neuro marketing in FMCG sector.

4. DECIDING FORCES OF BRAND PREFERENCES IN LINK WITH NEUROMARKETING

Human mind is the phenomenon that establishes the brand preference and mind is classified into two types one is conscious mind, another is sub-conscious mind.

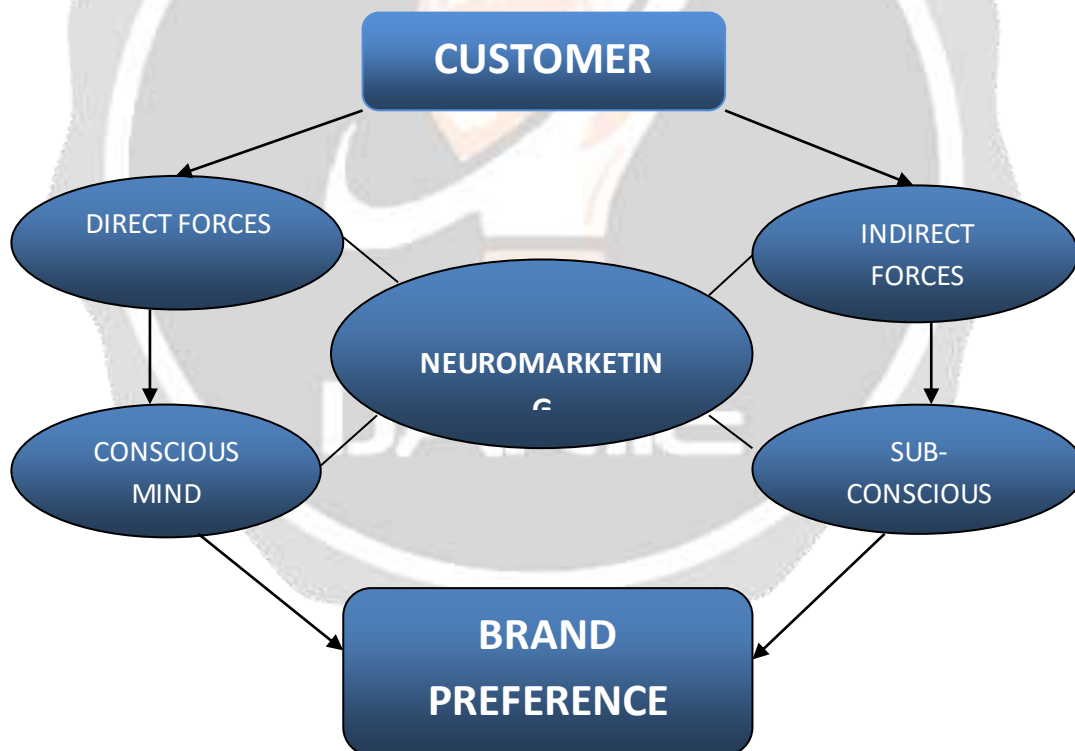


Figure 4.1: A CONCEPTUAL MODEL FOR DECIDING FORCES OF BRAND PREFERENCES

The perceptual aspect of the mind, called conscious mind, autonomous functional mind called 'subconscious mind' Here the direct forces are controlled by the conscious mind and indirect forces are controlled subconscious mind. Many marketing experts target these indirect forces that also lead to brand preference. Direct forces are controlled

by the real time situations. Consumers' prefer their brand according to their situations. Indirect forces are predetermined or programmed by their behavior or habits so that that directs the consumer to prefer their brand.

The nervous system is the body's major controlling, regulatory, and communicating system and is principally composed of the brain, spinal cord, nerves, and ganglia. These, in turn, consist of various groups of cells, including nerve, blood, and connective tissue. Through its receptors, the nervous system keeps people in touch with the external and internal environment. Together with the endocrine, i.e. hormone-secreting, system the nervous system regulates and maintains the body equilibrium and thus every part of our life. Various activities of the nervous system can be grouped together as the three general, interrelated functions: Sensory, Integrative, Motor.

By developing this indirect sub-conscious preference towards a particular brand, a marketer can achieve maximum level of brand preference. Neuromarketing helps the marketer to understand the forces that affects the sub-conscious mind of the consumers and the marketer can mould the branding decisions accordingly to improve the customer preference towards the particular brand.

Since Brand preference is becoming essential for any marketer to attain optimum customer loyalty, Application of neuromarketing in the FMCG sector for brand preference may help marketer to entice the consumers to prefer their brand.

4.1 BRAIN RESEARCH METHODS

Throughout this book we make references to the experiments and studies which aimed at the analysis of the brain and document the relationships between the neuronal system and behavior. The methods in question are used to investigate the anatomy and the physiological functions, to model the brain activity and analyze behavior.

There are many techniques for brain research some of them are as follows

4.2 Lesion Studies

The lesion studies focus on the pathological cases of patients with the brain damage. Their primary purpose is to determine how this condition influences behavior of the individual. Correlating specific damage to the brain with the corresponding behavioral changes deviating from the norm is used to draw causal inferences regarding the function of the affected brain area. Apart from accidents, people typically suffer lesions as a result of strokes or cancer. In contrast, when using the laboratory animals scientists can produce lesions to suit a particular research project. Neurobiological similarity between various animals and the humans serves then as a basis for generalization of respective findings and extensions to human beings

4.3 MRI

Magnetic resonance imaging (MRI) emerged as a safer and far more detail-oriented technique than X-rays. It is not limited to the analysis of the brain alone. The pictures are obtained by using the combination of a very strong magnetic field and the radio waves. Their interaction produces radio signals which although weak are nevertheless sufficient to reflect the intrinsic details of the brain structures. During the procedure (usually lasting no longer than 1 h), the patient lies on a bed, with her head surrounded by a large magnet which causes the atom particles – protons – inside the patient's brain to align with the magnetic field. Subsequently, a pulse of radio waves is directed at the patient's head and some of this energy is absorbed by the protons, knocking them out of alignment.

4.4 fMRI

The Functional Magnetic Resonance Imaging (fMRI) is an outgrowth and a variation of MRI. Its concept is based upon a conventional MRI scanner, but accounts for two additional phenomena. The first is that the blood contains iron, which is the oxygen-carrying part of the hemoglobin inside the red blood cells. The iron atoms not bound to oxygen ("deoxyhemoglobin") produce small distortions in the magnetic field around them. The second key phenomenon underlying fMRI is the physiological principle that whenever any part of the brain becomes active, the small blood vessels in that localized region dilate, causing more blood to rush in.

Here are some more of the brain research methods,

- ➔ Positron emission tomography (PET),
- ➔ Single Cell Recording,
- ➔ Near Infrared Spectroscopy (NIRS), PET
- ➔ Electroencephalography (EEG),
- ➔ event-related potentials (ERPs),
- ➔ Magneto encephalography (MEG),
- ➔ Transcranial magnetic stimulation (TMS),

- ➔ Eye Tracking,
- ➔ Measurement of Physiological Responses,
- ➔ Face Reading,
- ➔ Response Time Measures

5. LIMITATIONS OF THE STUDY

Implementing neuromarketing is practically a difficult job because of its expensive steps of brain research and also consumers may feel not cooperative because it may disclose their personal life especially in Indian culture.. So implementing it in India is again a difficult one. This is the major limitation of this study.


6. CONCLUSION

Human brain is the most complex structure/system known to mankind. Understanding and explanation of its functioning in relation to very dynamic modern life represents a formidable challenge. Literally every day, however, the researchers learn more about the mysteries of the mind. So applying the neuromarketing in the field of FMCG may trigger the marketers in this field to grab the consumer's mind and make them a loyal customer to a particular brand.

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BIOGRAPHIES

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