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### Impact of Neuromarketing: FMCG Vs. White Goods

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#### Abstract

In today's world of fast digitalisation, consumerism and competition, producers and marketers have least time to follow the conventional cycle of researching consumer behaviour and the impact of the marketing the product on them. Neuromarketing is an emerging but track proven method of utilising the human sub-conscious mind to attract and press the "Buy Button" of the customers. Top ranking brands of the world like Coke, Apple, and Google are all using it as their new weapon to win over. The question is provoking the neuro-impulse of the subconscious mind of the customers to buy FMCG products from the shelves of a hyper market can be applicable but is it feasible to apply the same formula for complex buying behaviour involved in the buying process of White Goods?. This paper will try to conceptualise the concept of Neuromarketing and the various tools used for the same and its impact on buying pattern of FMCG products and white goods on consumer behaviour. **Key Words:** Social Media, Subconscious Mind, Neuro-impulse, Neuroscientific methods, Consumer Behaviour, FMCG, White goods.

#### 1. Concept of Neuromarketing

According to official website of Statista, United States the largest advertising market in the world spent around 218.93 billion US\$ just on digital advertisement alone in 2018 with an average increase 15.4 percent annual growth but the impact of those advertisement on consumers cannot be tested through conventional method. Neuromarketing is a fresh breather to offer cutting edge methods for directly probing consumer minds without requiring cognitive or conscious participation. According Lee et.al, 2007 Neuromarketing can be stated as "a field of study that can simply be defined as the application of neuroscientific methods to analyse and understand human behaviour in relation to markets and market exchange". There are many ways to measure physiological responses to advertising but there are only three well established non-invasive methods for measuring and mapping brain activity: electroencephalography (EEG), magneto encephalography (MEG) and functional magnetic resonance imaging (fMRI). All three imaging techniques are non-invasive methods and therefore can be used safely for marketing research, especially after the heavy criticism of the Coca-Cola 'Brain Scam scandal of 2004' (Morin, 2011).

#### 2. Some Neuromarketing Tools

With advancement in the field of neuroscience and its application in the field of marketing and advertisement, Marketers are using various Neuromarketing tools. It is not possible to explore all of them but this paper attempts to explore some of them with applied examples especially on Fast Moving Consumer Goods (FMCG). Many successful brands use 'multisensory stimulation' to attract consumers like smell, taste along with visual impacts. However the mismatch of these stimuli cues sometimes act in favour of brand attraction towards the consumers, for example a plastic bag looking like a metal one or a paper bag looking like linen can attract customers. (Martens, 2017). A good example for the same can be the package bag provided by 'Cold Stone' icecream which not only preserves the temperature of the ice cream cake for a considerable period but the poly bag also looks quite chic with its metallic look to the consumers



### 2.2. Sound and Colour:



Use of Sound and colour has immediate impulse impact on consumers. According to recent research it is said that high pitch sound in hyper market tend to attract customers to buy twice as much from white shelves compared to dark shelves. (Bies, 2016).

### 2.3. Reward System:

An Amazon promotional banner. On the left is the Amazon logo. To the right, it says "Hurry! Only For Today" in orange. Below that, "Shop for 500rs &amp; get" in purple, followed by "100% Cashback" in large green and yellow letters. Underneath, "on Bookmyshow, Swiggy, Recharges" in black. At the bottom right, a blue box says "Full Detailed Process". On the left side of the banner, there is a smaller section with "Only on 2nd Nov", "Shop for 500 or more", and "UNLOCK A FREE Movie, Meal &amp; Recharge" with icons for a movie, a meal, and a recharge. At the bottom left, it says "Offer live on 2nd November 2018" and "Offer applicable only on orders placed using electronic payment methods (Debit/Credit cards, Netbanking, Amazon Pay balance, UPI)".

Immediate cash-back or redeemable offers as a ‘flash pop up’ has become a ferocious tool acting as a neuro-impulse in the digital marketing world specially when it comes to online marketing. Youngsters tend to binge buy in order to avail these offers led as ‘boogie traps’ by the marketers here. Flipkart, Amazon can be considered leaders in this race.

**2.4. Brand Revitalisation through animated logos:**

Recent study have proven that animated logo increases conceptual fluency and even makes the customers favour the brand over another. ( Brasel & Hagtvedt, 2016) Coco Cola, HP, Mc Donalds are all on the list. Something to note is both White goods producer and FMCG producers are following this tool.



**3. Some more Neuromarketing Principles tapping consumer’s ‘buy buttons’**

**3.1. Humanize the Brand**



Voice of the brand should be strong enough to reach customer minds, frail voice may slip over in the competitive market. A good example can be KFC stating “Finger lickin good” emphasising on the taste with photo of Kentucky himself humanises the Brand.

**3.2. Press the Emotion Button:**

Emotional connection of the product ties a strong bond with the consumers. Idea 4G quote ‘#Meri real life’, promotes youngsters to share their real moments through its cellular connection without the fear of perfection. This social message would immediately bond with the consumers.

**3.3. Give a Social proof**

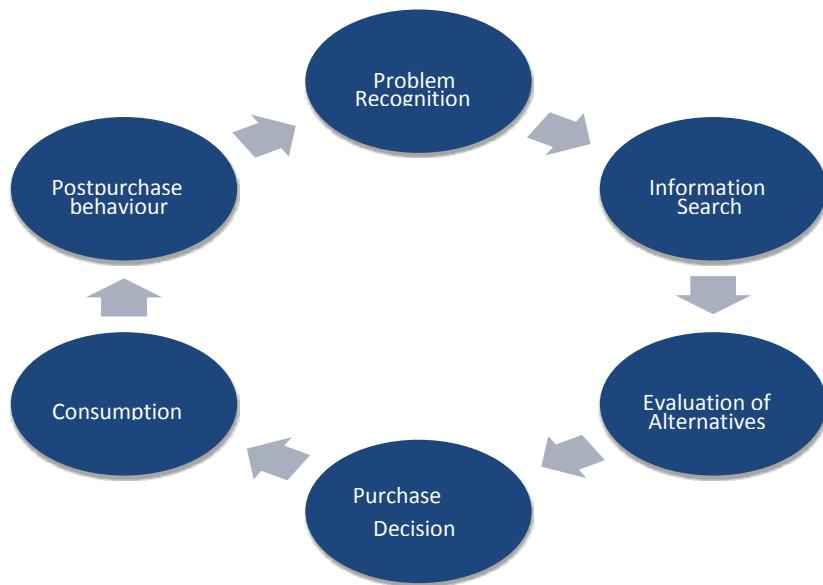
Consumers are becoming more and more aware and educated on the product quality, therefore if the producer can tap the nerve of being socially responsible it would immediately appeal to general consumers. A good example was the battle between olive hair oil brands in India, where Bajaj Amla was at the lead for quite a decade and the new launch Shanti amla brand was at the second in the race, when they launched the socially responsible advertisement of contributing a portion of the profit to girl child education of India making it win the race over a short period of time by tapping a socially sensitive issue of women education.

**3.4. Adding humour to the story**

When normally a citizen of US is said to come across 4000 advertisement a day (Sanders, 2017), it would be really difficult to spot a place in the consumer memory unless humour is used in the process. Compared to apparel brands in India Manyaver is doing great business after the celebrity endorsement of pair Virat Kohli and Anushka Sharma. Although celebrity endorsement is quite common in the advertisement world but the touch of humour has the power to linger in the consumer minds.

**4. Discussion: Impact of Neuromarketing on purchase of White Goods**

From the above discussion and examples the success story of neuro marketing is quite evident specially when we consider impulsive buying which falls in the consumer bracket of fast moving consumer goods (FMCG), but impulsive buying does not engage the buying process which involves complex buying decisions like electronics, home utilities etc or as a whole regarded as white goods. The question which would cross any marketing specialist is whether Neuromarketing impulse can impact the consumer who is planning to buy his next refrigerator or Television set, since the consumer has to go through the following stages of decision:



(Self-structured diagrammatic representation of complex decision making process of the consumers)

It can be clearly debated that when the question comes to complex buying decisions, factors like warranty, post purchase evaluation, brand rank of the product all plays an important role in the process, but that necessarily does not mean that these producers do not utilise Neuromarketing, in fact many a major brands as stated earlier is utilising Neuromarketing in their favour to create a place in the minds of the consumers.



## 5. Conclusion

Through the vivid discussion and through detailed study of other eminent researchers and academicians, no concrete demarcation line can be drawn for Neuromarketing as a tool used for only FMCG neither can it be concluded that Neuromarketing has no influence on complex buying decision process involved for White goods. It is quite evident that consumer mind study is quite complex and no hard and fast rule can be formulated to reach the same. The success story lies in utilising and merging all the tools available for a marketing specialist and Neuromarketing tops the same when it comes to trend, science and effectiveness.

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