

# **NEURO MARKETING**

**Kanyakumari Udagi**

*Assistant Professor, Dept. of Commerce,  
S.S.A. Government First Grade Collge (Autonomous) Ballari*

## **ABSTRACT**

*The paper on “Neuro Marketing “ Future Way to Understand Consumer Decision-Making Process Highlights the decision making process that is in the minds of the consumers. Traditional research methods that mine the surface are likely to miss much of the factors that influence consumer behavior. When organization or their competitors perceive a potential gain in the environment the brain’s ancient system of reward approach motivation is set into action. Reward approach system is the most basic motivator of activity in the brain, and potential gains appeal to it in specific ways. Bridging the gap between mind and behavior is one of the key challenge that face marketers today. Neuro Marketing aims to amp brain patterns and provide a more direct path to human Decision-making. Neuro marketing claims to go beyond traditional selling techniques and claims to actually drives the decision making process*

***Keywords: Neuro marketing, claim coaching, MRI Training.***

## **I. INTRODUCTION**

Consumers undertake a complex buying behavior when they are highly involved in a purchase. When it comes to high-tech marketing fort marketers of new products ,there must be always room for improvement when economy is plodding. Accurate estimation of consumer demand and preference is vital for success of these new products , This is because so much of consumer thoughts occurs in the unconscious framework of the consumer

Traditional research methods that mine the surface are likely to miss much of the factors that influence consumer behavior. When organization or their competitors perceive a potential gain in the environment, the brain’s ancient system of reward approach motivation is set into action, studies have proved that this “Reward approach system” exists even in primitive forms of life,It is the most basic motivatity in the brain and potential gains appeal to it in specific ways. Bridging the gap between mind and behavior is one of the key challenges that face marketers today.

“Cognitive Neuroscience” officers as a means to bridge that gap.

### **Neuro marketing**

It is an approach based on “Neuro science”. Neuromarketing aims to map brain patterns and provide a more direct path to human Decision-making

Neuro marketing claims to go beyond traditional selling techniques and claims to actually drive the decision making process

It is understood that human brain can be categorized into three separate parts that act as separate organs, with different cellular structures and different functions, which helps to communicate more effectively.

Thus the brain process information differently

- **The New Brain** This is responsible for research, logic and deduction.
- **The Middle Brain** This component processes emotions and gut feeling and shares its findings with the other two brains.
- **The Old Brain** This is the innermost and oldest part of our brain.

This part is responsible for keeping us alive. This is the brain our ancestors, the first humans used millions of years for survival.

Thus the principle is that as a market is able to reach the old brain or primitive of brain and get one's point across in no uncertain terms, it is that organization has won. It is actually a straightforward exercise as long as one knows the path to do it.

#### **Successfully Way of Reaching Human Decision Making Process**

Selling Probability= Pain Research\* Claim Coaching\* Gain\* (Old Brain Training) Step that govern the process:

**Pain Research** Assessing the nature and intensity of Customers pain.

**Claims Coaching** Developing the highest compelling reasons why no competitor can provide a better alternative than your solution.

**Gain** - Demonstrating beyond reasonable doubt how the customer will benefit.

**Old Brain Training** Adopting the best techniques for delivering the above points in a powerful memorable message.

The prime job for the marketer is to identify and measure pain, claims and games for the products and the old brain training makes the selling probability for the organization's products to the maximum. This means that, as the marketer one has bridged the gap between the mind and his actual behavior towards the product.

Companies like Commercial Alert, UK offers service to organization for MRI Scanning and psychological testing that profiles the brain activities in response to products, advertisement and pipacakage.

The Neuro-marketing is a new technique in understanding consumers' decision-making process. In the light of post liberalized Era such methods and techniques are been followed in western countries in the battle for market share.

The approach of Nero science is gaining traction. The techniques like MRI helps companies to create a foundation for long lasting customer relationship.

## **II. CONCLUSION**

The neuro market is a new techniques in understanding-consumers' decision-making process. India such methods of understanding consumers' decision making has not evolved. In the light of post liberlised Era such methods and

techniques are been followed in yester countries in the battle for market share. The approach Neuro science is gaining traction.

Techniques like MRI can be used to understand customers' minds and use it to manufactrue market and cell products. This techniques helps companies to create a foundation long –lasting customer relationship. As Einstein put it" unexpected connection) between the product and the mental process or what hold the hold to winning in the market place.

## **REFERENCES**

- [1.] WBENOY JOSEPH with Robert W,Cook and Rajashekar G.Jawalge, "Marketing on Web: How Executive feel, what business do " Business horizons, July-August, 2001.
- [2.] David M.szymanski, "Customer Satisfaction: A Meta Analysis of the Emphirical Evendences:, Academy of Marketing Science Journal, Winter 2001.
- [3.] Ghosh M.N, Fundamentals of Pharma Cology, 2<sup>nd</sup> Edition, 1984.
- [4.] N.Muruges., Basic Anatomy and Phusiology, reprint 1996.
- [5.] Engel, J. E., D Blackwell,R.D. and Miniard" Consumer Behaviour", The Dryden Press (1994).
- [6.] Belk, R.D. "An Explanatory Assessment of Situational Effects in buyer Behaviour", Journal Marketing Research (1974).