

## Applications Of Neuromarketing Sciences On Digital Marketing Models - A Theoretical Frame Work

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**Abstract:** There is paradigm shift in the way consumers make their purchases as social distancing defines the new norm. There is an over reliance on the digital medium and both the consumers and the marketers have started to embrace the same. The customers have become more active in social media networking and the change can be observed not only in their lifestyles but also in their attitudes and perceptions. So it becomes really imperative that this new channel that the marketers are going to rely on has to tailor itself according to the vicissitudes. The digital marketing has brought in transformations in the purchase patterns. Purchases are no longer a group function and neither is it made consciously. This individual exercise is controlled by the brain. So an individual's neurological elements and his brain becomes the deciders in a purchase activity. There is a call for exploring methods that can entice one's brain and thereby help a brand to perpetually map itself high up in this pivotal organ. This paper highlight's the unexplored relationship and the dependency of digital marketing models on neuromarketing sciences. Neuromarketing is an emerging field in marketing. This nascent marketing strategy connects the subconscious and the emotional facet of a consumer to a brand by the application of various neurological multipliers. Of late, neuromarketing has gained a lot of credibility that most of the marketers have started to wake up to the promising calls of this technique and to harness its potentiality in the digital marketing medium. This paper attempts to analyze the applications of neurosciences on the customer engagement models on digital media.

**Key words:** Neuromarketing, Digital marketing models, Neurological multipliers, customer engagement, Forester's 5I, Consumer behavior

### 1. INTRODUCTION

#### 1.1 Digital Marketing: Changing landscape of marketing

Marketing unlike other major industries has undergone revolutionary and drastic disruptions due to technology. The consumers increasingly spend their time on online shopping. Online shopping has become a hobby rather than an activity that satiates a need. This year *Statista*<sup>1</sup> has estimated that there will 230.5 million or more online shoppers. The digital marketing media is much resorted to as it provides a fair playing ground for different sized businesses. The huge budgets do not matter. What matters is -how focused efforts bear results.

Data is the order of the day. The success of online marketing is how we make use of the plethora of data sources. The data when mined, helps the companies to move from the old traditional mass marketing techniques to target marketing. With the advent of Artificial intelligence there is an increasing emphasis on individual marketing. The "likes and dislikes" of a person or an individual consumer is often tracked online.

Web analytics like google analytics also help us to understand and track the performance of a website or a webpage on the net. They give insights about the landing pages, the conversion rates and many other facets that often go unnoticed in traditional marketing concept.

Social media networking helps to launch and run a campaign on the net for the target groups in a cost effective way. One can flex one's brand online by being popular and get the desired reach.

#### 1.2 Customer Engagement Models on Digital Platforms

Digital markets are getting cluttered day after day and engaging the customers on these digital platforms has become quite challenging. The concept of customer engagement speaks of all the ways by which a customer interacts with the business. It has been one of the most popular buzz words that emotionally involve a customer with a product or a brand. For engaging the customers online there are various touch points that increases the interactions, like email, live chats, social media networking and webinars. The pattern of customer engagements has undergone a lot of transformation because of the digital revolution. The customers' preference and purchase history has to be carefully

studied and thanks to AI algorithm this is possible now. The marketing houses need to harness their customer interactions across the web and convert them into actionable insights. The better experiences if given to customers will in turn result in higher profits.

Customer engagement strategies have changed. The old school thought talks about the personalization of a product or a brand through customer interaction on an offline mode. In most of the scenarios the charm and the wit of the salesperson does the job. The human interaction has considerably reduced in the online mode. In today's digitized era, personalization is one of the ways to differentiate your business from competitors. Delivering a seamless, personalized, and consistent customer experience is important to stay ahead in today's digitized competitive environment.

A large number of digital marketing models are suggested to enhance the customer engagement like Forrester's 5I, Race planning, Technology Acceptance model, the honey comb model etc. These models only explain how customer engagement takes place on the online media. However, the marketers and the brand gurus found that the methods to improve the engagement process was not very successful online. The advent of the applications of neuromarketing strategies paved way in the better understanding of the human brain and the unconscious and its sublime elements that were the deciding factors in brand engagement.

### **1.3 Neuromarketing and its applications**

According to psychologist consumers gather a lot of information today. Learning theory states that our behavior is based on our learnings and experiences from the past. The engagement process with a brand involves a lot of psychological elements like perceptions, motivations, and attitudes. The external stimuli also helps in reinforcing our behavior and this is evident in the purchase pattern exhibited by the consumers.

Today the increased internet indulgence bombards the data on the customers and their drives, cues and reinforcements are mainly shaped on the basis of these unstructured data rather than on experiences. This has increased the complexity of the marketer's role. Marketers need to identify the behavior, preferences, attention, perceptions and habits of the digital consumers. These variables are the manifestations of certain processes in the brain which are justified by the neuromarketing technique. Neuromarketing can be applied successfully in the main areas of marketing namely advertisements, product design, packaging, pricing, store design etc. This technique measures the brain wave which help us to understand the impact of marketing stimuli and also to measure audience responses to accelerate the decision making process. It signifies the importance of emotions in human decision making.

At strategic level, the majority of concerns working under Neuromarketing are highly active in market research domain. Thus, Neuromarketing depends largely on human interactions like consumer experiences on the quality of the product and services provided to them. They hence bring in some heuristics on how to provide better quality in all terms to delight the consumers. In order to test the marketing stimuli on one's brain and to measure the responses that resonates one has to make use of lot of clinical tests like the Trans cranial Magnetic Test, Eye tracking test, Skin conductance test, Positron Emission Tomography test and Magnetic Encephalography test. Thus neuromarketing is a unique technique that can gather lot of information above and beyond the level of human cognition and perception and gives us lot of insights into the latent elements of the purchase patterns.

## **2. REVIEW OF LITERATURE**

Cummings, Maria (2007)<sup>2</sup> the author states that consumer engagement is one response that advertising and marketing professionals have suggested as an antidote to these changing times. The Advertising Research Foundation (ARF), the American Association of Advertising Agencies (AAAA), and the Association of National Advertisers (ANA), have taken on the challenge of defining this concept, as well as developing metrics to better grasp the importance and relevance of the emotional connection to buyer behavior as delivered through advertising. Creating this new metric has proven difficult, however, as scholars and industry professionals have voiced many different opinions and concerns regarding the topic, which varies depending on the type of media used.

Willem Kottier, (2014)<sup>3</sup> examines the added value of neuromarketing tools in the area of marketing research. The author states that the brains of the consumers contain hidden information about their true preferences which could directly influence their buying behavior. His study indicated a positive contribution of neuromarketing tools to the aspects of identifying the customer needs and wants and also to the all four aspects of integrated marketing program namely product, price, distribution and promotion.

Lee Dokyun et al. (2018)<sup>4</sup> assert that, in the past few years, there has been a real explosion of abilities of neuroscientists to directly study brain activities related to frequency, time and the space where these activities take place. The author states that in contemporary world the marketing experts realized the potential of such technologies and associated with neuroscientists to create the new world of "neuromarketing". Neuromarketing can be defined as a marketing branch using neuroscientific methods and techniques for analyzing and understanding human behavior with regard to market and important marketing issues.

According to neuromarketing expert, Felix Cao, (2019)<sup>5</sup> if we apply certain brain activity measurement strategies to measure an individuals' response to various marketing elements it will help in persuading a customer to a desired action. He calls for the companies to incorporate neuromarketing tools to digital platforms for increased customer engagement.

### **3. NEUROMARKETING IN DIGITAL ENVIRONMENTS**

Digital platforms provide new challenges to our brain. The increased plunge into gaming, social media networking has affected the sensory and neurological faculties of an individual. It has been noted that those websites that have strong visual appeal and unique content are successful in engaging and retaining customers online.

#### **3.1 Designing Websites with help of neurosciences**

A man's brain is very unique. There are two ways in which we perceive and understand things. The first way is automatic and effortless. We tend to be driven unconsciously by what we see superficially and there is an element of perpetual fluency and make judgments on a default mode. In the second way more attention and effort is required to understand facts. When driven by concepts, motivations the judgments tend to be highly conceptual. So while designing a website following neuro multipliers have to be incorporated.

- **Symmetrical designs** are easily accepted by our brain. Symmetrical designs reduces the complexity of designs.
- **Familiar designs** with high levels of contrast between the subject and the background should be incorporated.
- While designing the website one can use **Golden ratio and fractal patterns** (i.e. patterns that are very predominant in nature).
- In designing, another important consideration is the kind of images that is placed in the websites. Any image in the website should depict **Novelty**.
- The brain has always a **preference for left** and we have a tendency to be more influenced by visuals things in our left visual field. So the important information like new products, rebranding, and new pricing policies should be displayed on the left of the screen.
- The lines and angles used in the website design should be sensitive to **orientation laws** and **oblique effect**.
- **Visual and Audio saliency can be achieved by using colors and realistic sounds** .Colors have a lot of influence on people's perception and desire. Bright colors helps the websites designs to stand out. Including moving images can also attract the attention of the visitors. Inserting familiar sounds and music according to the age and cultural profile of the customers will help in enhancing the involvement of the visitors.

#### **3.2 Enhancing SEO and content through neurosciences**

One can enhance the search engine optimization process by the use of neurosciences. The keywords that are used to optimize the search engines must be emotionally evoking. The entire content in the website should be framed and structured by using neuroscientific techniques.

- Words like solve, love, discount, free, pain, success have a lasting effect on the website visitors. Creative use of these words in the web pages headings and meta descriptions makes it more likely for them to appear in the search results listings .Such keywords awakens the subconscious mind of the visitors and help in retaining a visitor in the website .More time a visitor spends on the website the relevance of the website increases and it naturally gets optimized.
- Inclusion of content, infused in humor and emotions in the websites instinctively stimulates the brain and invokes positive emotions.

#### **3.3 Pay per click and affiliate marketing works on Reciprocity**

- Pay per click is a method of driving traffic to your website by paying the publishers' every time an ad is clicked. The pay per click concept works on the principle of reciprocity .Reciprocity governs an individual's behavior most of the times. It is concerned with the act of returning a good deed with another good deed, in order to repay and reward people who do good deeds. Time immemorial human beings have respond to the way they are treated and tend to be treated by others.

#### **3.4 Neuromarketing strategies for social media marketing and online public relations**

- Story telling in the social media platforms like Face book and Instagram will help in pushing the products. In social media we share our emotions and try to connect with people with similar experience, joy and satisfaction. Telling a human story about a product or service is a content neuromarketing technique which is underused. Now a days many companies relying on blogs to sell their product.
- The ads that are used to narrate the stories should not span more than 20 seconds. Lengthier the stories there is more probability that the story will be forgotten.

- The posts or tweets of celebrities (influencers) also plays a very important role in pushing a brand online. The social media post and the ads connects the consumers to products more personally than a television ad. The online post and the recommendations of the celebrities appears to be more credible and trustworthy than the other promotion vehicles.
- Inserting testimonials and blogs of positive experiences with the brand also help in reinforcing the brand online.

### **3.5 Improving Email Marketing Campaigns through Neuromarketing**

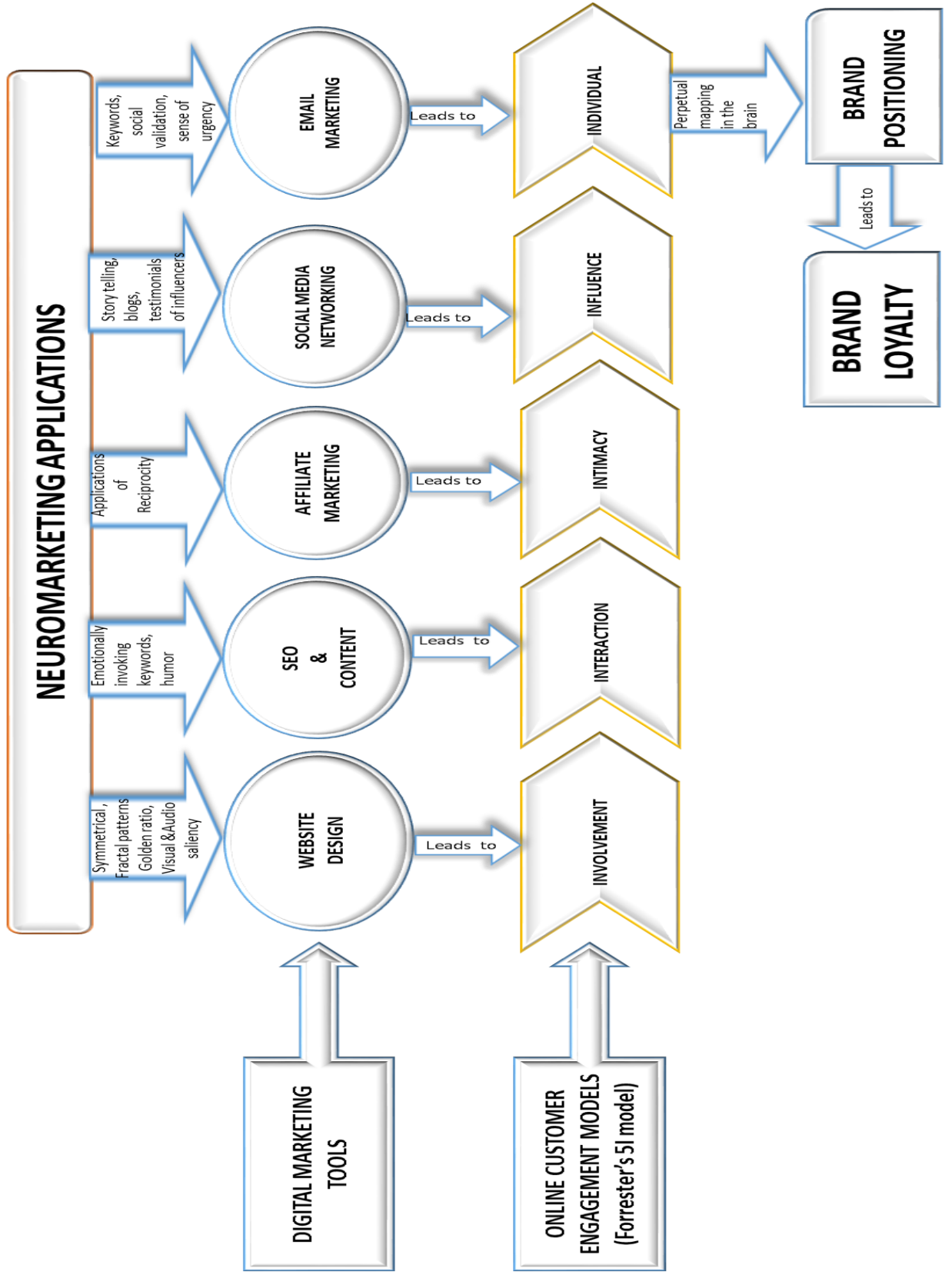
- In email marketing hundreds and thousands of emails are send to the prospective customers to update them with information about a brand or a new product in line.
- The subject line is the first part of the email that the recipients read. The subject line should have real catchy words that will draw the attention of the readers. One can include words that will invoke nostalgia, sensuality or price sensitivity or surprise element in the subject line
- Emails should contain gifs and brand logos which will help in unaided recall of the brands during the purchase exercise
- Consumers generally seek confirmations of their actions. Neuromarketing validates the actions of the consumers and help in removing the cognitive dissonance associated with a purchase. Providing information on the popularity of product and the number of people who have purchase the products will help in providing social validations to millions of customers online.
- Another neurocognitive biasness that can be applied in email marketing is by creating a sense of urgency. The human brain always react very fast when they find that certain products are in limited amounts or scarce in nature.

## **4. NEUROMARKETING AN INDISPENSABLE TOOL FOR DIGITAL CUSTOMER ENGAGEMENT – A THEORETICAL MODEL.**

To explain the influence of Neuromarketing strategies on customer engagement, the *Forrester's 5 I model* is used. The *5I* stands for Involvement, Interaction, Intimacy, Influence, and Individual. This concept was based on the research conducted by Forrester, were he proposed a new rubric for engaging customers on net. This digital model talks about the behavior of individuals on social media platforms like Twitter, Pinterest, Facebook and Instagram. The Forrester's engagement model tells us how the customers buying habits have changed when they make a purchase through the online mode. Here the group decision making concept has faded into individual decision making process. As a result, a prospective customer spends a lot of time surfing net and interacts with the other surfers on social media platform. In the process, the brain the ultimate processing center finally affects the decisions.

This theoretical framework represented below explains how neuromarketing sciences when applied on the digital marketing tools like website design, SEO, affiliate marketing, social media networking and email marketing helps in enhancing the effectiveness of customer engagement models. There is a change in the behavior pattern exhibited by the consumer at each stage of purchase. The individual as a visitor engages himself in the purchase process. The neuroscientific methods when employed increases the involvement of the visitor with the services and the brands, thus leading to intimacy. Once a visitor becomes intimate with a brand or service he transforms himself into a consumer .The consumer with a sense belongingness to the brand starts influencing others on the social media platform thus transforming himself into excellent spokesperson or influencer. The more he influences others online, the brand or the service becomes a part of his individuality. The customer now completely transforms himself to a brand loyalist.

THEORETICAL MODEL DEPICTING APPLICATIONS OF NEURO MARKETING SCIENCES FOR ENHANCED CUSTOMER ENGAGEMENTS ON DIGITAL PLATFORM



## **CONCLUSION**

The synergy between neuro and cognitive sciences with digital marketing has helped in opening up the unexplored frontiers in the area of online business. The potentials of the neuroscientific methods can be harnessed for studying the subconscious and the complex minds and they in turn help in providing concrete foundations for designing and redesigning fool proof strategies and campaigns. The future of marketing lies in the digital world and these sciences will act as guide for enhancing the online customer engagements in the future.

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