



A STUDY OF THE PERCEPTION OF MARKETERS OF SOUTHERN RAJASTHAN ON NEUROMARKETING

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ABSTRACT:

Purpose – The study's key objective is to identify the perception of marketers of Southern Rajasthan on the concept of Neuromarketing.

Design/methodology/approach – Primary data was gathered from 153 respondents who are marketers from any segment in Southern Rajasthan. The study used descriptive and exploratory research design and primary data collection method through Likert set.

Findings – The results revealed that the respondents are well aware of the concept and use their skills to read the customers' minds and make manipulations to create emotional pathways wherever necessary. The paper gave strong results that are alarming and, at the same time, true to be learned by all of us.

Research implications – The research theme is very apt as there is no such related literature on exactly the title, which makes it all the more unique, interesting and exclusive.

Originality/value – The data collection was done using a structured questionnaire on a primary basis and the write-up is based on the findings from data collection and the researcher's personal opinion.

KEYWORDS:

NEUROMARKETING, MARKETERS, EMOTIONAL PATHWAYS.

PAPER ACCEPTED DATE:

8th July 2024

PAPER PUBLISHED DATE:

10th July 2024

INTRODUCTION

Neuromarketing explores how the brain responds to brand communications using techniques like eye tracking, skin conductivity, and brainwave monitoring. Combining psychology, neurology, and marketing, it aims to better predict consumer behavior. This field has gained credibility due to recent studies highlighting its value. Physiological cues and brain activity offer insights into customer preferences and decision-making. Applications range from product assessment to marketing optimization. Notable research includes a 2007 study using fMRI to predict buying tendencies and Martin Lindstrom's "Buyology," revealing how warning labels on cigarettes trigger cravings. Our study assesses neuromarketing's practical efficacy in real-time.

REVIEW OF LITERATURE

Frederick (2022) The research paper "Recent Trends in Neuromarketing" examines the influence of neuroscience on marketing strategies, brand selection, and consumer behavior, highlighting its potential to help organizations achieve market dominance, expand their customer base, and foster consumer loyalty.

Bulbul (2022) The article "Possibilities of Using Neuromarketing in the Hospitality Sector" explores how neuromarketing can address traditional marketing challenges in hospitality, emphasizing its importance for understanding and influencing consumer behavior and decision-making. It suggests that hotel managers can enhance brands and overcome marketing difficulties by adopting innovative strategies and staying updated with new insights.

Cordova et al. (2022) The study on online purchases used

Neuromarketing's SED Method, showing significant digital transformation and e-commerce growth, especially due to the pandemic. Using EEG and surveys, it found that increased frontal lobe activity drives decision-making in both genders.

Ismalji et al. (2022) The study conducted by titled "The Influence of Neuromarketing on Consumer Behavior" examines the significance of neuromarketing in shaping customer preferences and requests. The study's findings indicate that neuromarketing facilitates organisations in comprehending consumer preferences, hence enhancing their ability to provide superior customer service.

Arranz et al. (2022) I The study "The State of the Art of Emotional Advertising in Tourism: A Neuromarketing Perspective" highlights how emotions significantly influence travel choices, often unconsciously. It emphasizes neuromarketing's role in understanding tourists' emotional reactions and improving tourism competitiveness through more effective campaigns.

Olearnik and Szulga (2022) The study "The State of the Art of Emotional Advertising in Tourism: A Neuromarketing Perspective" highlights how emotions significantly influence travel choices, often unconsciously. It emphasizes neuromarketing's role in understanding tourists' emotional reactions and improving tourism competitiveness through more effective campaigns.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The study used descriptive and exploratory research design.

SAMPLING TECHNIQUE

The technique of sampling used is Judgmental sampling.

SOURCE OF DATA

The number of respondents taken as a sample is 153, who are marketers from any segment in Southern Rajasthan. The mode of collecting data was through Google Forms.

OPINION OF THE RESPONDENT

The following was the pattern of the Likert scale adopted for the study:

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

OBJECTIVES OF THE STUDY

The paper's key objective is to identify marketeers' perceptions of their practices on the neural marketing front when they accomplish sales.

RESEARCH QUESTION

Q1: Do you practise Neuromarketing while making sales?

LIKERT STATEMENTS:

A set of 10 Likert statements comprising various dimensions of Neuromarketing, the marketers were asked

to give their opinion in the form of a Likert summary ranging from strongly agree to strongly disagree on the five-point scale.

DATA ANALYSIS

RELIABILITY STATISTICS

TABLE 1.1

Cronbach's Alpha	N of Items
0.774	10

The reliability statistics for the questionnaire used to collect data are shown in Table 1. The value of Cronbach's alpha was 0.774, indicating that the dependability coefficient is more than just good. As a result, we conclude that our questionnaire sufficiently elicited the heart of the research, data analysis.

OPINION OF THE RESPONDENTS

TABLE 1.2

OPINION OF THE RESPONDENTS

St.Code	Likert Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
St_1	I practice neuromarketing in my daily selling targets.	0	9	20	53	71
St_2	It is the need of the hour to work on the neuromarketing tactics.	15	20	13	59	46
St_3	Prudent use of neuromarketing skills works well during marketing sessions.	2	9	18	41	83
St_4	It provokes emotional reactions, which are hazardous for customers.	4	3	31	38	77
St_5	It is unethical because it tries to enter the customers' brains and manipulate them, which is unacceptable.	55	71	8	19	0

St_6	For the good of the company, it is targeting the neuro activities of the brain towards less important things in life.	7	10	9	65	62
St_7	The concept is excellent, but the real-life applicability is all selfish and self-centered.	70	14	46	2	21
St_8	Negative emotional feedback can be easily converted to a positive one.	4	1	17	10 4	27
St_9	Profitability can be increased only by reaching the unconscious realm of the customer's mind.	46	21	12	53	21
St_10	It is a mind-reading game that can be, at times, risky.	9	14	16	19	95

HYPOTHESIS TESTING

H₀₁: There is no significant difference in the respondents' perception of the specific features of neuromarketing.

For the purpose of testing the above-mentioned hypothesis, "There is no significant difference in the respondents' perception of the specific features of neuromarketing." An average of the individual opinions of the respondents was calculated to determine overall agreement and disagreement.

TESTS FOR NORMAL DISTRIBUTION

TABLE 1.3

TESTS FOR NORMAL DISTRIBUTION

	Statistics	p
Kolmogorov-Smirnov (Lilliefors Corr.)	0.1	.001
Shapiro-Wilk	0.97	.003
Anderson-Darling	0.95	.016

The table above shows the results of the Kolmogorov-Smirnov (Lilliefors Corr.) test, Shapiro-Wilk test, and Anderson-Darling test. In all three tests, the p-value was found to be less than 0.05. Therefore, we reject the standard null hypothesis that the variable follows a normal distribution. Therefore, in order to evaluate the hypothesis, a non-parametric test was applied.

DESCRIPTIVE STATISTICS

TABLE 1.4

DESCRIPTIVE STATISTICS

	n	Mean	Median	Standard deviation
Average Response	153	3.56	3.5	0.52

The table above exhibits the mean, median and standard deviation of the average of the individual opinions of the 153 respondents.

ONE-SAMPLE WILCOXON SIGNED RANK TEST

TABLE 1.5

SUMMARY OF RANKS

		n	Mean Rank	Sum of Ranks
Average - Test Value	Negative Ranks	2	28.75	57.5
	Positive Ranks	151	77.64	11723.5
	Ties	0		
	Total	153		

- Negative Ranks: Average < Test Value(2.5)
- Positive Ranks: Average > Test Value (2.5)
- Ties: Average = Test Value (2.5)

As depicted in the above table, the number of positive ranks exceeded the number of negative ranks.

TABLE 1.6

ONE-SAMPLE WILCOXON SIGNED RANK

Total N	153
Test Statistic	11722.000
Standard Error	548.499
Standardised Test Statistic	10.632
Asymptotic Sig.(2-sided test)	.000

INTERPRETATION:

The statistical results indicate that a p-value of <.001 was obtained, which is below the significance level of 0.05. Therefore, the researcher rejects the null hypothesis for the one-sample Wilcoxon test, which states that the sample has been drawn from a population with a median of less than or equal to 2.5.

CONCLUSION:

The researcher thus accepts the null hypothesis framed and concludes that There is no significant difference in the respondents' perception of the specific features of neuromarketing. The respondents showed their overall inclination towards the agreement side.

FINDINGS:

The results revealed that the respondents are well aware of

the concept and use their skills to read the customers' minds and make manipulations wherever necessary. Neuromarketing helps marketers to penetrate the domain of the unconscious and thus get more reliable data on customers' motivation and true reactions to the product, design of website or packaging. This information can be further used to satisfy customers' preferences better. However, the negative usage of neuromarketing can prove to be unethical. Thus, the marketers must be trained to work ethically and use their skills on this front for the good of both the company and the customers. It is highly recommended to organise workshops that aim to dive deep into the real concept and eliminate the wrong hidden behind the good in the theme because Consumers can be intruded upon by this type of strategy, which is not good for the organisation in the long run.

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