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EFFECTS OF NEURO-MARKETING ON BRAND RESONANCE

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ABSTRACT

The purpose of this study is to investigate the intricate relationship that exists between neuro-marketing and emotional advertising since it sheds light on the ways in which these two fields interact to influence the behaviour of customers and the image of brands. Through the examination of theoretical underpinnings, psychological processes, and neurological grounds, this research investigates the intricate dynamics that are responsible for the effectiveness of emotional advertising. The concept of emotional branding encompasses a number of different aspects, and there are concrete examples that show the efficacy of these appeals in a variety of settings. Emotional advertising has the capacity to change consumers' perceptions of businesses, impact their purchasing decisions, increase their recollection of commercials they have seen in the past, and build strong interpersonal ties. These insights have been incorporated into our study, which underlines the potential of emotional advertising. While appealing to the feelings of individuals, the ethical and legal arguments highlight the significance of taking responsibility for one's actions. In addition, we believe that subsequent research will concentrate on topics like as neurology, cross-cultural studies, tailored emotional appeals, and the revolutionary powers of developing technologies.

KEYWORD: Neuro-marketing, Emotional Advertising, Consumer Behaviour, Brand Perception, Emotional Appeals, Ethical Advertising

INTRODUCTION

In an industry that is becoming increasingly fierce and emotionally charged, advertising and marketing professionals are always looking for innovative methods to captivate customers and win their loyalty. Emotional appeals in advertising have been increasingly important as a technique of interacting with customers and having a lasting influence on their views through the use of emotions. This is because emotional appeals are targeted toward consumers' feelings. In order to establish relationships between products and customers that go beyond rational thinking, emotional appeals are used to induce feelings such as joy, horror, nostalgia, or empathy. As marketers continue to dive further into the study of persuasion, the field of neuro-marketing, which blends different aspects of marketing

and neuroscience, has become increasingly prominent. In order to get a more profound understanding of the subtle yet substantial impacts that advertising has on the human brain, neuro-marketers endeavour to study and make use of the neurological processes that are the basis for consumer decision-making. Observing the brain's response to various stimuli, such as emotionally arousing advertising campaigns, is the focus of this emerging field of study, which makes use of a wide range of neuro-imaging techniques, such as electroencephalography (EEG) and functional magnetic resonance imaging (fMRI). Through the examination of the brain reactions of consumers to emotional advertising campaigns, the purpose of this study is to evaluate the impact that emotional appeals have in the field of neuro-marketing. It is our expectation that this will contribute to the growing body of knowledge concerning the relationship between neuroscience, consumer behaviour, and emotional states. The purpose of this study is not to present novel methods for the collection of data or the execution of experiments; rather, it provides a comprehensive analysis of already accomplished research and concepts.

BACKGROUND & RELEVANCE OF EMOTIONAL APPEALS IN NEURO-MARKETING

According to Edward Bernays' groundbreaking study on the topic, which acknowledged the major importance of emotions in moulding customers' attitudes and behaviours, the practice of appealing to the emotions of consumers has been around for a long amount of time. This technique dates back to the time when Bernays conducted his research. The emotional spectrum has been exploited by advertisers for a long time in order to evoke a range of feelings, including fear, empathy, and laughter through their advertisements. The reason for this method is based on psychological research that investigates the influence that emotional cues have on memory and decision-making. Therefore, it is necessary for marketers who wish to build effective campaigns to have a solid understanding of the neurological basis of emotional advertising. The usefulness of the research lies in its capacity to provide light on the tactics that marketers and advertisers adopt in order to elicit an emotional response from the audience that they are designing their advertisement for. Having a comprehensive grasp of the brain responses of clients may improve one's comprehension of emotional marketing strategies, which in turn can lead to the development of advertising strategies that are more specific and tailored to the individual.

OBJECTIVES OF THE STUDY

In order to accomplish its primary purpose, the purpose of this research article is to investigate and evaluate the existing body of literature about the impact of emotional appeals in Neuromarketing that is currently available. To be more specific, our objective is to achieve the following accomplishments:

1. To investigate the historical backdrop of emotional appeals in advertising as well as the theoretical foundations that support them.
2. In order to get a better understanding of the emotional responses that consumers have to commercials, the purpose of this study is to investigate the topic of neuro-marketing and analyze its potential applications.
3. To compile the research that has already been conducted on the neurological reactions of consumers to advertising that is emotionally engaging.
4. In order to examine the potential impact of these discoveries on the field of advertising research as a whole, as well as on individual marketers and advertisers, it is necessary to engage in a discussion.

STUDY SCOPE & LIMITATIONS

It is of the utmost importance to have a complete understanding of the scope of this research as well as the limitations that it imposes. In this study, the primary emphasis is placed on descriptive analysis; neither the collecting of new data nor the use of experimental procedures are included with the research. Instead, it is dependent on the combination and analysis of previously published material as well as research that has been conducted in recent times. Despite the fact that the method is able to handle the problem in a comprehensive manner, it does not contain the accuracy that is necessary to analyze the brain reactions of consumers to specific advertising campaigns. The book does not cover all of the Neuroimaging techniques that are utilized in Neuromarketing, nor does it cover all of the parts of advertising that target the emotions of clients.

LITERATURE REVIEW

Over the past several years, there has been a significant increase in the popularity of Neuromarketing, which is a novel approach to doing marketing research that makes use of the information gained from brain science in the context of business environment. Recently, it has received a substantial amount of attention and support from the professional and academic communities for its efforts. Beginning in the beginning of 2002, advertisers began to take an interest in Neuromarketing due to the fact that it makes the process of reaching the brains of clients through advertising more straightforward. It is essential to have strategies and processes in place in the modern business environment, which is characterized by intense competition. In order to assess and anticipate the behaviour of their customers, businesses are always looking for innovative and improved approach methods. There is now an ongoing investigation being carried out to investigate the potential benefits that these methods might bring to the improvement of advertising and marketing strategies. According to the findings of the functional magnetic resonance imaging (fMRI) study, the vast majority of purchase decisions and actions are done subconsciously, which has a substantial impact on the final result. Neuromarketing has gone from being a mere promise to becoming an actual reality, despite the fact that it has encountered a number of challenges.

When it came to investigating and analyzing client behaviour in the past, traditional marketing research methods and strategies were applied throughout the process. On the other hand, there have been periods of time in which the results have been less than ideal. At this point in time, consumers are presented with an overwhelming quantity of information options. It is possible that this is due to the fact that they have been exposed to a significant amount of advertisements, direct marketing, or sales promotions. Therefore, the availability of information that is accessible to the public has a significant influence on the ability of customers to analyze, choose, and develop judgments regarding commodities and products, when it came to understanding and evaluating client behaviour, depending solely on traditional marketing approaches proved to be insufficient. Research in the field of market research has begun to collaborate with neuroscience in order to get a competitive advantage and prosper in an industry that is very competitive. By applying tools from the field of neuroscience, researchers working in the field of marketing may improve their understanding and analysis of a wide range of human behaviours that are related with the formation of attitudes, perceptions, learning, and memory. The utilization of neuroscience in conjunction with traditional marketing research techniques for the purpose of analyzing the behaviour of customers has the potential to yield results that are both more favourable and more successful. Questions of ethics are frequently raised when the application of neuroscience to understand and influence the behaviour of customers is being considered. As a result, it is of the utmost importance to clear up any confusion regarding the application of neuroscience in marketing. In order to accomplish this objective, it is necessary to have access to the global

academic achievements that have been created in this field. The study of consumer behaviour and neurology have lately been brought together in the field of Neuromarketing, which is a relatively new field.

The discipline is fast acquiring recognition and esteem among advertising and marketing professionals, despite the fact that it was first viewed with scepticism to begin with. It was first recognized in the year 2002. The amount of money spent on advertising consistently exceeds 400 billion dollars annually. Because they rely on customers' capacity and desire to communicate their thoughts in response to advertisements, traditional methods for assessing and estimating the return on investment of these efforts have historically been ineffective. This is due to the fact that these methods are dependent on the customers' actions. The sophisticated methods utilized in Neuromarketing make it possible to conduct direct mind-probing without requiring any cognitive or conscious engagement. The advancements that have been made in the field of neuroscience have made it possible to record and analyze even the most minute brain activity. Several fields of study are experiencing paradigm shifts as a result of these advancements, which are affecting the basic corpus of knowledge. The fields of medicine, economics, computers, and finance are the only ones that are included in this category. Prior to the emergence of Neuromarketing, there was a reduced amount of effort made to make use of this technology for the goal of enhancing customer awareness and generating marketing strategies that are more efficient. The field of Neuromarketing makes use of cutting-edge brain scanning technology in order to get information about the consumers' implicit limits, goals, and requirements. These disclosures, which are referred to as "Human Black-Box" disclosures, are extremely important to organizations when it comes to the development of their marketing strategy. Despite the fact that the concept has sparked a substantial amount of interest in marketing, it has not yet had a discernible effect on the advertising sector in India. The widespread belief among global firms that the Indian market holds a great deal of potential makes the relevance of Neuromarketing in India an extremely important factor. In order to be successful, it is essential to get a full awareness of the preferences of Indian clients. Regarding the fact that Neuromarketing is still in its preliminary phases of development within the context of Indian culture, researchers are excited about the prospect of laying the groundwork for further study.

INFLUENCE OF EMOTIONAL ADVERTISING ON CONSUMER BEHAVIOUR

Since a substantial amount of time ago, there has been widespread recognition of the influence that emotional marketing campaigns have on the behaviour of customers. This section provides a detailed examination of the intricate relationships that exist between emotional advertising and consumer behaviour. It sheds light on the ways in which emotional appeals influence the views, attitudes, and purchasing decisions of consumers.

INFLUENCE ON BRAND PERCEPTION

There is the possibility that consumers' perceptions of a brand can be altered via the use of emotional marketing. When individuals come into contact with advertising, they are more likely to experience positive feelings that are associated with the brand that is being marketed. These emotions may include enjoyment, compassion, or recollection. Emotional branding has an effect that lasts for a significant amount of time after the product or service that is being marketed has sold out.

- 1) **Brand Affinity:** When people are exposed to advertisements that provoke an emotional response from them, they are more likely to become more loyal to the company that this advertisement promotes. There is a correlation between companies that improve their morale and represent their ideals and the likelihood that they will attract loyal customers.

- 2) **Perceived Brand Personality:** The ability to elicit emotional responses from humans is a powerful tactic that may be utilized to differentiate a brand. When a commercial is driven by feelings and places an emphasis on social responsibility, it has the potential to give the impression that the company is sensitive and aware of the impact it has on society.

EMOTIONAL APPEALS & CONSUMER DECISION-MAKING

When it comes to the process of decision-making, the emotional state of an individual is an extremely important factor to consider. A marketing strategy that is driven by emotions has the potential to have large and long-lasting effects on customers, both in the now and in the future.

- 1) **Building Long-Term Brand Loyalty:** Emotional advertising has a long-lasting effect on the levels of brand loyalty that customers have toward a certain company. When it comes to advertising, brands have the ability to separate themselves from their competitors and create devoted customer bases by consistently appealing to positive expressions of emotion.
- 2) **Immediate Impact on Purchase Decisions:** The use of emotional advertising can motivate consumers to make immediate purchasing decisions. When people are in a pleasant emotional state, more likely they are to make impulsive purchases, and this is especially true when the purchases in question are tied to the mood that they are now experiencing.
- 3) **Word-of-Mouth and Advocacy:** Advertisements that make use of emotional appeals have the potential to turn individuals into ardent supporters of a certain brand. When customers have a positive experience with a company and have an emotional connection with it, they are more likely to recommend the firm to others, which in turn brings to an improvement in the image of the company.

EMOTIONAL ADVERTISING & MEMORY RETENTION

The ability of emotional advertising to improve memory retrieval is a significant advantage of this type of advertising. Because there is a strong association between emotional development and memory, advertisements that trigger powerful emotions are more likely to generate an imprint that is long-lasting.

- 1) **Enhanced Recall:** Those commercials that elicit an emotional response from individuals are more likely to be retained by those individuals. A lasting recognition of the brand can be established through the use of this memory, which can help enhance the messaging of the organization.
- 2) **Influence on Future Behaviour:** Through the emotional impact that they have, advertisements have the ability to affect future behaviours. Customers who have a positive emotional relationship to a brand are more likely to contemplate acquiring that brand when they are making a final purchase decision.

EMOTIONAL ADVERTISING & CONSUMER ENGAGEMENT

In order for advertising to be successful, it is necessary for the target population to actively participate. It is impossible to overstate the effectiveness of emotional marketing when it comes to obtaining and retaining customers.

- 1) **Attention Capture:** When it comes to enticing customers, advertisements that depend solely on rational appeals are not nearly as effective as those that generate strong feelings from the target audience. When it comes to commercials, emotions

have a powerful impact that not only increases the degree of interaction with the advertisements but also captivates the audience and draws them into the narrative.

- 2) **Content Sharing and Virility:** Social media platforms are regularly used to convey material that is emotionally charged. When people are moved to tears by an advertising, they are more likely to share it with their friends and family, which increases the commercial's reach and influence through the distribution of the advertisement.

Making an emotional appeal to customers has a big impact on the decisions they make on their purchases. These marketing activities have the potential to elicit emotional responses from customers, to impact the decision-making process that they engage in, to increase their capacity to recall the brand, and to affect their overall perception of the organization. In the end, these elements have the potential to bring about changes in the purchasing behaviour of consumers as well as the manifestation of brand loyalty. In order for marketers to optimize the efficiency of emotional advertising strategies, it is vital for them to have a comprehensive understanding of the intricate link that exists between emotional appeals and customer behaviour.

EMOTIONAL ADVERTISING: A NEUROSCIENTIFIC PERSPECTIVE

The majority of the information on the neurological foundation of emotional advertising comes from studies conducted in the field of Neuromarketing. The results of this research have shed light on how the brain interprets the emotional content of advertising and the differentiated responses that are produced by various emotional appeals. This section examines the neuroscientific components of emotional advertising, with a particular emphasis on the regions of the brain that are activated, the feelings that are evoked, and the differences in the ways in which the brain interprets positive and negative emotional appeals.

AREAS OF THE BRAIN THAT HANDLE EMOTIONAL COMMERCIAL PROCESSING

- 1) **Limbic System:** When it comes to the processing of feelings, the limbic system, which is a complex network of linked parts of the brain, is an extremely important component. A critical component, the amygdale, plays a significant part in the process of recognizing and responding to commercials that are designed to trigger strong feelings in the target audience. When consumers are presented with advertising that provoke an emotional reaction, the amygdale in their brains become active, which indicates a higher level of emotional involvement on their part.
- 2) **Prefrontal Cortex:** Advertising that an appeal to consumers' emotions makes use of the prefrontal cortex, which is engaged in a variety of sophisticated cognitive processes. The ability to comprehend and evaluate emotional information, which impacts the attitudes and decisions of consumers, is facilitated by this. When attempting to get an understanding of the cognitive-emotional processes that are involved in the reaction to ads, the communication that occurs between the prefrontal cortex and emotional regions such as the amygdale is the most important factor.
- 3) **Hippocampus:** When it comes to learning new things, the hippocampus is really necessary. Consumers are more likely to remember the brand and message that is associated with emotionally stimulating advertising because of the beneficial influence that it has on the hippocampus, which is responsible for the encoding of information.

Through the utilization of advertising that makes use of emotional appeals, one can successfully and successfully persuade others to adopt a particular course of action. An investigation of the relevant literature sheds light on the influence that this phenomena has on

the behaviour of customers, their level of involvement, their memories, and their impressions of the brand. With that being said, in order to make effective use of emotional appeals, it is absolutely necessary to have a comprehensive understanding of the power and responsibilities associated with them. As part of this comprehension, it is necessary to navigate complex cultural situations, to respect the autonomy of customers, and to comply to ever-changing regulatory constraints. Emotional advertising is a strong and long-lasting approach for attracting audiences and affecting client behaviour. This is true despite the fact that honesty and real connections are becoming increasingly important. In order to show the practical effectiveness of particular advertising methods, the thorough case studies provide concrete proof of the effects that emotional appeals have on the perceptions and behaviours of customers.

CONCLUSION

During the course of our research into Neuromarketing and emotional appeals, we came across an exciting domain in which the feelings of consumers have a considerable influence on the purchasing decisions they make and the opinions they have toward an organization. The findings of our research shed light on the significance of employing emotional advertising tools in order to ascertain the level of success that a firm achieves. It is possible for marketers to build relationships with individuals that go beyond only thinking and rationality by employing emotional appeals. This can ultimately result in a good association with the brand. Emotional advertising provides a number of practical benefits in the real world, including the ability to quickly impact the purchasing decisions of customers, to foster brand loyalty, and to boost memory recall. In a way that is both creative and compassionate, as well as innovative, this piece of work manages to captivate and immerse the audience on an emotional level, therefore capturing their attention and keeping it throughout the entirety of the experience. Whenever we think about the path that Neuromarketing and emotional advertising may take in the future, we anticipate a plethora of promising possibilities. Recent developments in neuroscience have made it possible to investigate the neural mechanisms that underlie emotional appeals because of the opportunities that have arisen. The ability to monitor the real-time responses of consumers to emotionally arousing commercials has been made possible as a result of this. While the establishment of ethical norms will ensure that emotional appeals are used in a manner that is both open and appropriate, the study of cultural variances in emotional responses to advertising will result in the creation of ways that are more culturally conscious. It is necessary to do further study in order to thoroughly investigate the efficacy of individualized emotional appeals that are individually suited to the preferences of each individual. The effect and emotive impact of advertisements may undergo a considerable alteration as a result of the development of new technologies such as virtual and augmented reality. Through the utilization of standardized neuro-marketing metrics, it is possible to conduct an in-depth analysis of the behaviours, reactions, and feelings of customers. As we embark on this journey, it is without a doubt that the convergence of neuroscience and consumer emotions will undoubtedly captivate audiences and inspire marketing strategies in the years to come, all within the context of a consumer environment that is notoriously unpredictable and always shifting.

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