



Consumer's Acceptance of Neuro Marketing in Hospitality Sector

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Abstract

Neuromarketing, the use of neuroscience methods to market research, aims to better understand customers' wants and requirements by studying their brain activity. It is not always evident from conventional market studies exactly what motivates customers to make a purchase. Just what do they shop for? Or how they react to targeted advertisements. While there are still many questions about customers that haven't been answered, they may be able to be with the use of Neuromarketing research techniques. This paper's goal is to gauge the level of familiarity Indian consumers have with the term "Neuromarketing" and the ways in which neuroscientific methods may be used in marketing studies. Using EFA and CFA, this article draws conclusions on the level of neuromarketing awareness among Indian consumers.

KEYWORDS:- Consumer Awareness, Neuromarketing, Neuroscientific techniques and Neuroscientific Techniques.

I. Introduction :-

Simply said, neuromarketing is the practice of utilising neuroscientific methods available to marketers, and it rightly obtains, consumers' brains are being engaged by certain marketing stimuli. Market researchers can use a wide range of neuroscientific techniques, such as body language, facial coding, empathetic design, eye tracking, functional magnetic resonance imaging, electroencephalography, galvanic skin response, and heart rate, etc. Using these neuroscientific methods, businesses may better understand their customers' thought processes. The most compelling argument in favour of using these more established approaches is that they allow for the recording of unconscious human processes while simultaneously

capturing customer answers that are not subject to conscious manipulation on the part of respondents. As a result, the self-report measurements can be supplemented by neuromarketing measures.¹ The creation of promotional initiatives can also benefit from the use of neuromarketing strategies. Marketers can better attract their desired audience if they have a firm grasp of how the brain processes information. Everything from the choice of words to the colours used in advertisements falls under this category².

II. Research Methodology:-

The study assesses consumer awareness and acceptability of neuromarketing in the hotel sector in India by implementing a quantitative survey on consumer awareness of rising integration of neuromarketing techniques in market research studies in India.

Objective of the Study:-

- I. To measure Indian Consumer's awareness and acceptance towards neuromarketing in the hospitality sector.
- II. To identify Indian consumer's awareness about emerging integration of neuroscientific tools in marketing research with particular reference.

Research Question

- I. What are the key elements that help consumers to accept the system of Neuromarketing ?

¹ Sam Page, Digital Neuromarketing, Ingram Short Title (2015)

² Patrick M. Georges, Neuromarketing in Action, How to talk and sell to the brain, Kogan Page (2013).



II. How do consumers accept principles of neuromarketing in the hospitality sector ?

III. Literature Review:-

To better understand and characterise the brain association behind customer behaviour and the processes driving choice, marketers in the digital era have chosen an integrative marketing research discipline known as neuromarketing.

Neuromarketing, as noted by Morin (2011), can help marketers gain a deeper knowledge of the importance of the four traditional "Ps" of marketing (product, pricing, promotion, and location).

Neuromarketing, as described by Christophe (2011), is a new area of study that integrates findings from the realm of neurology with the consumer decision-making process. The advertising industry's trust in and acceptance of neuromarketing are both rising quickly.

According to Eser et al. (2011), neuromarketing takes advantage of cutting-edge brain scanning technology to better comprehend the purchasing decisions of consumers.

According to 'The Consumer Mind' by Martnez (2012), there are four distinct aspects of a consumer's mind: their thoughts, words, deeds, and emotions. The idea that "consumers contradict themselves, saying what they want, but doing what they feel" is a central tenet of classic marketing research, as emphasised by Martnez.

Neuromarketing, as determined by Colafferro and Crescitelli (2014), adds depth to existing knowledge by correlating the unconscious drives that influence consumers' purchasing decisions with data on how people behave.

Because they rely on consumers' willingness and competency to describe how they feel in response to an advertisement, traditional research tools for testing and predicting consumer behaviour have generally failed, as Marichamy & Sathiyavathy (2014) discovered.

Ulman, Y.I., Cakar, T., & Yildiz, G. (2015) stated that neuromarketing technologies should be appropriately debated in public spheres and utilised under the ethical principles and statutory provisions crafted in accordance with human rights and human dignity. Although human cultures, education levels, and faiths may differ. Oliver (2016) argues that consumer brain activity is universal. This suggests that neuromarketing is useful for developing an international marketing strategy, as findings from one market or country can be transferred to another.

Neuromarketing & Hospitality :-

One way that neuromarketing can be applied in the hospitality industry is through the design of physical spaces. By understanding how the brain processes spatial information, designers can create environments that are more pleasing to guests.³ For example, the use of certain colours or lighting can evoke specific emotions, while the layout of a space can impact the way guests navigate through it.

Neuromarketing can also be applied to the development of advertising campaigns. By understanding the way the brain processes information, marketers can create campaigns that are more effective at capturing the attention of their target audience. This can include everything from the use of specific colors or images to the language used in marketing materials. In addition to improving the customer experience, neuromarketing can also help businesses increase their bottom line. By creating more effective marketing strategies, businesses can attract more customers and increase their revenue. And in a competitive industry like hospitality, this can make all the difference⁴.

● The Role Of Emotions In Decision-Making And Brand Loyalty

The role of emotions in decision-making and brand loyalty cannot be overstated. In fact, studies show that emotions are the primary driver of our decision-making processes, particularly when it comes to our purchasing decisions. And in the world of marketing, emotions play a crucial role in creating brand loyalty.

● The Power Of Nostalgia

Nostalgia is a potent emotion capable of influencing our decision-making. In one study, researchers discovered that priming participants with nostalgic images increased their willingness to spend money on products. This is due to the fact that nostalgia evokes positive emotions, which can strengthen our connection to a brand.

The use of nostalgia by Coca-Cola in its advertising campaigns is a prime example of how this emotion can foster brand loyalty. Coca-Cola establishes an emotional bond with its consumers that transcends

³Martinez Pepe Neuromarketing: The new science of consumer behaviour. Tactful management research journal, Vol. 2 Issue. 6, (2012).

⁴ Ibid.



the product itself by emphasising the brand's nostalgic qualities.

In the hospitality industry, it is possible to generate a desire among potential customers to relive their vacation experiences by invoking a sense of nostalgia⁵.

Fear Of Missing Out (FOMO)

Fear of missing out is a prevalent emotion that can influence our decision-making. In fact, research indicates that FOMO can be a potent driver of consumer behavior. This is because the dread of missing out can induce feelings of anxiety or insecurity. Brands such as Airbnb have capitalised on this emotion by incorporating a sense of urgency into their advertising campaigns. For instance, their slogan "Live There" emphasises that if you don't book with them, you may lose out on a unique experience. This creates a sense of urgency and prompts consumers to act swiftly.

Airbnb has recently added menu items such as "tree house or houseboat" to encourage individuals to attempt new, exclusive experiences⁶.

- **The Power of Social Proof :-**

Social proof is the notion that individuals are more likely to act if they observe others doing so as well. This is because we tend to believe that if others are doing something, it must be a decent idea.

Brands such as TripAdvisor have capitalised on this sentiment by emphasising a hotel or restaurant's review count. By demonstrating that many others have had a positive experience, they can influence consumer behaviour with social proof.

Case studies in psychology demonstrate the influence of emotions on decision-making and brand loyalty. By understanding how emotions affect our behavior, brands can create marketing campaigns that elicit the appropriate emotions and establish a strong emotional connection with customers. Nostalgia, FOMO, and social proof are a few examples of emotions that can influence consumer behavior, and by leveraging these emotions, brands can create effective and potent marketing campaigns.

⁵ Kaiser, H. F., An index of factorial simplicity. Psychometrika, Kenning, P. & Plassmann, H. (2005).

⁶ Dr. Harit Kumar, Consumer's Awareness Towards Emerging Integration of Neuromarketing in Marketing Research with Particular Reference to India, Department of Business Administration, Kanpur (2018).

The ultimate objective of hospitality is to provide visitors with experiences that leave a lasting impression. The ability to tap into the power of emotions is crucial for generating these unforgettable experiences. Neuroscience can provide valuable advice on how to accomplish this objective effectively. Here are some suggestions based on neuroscience for enhancing emotional engagement in the hospitality industry⁷.

- **Customise The Experience**

Personalising each guest's experience is one of the most effective methods to stimulate emotional engagement. This includes personalised greetings and recommendations based on the preferences of the visitor. By demonstrating that you understand and value the unique requirements of each guest, you can create a more meaningful and memorable experience.

- **Craft a sensory experience :-**

As the brain interprets information through the senses, creating a sensory experience is an effective way to emotionally engage visitors. This may entail appealing to multiple senses, such as with the aroma of freshly baked cookies or the sound of a fireplace crackling. By providing a multisensory experience, businesses can provide guests with a more immersive and memorable encounter.

- **Incorporate Storytelling**

Storytelling is an effective method for establishing a deeper connection with guests and nurturing emotional engagement. By sharing the story of your brand or the history of your property, you can provide your visitors with a more meaningful and memorable experience.

- **Encourage A Feeling Of Community**

Humans are social creatures, so fostering a sense of community can be an effective way to emotionally engage visitors. This may involve hosting events for visitors or providing communal gathering spaces⁸.

In the hospitality industry, emotional engagement is crucial for creating unforgettable experiences. By customising the experience, creating a sensory experience, incorporating storytelling, utilising

⁷ Marco Baldocci, Neuromarketing Applied to the Hospitality Industry : Engaging Travellers, Neuromarketing Research, Italy (2023).

⁸ Mohammad Osman Gani, Neuromarketing : Methodologies of Marketing Science, Institute of Research Engineers and Doctors, USA (2015).



social proof, and nurturing a sense of community, businesses can tap into the power of emotions and create more meaningful and memorable experiences for their customers. By implementing these neuroscience-based recommendations, businesses can set themselves apart from the competition and cultivate a customer base that will return repeatedly.

IV. Conclusion:-

In order to make decisions regarding marketing issues, marketers now employ neuromarketing techniques. Each technique has distinct advantages and disadvantages. Different methods have repercussions for various issues. A decision may be made with precision by combining each technique. The combined implementation of all the techniques will be less expensive. These methodologies are widely accepted in neuroscientific research. Utilising these methods, market researchers can readily determine the market's condition. Neuromarketing reveals valuable consumer insights.

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