

MKTG30008

INTRODUCTION TO NEUROMARKETING

MARKETING RESEARCH METHODS

Qualitative research	Quantitative research
Low N	High N
Lower reliability	Higher reliability
Greater depth	Lower depth
Low projectability	High projectability
e.g. focus groups, ethnography, personal interview	e.g. phone/mail/online survey, secondary data (sales)
e.g. Behavioural methods	

CONSUMER RESEARCH LIMITATIONS

Influences impacting reliability of consumer self-reports:

- **'Beneath the surface'** thought processes influence decisions
- **Limited awareness and ability** to reflect on thought processes that influence behaviour
- Self-reported influences on decisions may **not reflect actual** decision factors

BENEFITS OF NEUROMARKETING METRICS

- **Direct** measure of consumer response to stimulus
- **Objective** viewpoint on consumer responses
- Acquired **at time of exposure** to stimulus, unlike traditional measures
- Regard explicit consumer viewpoints as **additional/secondary response**

NOTE: must be a robust link between observed responses and psychological process proposed to be driving observed response

CONTEMPORARY MEDIA-RELATED ISSUES

Media control	Clutter	Media fragmentation	Ad avoidance
• Consumers control exposure	• Message attention low	• Mass audience gone	• Savvy consumers avoid ads

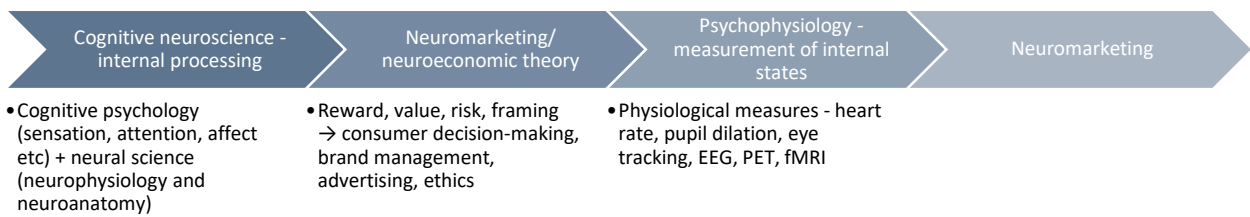
WHY NEUROMARKETING?

Consumer media challenges driving marketers to seek greater connection with more specific target audiences, with greater efficiency and greater accountability

- Lacklustre performance of traditional metrics in commercial research
- New measures required to match demands of new media landscape (e.g. engagement)
- Mainstream awareness
 - Need for objective measures

NEUROMARKETING TOOLKIT

HOW IS NEUROMARKETING INTERDISCIPLINARY?



BRAIN

MODULAR BRAIN

Aphasias demonstrate that brain regions specialised for particular kinds of processing

- Producing speech - Broca's area (Tono tono)
- Understanding language - Wernicke's area

CONNECTED BRAIN

*Connections **between** specialised brain regions enable complex behaviour e.g. understanding language and speaking*

REGIONAL SPECIALISATION

*Connections are **dynamically activated** between specialised brain regions when cooperation required to perform particular types of processing*

- specific patterns of activation associated with specific mental states

LEFT AND RIGHT BRAIN

Filtering theory: left and right hemispheres specialised for different types of information

- Left → high spatial frequency → detail
- Right → low spatial frequency → holistic

MARKETING IMPLICATIONS

1. **Theoretical insights** → enhance decision-making and consumer behaviour theories by examining underlying mental processes
2. **Marketing research insight** → examine regional brain responses underpinning consumer behaviour → inform marketing decision-making

SENSORY BRANDING BENEFITS

Benefits of linking products and brands with multimodal sensory cues

1. Strengthens **memory trace** associated with the brand
 - More connections in memory → stronger memory trace
2. Enhances **accessibility** of memory representations