

Neuromarketing in Food Retailing

Essential Terminology of Neuromarketing

Chapter 1

JAKUB BERČÍK

FOODCOST



Co-funded by the
Erasmus+ Programme
of the European Union

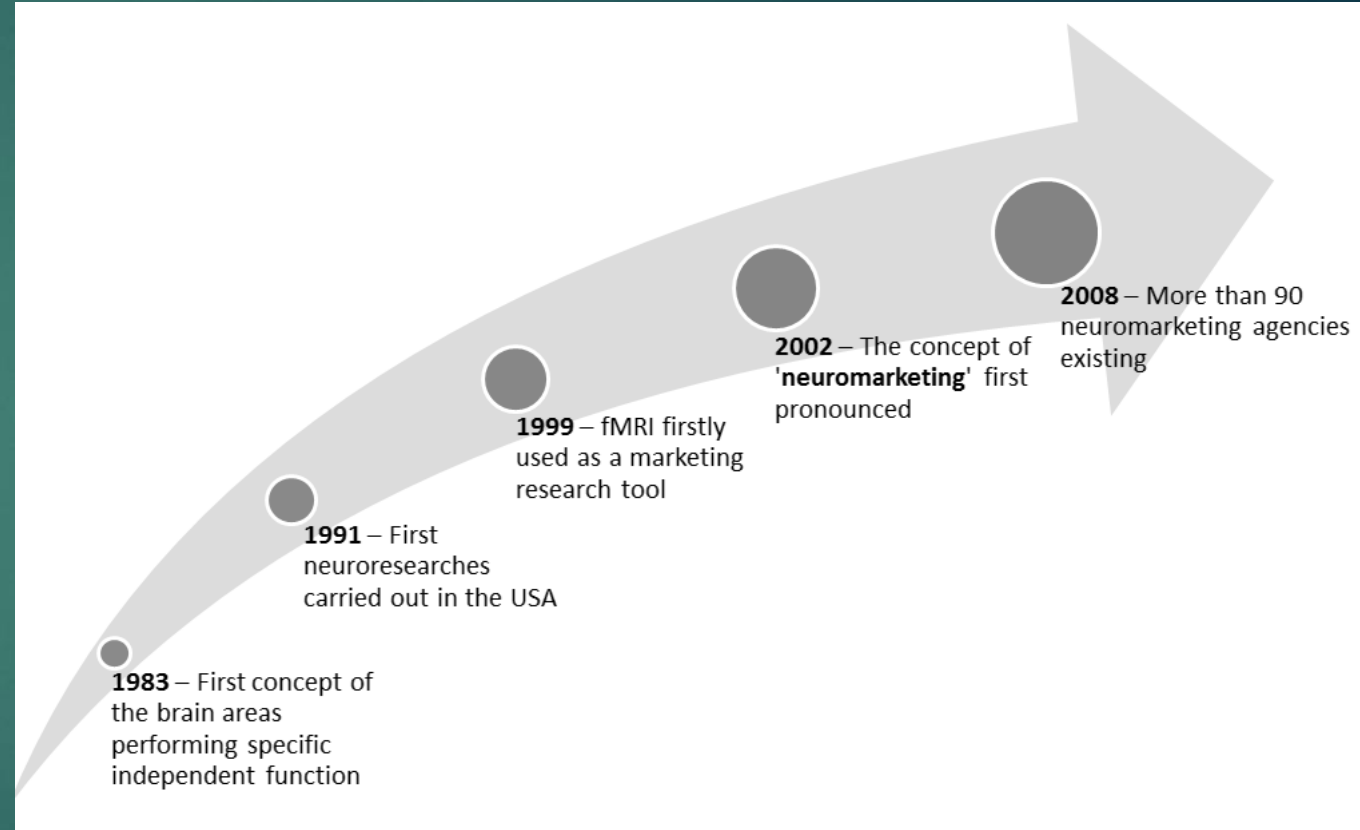
The brief history of neuromarketing 1/2

- THE INCREASED USE OF NEUROSCIENTIFIC METHODS WITH THE AIM OF BETTER UNDERSTANDING OF HUMAN BEHAVIOUR LED TO THE CREATION OF THE TERM: NEURO CULTURE (FRAZETTO AND ANKER, 2009)
- ALL KINDS OF NEURO-TERMS WERE USED, LIKE: NEUROTHEOLOGY, NEUROPHILOSOPHY, NEURO-ECONOMICS, NEUROSCIENCE. TALLIS (2011) CALLED THIS DEVELOPMENT NEUROMANIA.
- THE GOAL OF MARKETING IS TO MAKE SELLING POINTLESS, TO KNOW AND UNDERSTAND THE CONSUMER TO THE EXTENT THAT COMPANIES CAN SELL THEIR PRODUCTS AND GOOD WITHOUT PROMOTION, BECAUSE THEY PERFECTLY MEET MARKET REQUIREMENTS.

The brief history of neuromarketing 2/2

MOST IMPORTANT REASONS TO CREATE AND DEVELOP NEUROMARKETING ARE:

1. BUYERS ARE MORE SOPHISTICATED AND OVERLOADED WITH A GREATER AMOUNT OF INFORMATION
2. COMPETITION IS MORE INTENSE
3. THE SALES CYCLE IS PROLONGED
4. RESISTANCE AGAINST TRADITIONAL SALES TECHNIQUE IS INCREASING.



The definition of neuromarketing 1/2

A WIDE VARIETY OF DEFINITIONS FOR NEUROMARKETING

NEUROMARKETING (CONSUMER NEUROSCIENCE) IS STILL A RELATIVELY NEW AND CONSTANTLY DEVELOPING DISCIPLINE THAT INCLUDES:

1. BEHAVIOURAL RESEARCHES
2. STRATEGIES BASED ON PREDICTING CONSUMER BEHAVIOUR
3. FINDING REAL AND TRUE CONSUMER PREFERENCES
4. SUBLIMINAL INFLUENCE



FOODCOST



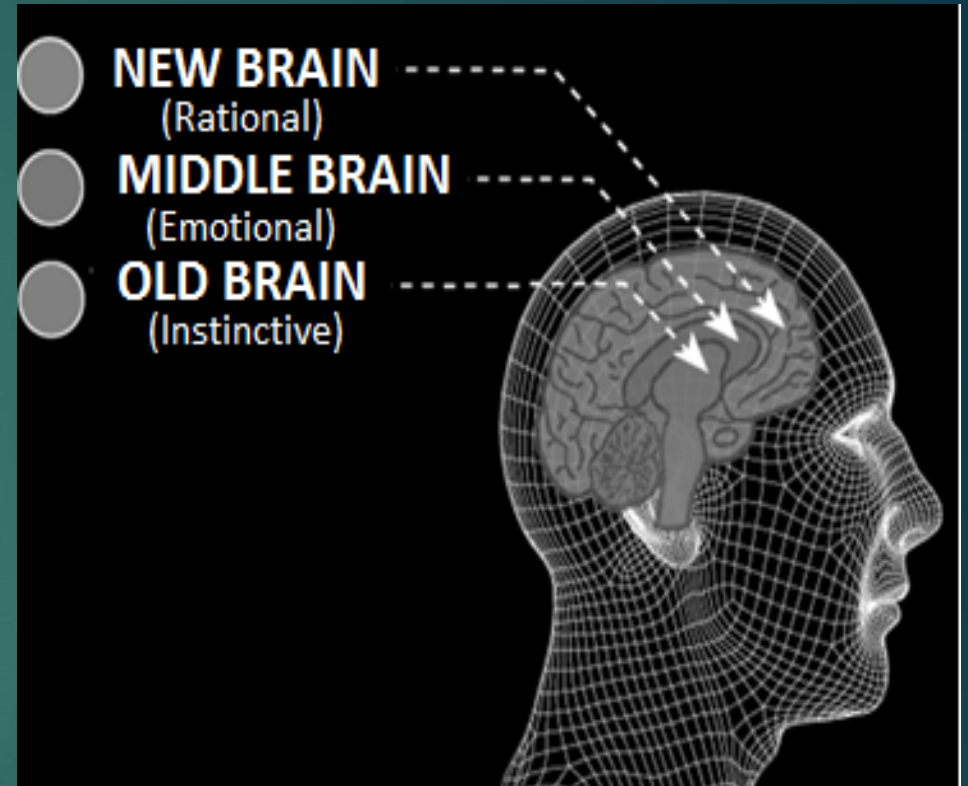
Co-funded by the
Erasmus+ Programme
of the European Union

The definition of neuromarketing 2/2

NEUROMARKETING CAN PROVIDE INFORMATION ABOUT:

1. WHAT HAPPENS IN THE HUMAN BRAIN DURING THE ACTION OF MARKETING STIMULI
2. HOW THE HUMAN BRAIN RESPONDS TO MARKETING STIMULI PRESENTED IN DIFFERENT SITUATIONS
3. HOW THE BRAIN TRANSFORMS THESE REACTIONS INTO CONSUMER BEHAVIOUR AND DECISION-MAKING

MODERN NEUROIMAGING TECHNIQUES: TOOLS THAT HELP TO SEE INTO HUMAN BRAINS AND FIGURE OUT HOW THEIR 'BLACK BOX' WORKS.



The importance of neuromarketing 1/3

THE THREE MOST COMMONLY USED METHODS IN TRADITIONAL MARKETING:

1. INTERVIEWS
2. GROUP DISCUSSIONS
3. CONSUMER QUESTIONNAIRES

FACTORS THAT MOST OFTEN CAUSE MISSTATEMENTS IN TRADITIONAL MARKETING:

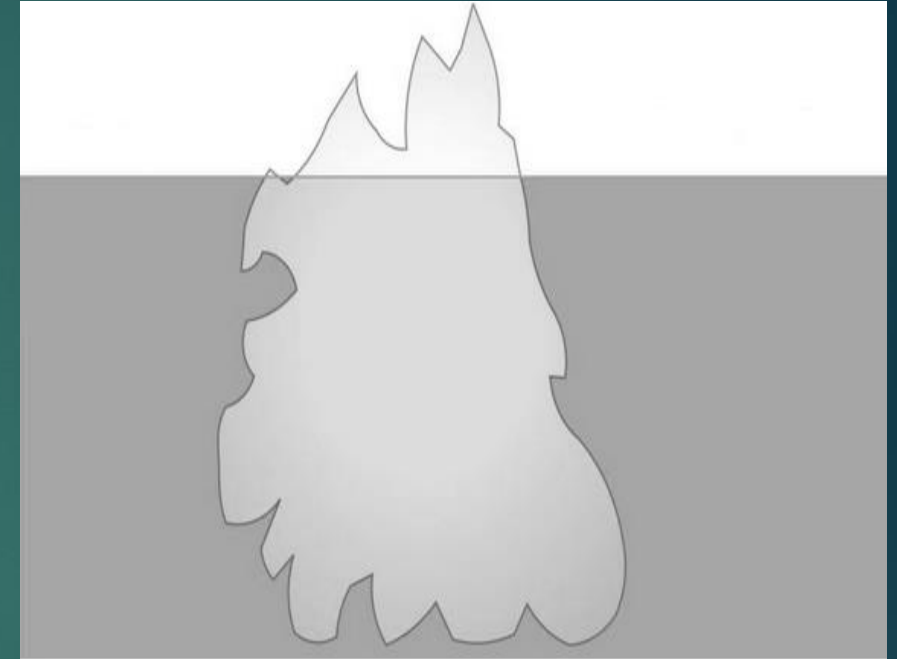
1. SHORTAGE OF TIME
2. RELUCTANCE TO ANSWER HONESTLY
3. SUBCONSCIOUSNESS OF THE PERSON
4. MISUNDERSTANDING OF THE RESEARCH PROBLEM

The importance of neuromarketing 2/3

NEUROMARKETING IS BASED ON THE FINDING THAT 95% OF HUMAN THINKING AND ACTIVITY TAKES PLACE IN THE SUBSCONSCIOUS. (KOZES ET AL, 2011)

THREE MAJOR REASONS TO REVIEW SUBSCONSCIOUS REACTIONS IN CONSUMER DECISION-MAKING:

1. DECISIONS ARE OFTEN BASED ON SUBSCONSCIOUS PROCESSES AND IMPACTS
2. EMOTIONS STRONGLY INFLUENCE THE DECISION-MAKING
3. DECISIONS ARE NOT MADE AFTER OBTAINING COMPLETE INFORMATION



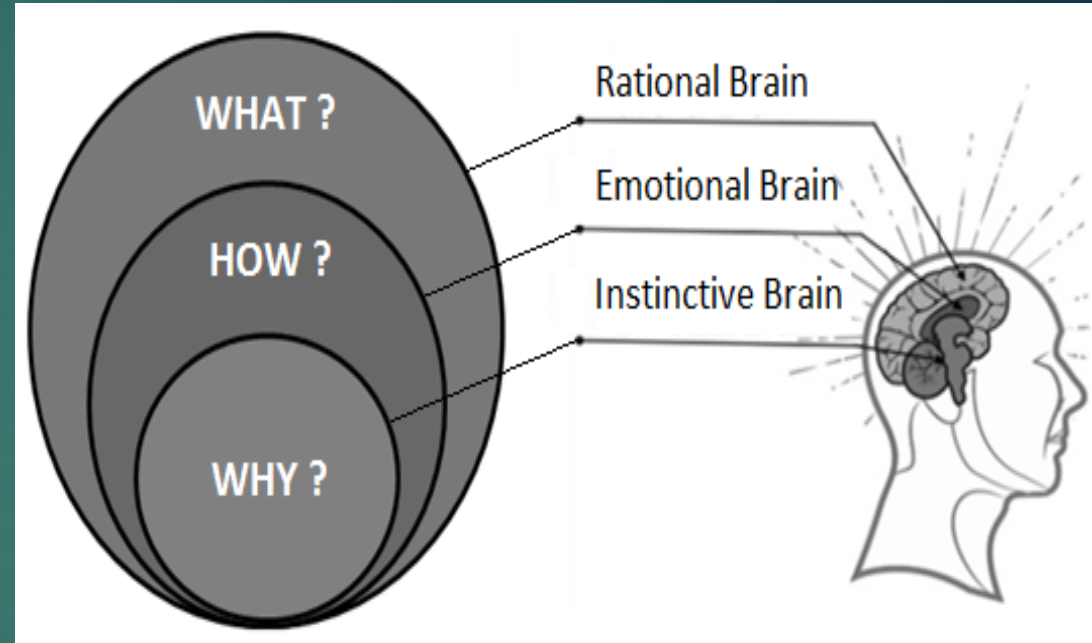
The importance of neuromarketing 3/3

THE MAIN ADVANTAGES OF TRADITIONAL MARKETING ARE:

1. RELATIVELY LOW COST
2. EASIER PROCESSING AND INTERPRETATION
3. DOES NOT REQUIRE THE PRESENCE OF SPECIALISTS (NEUROLOGISTS)
4. ACCEPTED BY THE GENERAL PUBLIC
5. THE AVAILABILITY OF IMPLEMENTATION

THE MAIN ADVANTAGES OF NEUROMARKETING ARE:

1. FASTER FEEDBACK
2. MORE DETAILED AND ACCURATE INFORMATION
3. FINDING REAL AND TRUE PREFERENCES
4. SMALLER REPRESENTATIVE SAMPLE OF STUDIED SUBJECTS
5. THE USE OF THE LATEST TECHNOLOGIES



The nervous system and the human brain

NEURONS HAVE THREE BASIC FUNCTIONS: SENSORY, CONNECTIVE AND MOTORIC.

THE NERVOUS SYSTEM HAS TWO PARTS:

1. THE CENTRAL NERVOUS SYSTEM; CONSISTING OF THE BRAIN AND SPINAL CORD (CNS)
2. THE PERIPHERAL NERVOUS SYSTEM; CONSISTING OF NERVES AND NEURONS LOCATED BEYOND THE CENTRAL NERVOUS SYSTEM.

NEUROMARKETING IS INTERESTED IN THE CENTRAL NERVOUS SYSTEM.

FOODCOST



Co-funded by the
Erasmus+ Programme
of the European Union

The emotions

EMOTIONS ACCORDING TO THEIR DURATION CAN BE DIVIDED INTO:

1. AFFECTS
2. MOODS
3. LONG-TERM EMOTIONAL RELATIONS

EMOTIONS CAN BE FURTHER DIVIDED ACCORDING TO QUALITY:

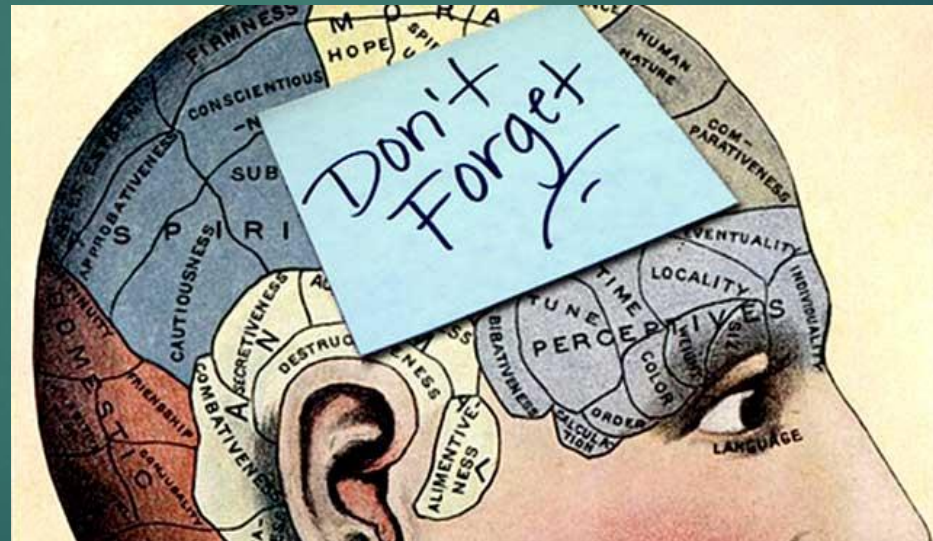
1. LOWER QUALITY (JOY, SADNESS, FEAR, ANGER, ETC.)
2. HIGHER QUALITY (INTELLECTUAL, AESTHETIC, SOCIAL, ETC.)

The memory

MEMORY MEANS THE ABILITY TO STORE STRUCTURED INFORMATION IN TIME.

THE HUMAN BRAIN IS EQUIPPED WITH 6 DIFFERENT TYPES OF MEMORY:

1. SENSORY MEMORY
2. SHORT-TERM MEMORY
3. LONG-TERM MEMORY
4. EPISODIC MEMORY
5. PROCEDURAL MEMORY
6. SEMANTIC MEMORY



The senses

- THE CUSTOMER'S SENSES ARE THE DOORS TO THE BRAIN AND PURCHASE DECISIONS.
- SPECIAL ATTENTION SHOULD BE PAID TO THE TOUCH, SIGHT, HEARING, TASTE AND SMELL OF THE CONSUMER.



Summary

- **NEUROMARKETING IS A RELATIVELY YOUNG DISCIPLINE THAT COMBINES KNOWLEDGE OF NEUROSCIENCE, PSYCHOLOGY, ECONOMICS AND ALSO INFORMATION TECHNOLOGY INTO ONE FUNCTIONAL UNIT.**
- **NEUROMARKETING RESEARCH INCLUDED THE USE OF A VARIETY OF SOPHISTICATED TECHNIQUES FOR MEASURING BIOMETRIC AND BRAIN SIGNALS WHEN EXAMING CONSUMER BEHAVIOUR.**
- **NEUROMARKETING FACES SOME CRITICISM AT THIS POINT, BUT IN THE FUTURE THIS YOUNG DISCIPLINE WILL BECOME SOCIALLY ACCEPTED.**

FOODCOST



Co-funded by the
Erasmus+ Programme
of the European Union