

Neuromarketing in Food Retailing

Application of Neuromarketing in Visual Merchandising and Services

Chapter 7

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Consumer and his sense in service marketing

Sight: From using colours for their psychological triggers, to leveraging lighting, symmetry, balance, contrast, and focus to direct and control where a customer looks and for how long, it's one of the most fascinating components of merchandising.

Sound: The music played in store has a profound yet subtle effect on how customers behave in the store.

Touch: The feeling, that consumer feels, is different with various types of flooring: rubber, carpet, ceramic or marble.

Smell: Smell is considered to be a fast track to the system in brain that controls emotion and memory, two very prominent factors behind why consumers choose one brand over another.

Taste: Taste can work magic in the business of selling consumables, giving people the chance to taste and sample before they buy is the equivalent of letting people try on clothes, a general and effective best practice.

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Visual merchandising in services

Visual merchandising engages all the senses, such as hearing, sight, scent, touch and taste. The more senses we engage, the more people respond to our operation, stay longer and buy more.

Related fields in the service sector:

- Tradeshow / Exhibition design
- Food presentation
- Product styling
- Events
- Malls
- Restaurant planning
- Point-of-sale materials



Visual merchandising in services

Ambient variables:

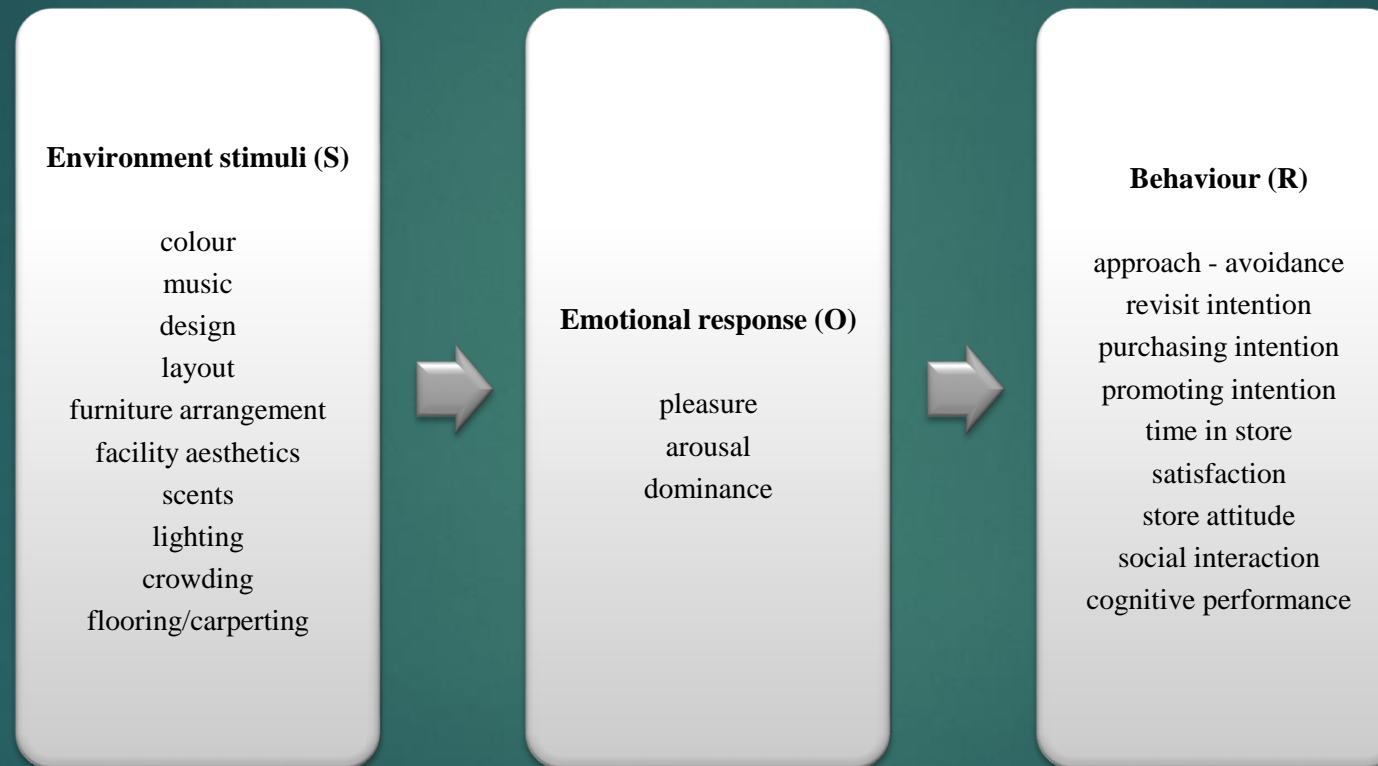
- **External variables;** Size of building, entrance, garden, exterior signs
- **General interior variables;** flooring and carpeting, colour schemes, temperature
- **Lay-out and design variables;** space design and allocation, placement of merchandise
- **Point of purchase and decoration variables;** pictures, artwork, certificates
- **Human variables;** employee characteristics, employee uniforms, privacy

Components of the Physical Environment:

- **Ambient factors;** Air quality, noise, scent, cleanliness
- **Design factors;** aesthetic, functional
- **Social factors;** customers, service personnel

Visual merchandising in services

To explain the impact of these factors on behaviour of customers in the restaurant can be used SOR model modified by Mehrabian and Russell:



Application of neuromarketing in Service

Restaurants are great test labs for testing neuromarketing techniques. It's easy to change offerings, menus, and pricing, and one gets immediate feedback on what's working and what's not.

Suitable biometrics methods must be selected:

- heart rate variability monitoring – HRV
- eye movement - eye tracker
- facial expressions FaceReader
- monitoring electrical brain activity – EEG

Neuromarketing can measure consumer perception of interior decorations, chairs and tables design, positioning as well as location of food/ desserts in showcase, that are largely automatic, emotional and outside host conscious awareness.

Examples

Visual Merchandising Elements	The Most Measured Emotions in Consumer Behaviour and Neuromarketing Techniques in Practice of Restaurant/ Cafeteria/ Tea House
Outside and inside first impression	exterior and interior (Eye tracking, EEG, GSR, EKG, laboratory: fMRI, MEG, PET, FMA)
Shape and wall texture	design and materials (Eye Tracking, testing of forced withdrawals)
Colours	first impression, combination with lighting (Eye tracking, EEG, GSR, EKG, laboratory: fMRI, MEG, PET, FMA)
Lighting	technical types and colours (Eye tracking, EEG, GSR, EKG, laboratory: fMRI, MEG, PET, FMA)
Positioning of aesthetics and functional decorations	design and materials (Eye Tracking, testing of forced withdrawals)
Positioning of chairs and tables	visible exposition of products and its right location (Eye tracking, EEG, GSR, EKG, laboratory: fMRI, MEG, PET, FMA)
Positioning of food/ desserts	visible exposition of products and its right location (Eye tracking, EEG, GSR, EKG, laboratory: fMRI, MEG, PET, FMA)
Meal offer in menu	price, weight, photos, allergens, visual background (PET, EEG, facial expression, eye movement and fixation, blood pressure, dilated pupils)

Impression of the total fragrance	inside and outside of pub, emotions (affective priming, EMG, Face Reader) association (fMRI, EEG)
Musical background	different style of music or sound inside (facial expression, heart frequency, fMRI, EEG)
Employees' outfit/ uniform	number of staff, behaviour, image, outfit (Eye tracking, EEG, GSR, EKG, laboratory: fMRI, MEG, PET, FMA)
Point of sale materials	design and materials (Eye tracking, testing of forced withdrawals), level of attention (Eye Tracking, EEG), emotional reactions (EMG, analysis of facial expression, EEG)
Inside temperature	changing the temperature per day
Noise	measured with mobile application
Layout of place	product range and price offering (Eye tracking, EEG, GSR, EKG, laboratory: fMRI, MEG, PET, FMA)
Price policy	discount or prices in selling zones, sale offer on the table (Eye tracking, EEG, Face Reader)
Web design	on-line advertising (Eye tracking, facial expression, EMG), using adaptation of web pages (Eye tracking, EMG, EEG, fMRI)
Brand or logo	Association (fMRI, EEG), emotions (affective priming, EMG, Face Reader), motivation (behavioural studies, EEG)

Application of neuromarketing in Service

In restaurants, neuromarketing has had a great success using colours to increase quest's appetite even further, even to find a way to make consumers leave fast.

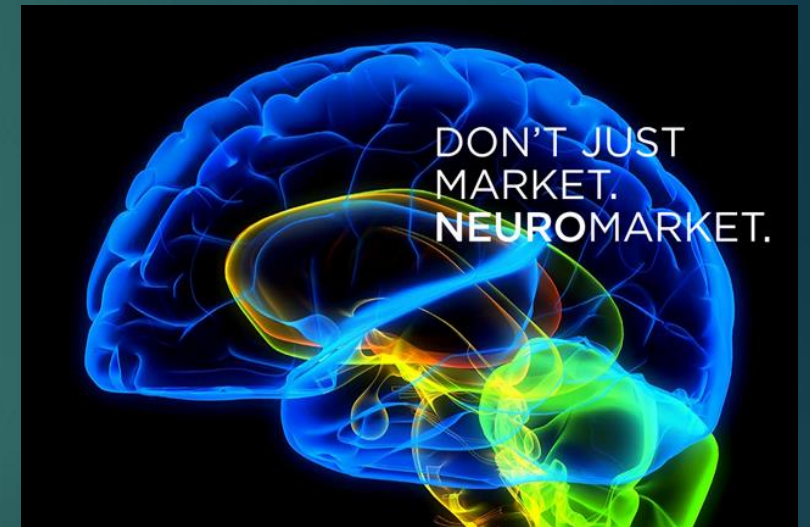
Some examples of this are red and yellow (colours that increase appetite), a very strong lighting as well as a very hard sound makes guest decide to eat quickly and leave.

In quick service restaurants, 75 % of customers fully read the menu board after they order. Menus are printed marketing pieces



Reasons why to apply neuromarketing

- **Emotional-cognitive processing;** neuromarketing can help to analyze the attention and cognitive processes which take place in the brain.
- **Neurolinguistics;** to optimize text and language in menu or drinking card.
- **Neuroscientific personality research;** to identify certain consumer types.
- **Neuroscientific gender/ age research;** to determine the affects of differences in thinking style, emotional structure and behaviour for marketing purpose.
- **Testing neuromarketing**
- **Identify advertising elements;** that trigger positive feelings, assess the logo and brands, etc.
- **Help avoid elements:** that should not be present in the communication.



Reasons why to apply neuromarketing

- **Selection of visual features:** as well as the timing and selection of appropriate media.
- **Determine neural processes:** are involved in the brain during the processing of brand information.
- **Potential to identify the causes of purchasing disorders such as compulsivity** through the listed visual merchandising elements in restaurants, coffee or tea houses.
- **Determination of prices:** a similar price level can be regarded in two different ways by the consumer.
- **Underlying consumption loyalty:** in a study using fMRI, consumers had to choose the service brands they would like to visit and spend the time.



Summary

Visual merchandising is nowadays used and applied everywhere, from stores, public institutions, whole HORECA segment as well as in events. In business services, contact between provider and customer directly at the point of sale presents the most direct process of marketing, and time and money spending depend on atmosphere which is around the customer and influence his/her senses.

In this chapter we discussed the following topics:

- Visual merchandising
- Ambient variables
- Components of the physical environment
- SOR model
- Application of neuromarketing in service
- Reasons why to apply neuromarketing

