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UNDERSTANDING CONSUMER BEHAVIOUR THROUGH NEUROMARKETING: A STRATEGIC APPROACH TOWARDS THE MOBILE PHONE INDUSTRY

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ABSTRACT **DOI No: 10.36713/epra20454** **Article DOI: https://doi.org/10.36713/epra20454**

The study aims at assessing the effect of neuromarketing on purchase intension of mobile phones. It is an attempt to give an awareness about the fact that the neuromarketing plays a key role in capturing the attention of consumers and creates a strong intension to purchase the products in the mobile phone industry. The data were elicited from the respondents using structured questionnaire. The Correlation analysis was used to test the hypothesis formulated for the study. It is found that there is significant relation between neuromarketing on purchase intention. The findings of the study suggest that incorporating neuromarketing with traditional marketing helps to determine which design or feature elicits the most positive neurological responses, leading to more effective decision making. Mobile phone companies should consider incorporating neuromarketing elements in their products and its advertisements.

KEYWORDS: ***Neuromarketing, Purchase Intension***

INTRODUCTION

The term consumer behaviour is used to refers to the totality of thoughts and actions of consumers in the market. purchase of a product is a complex psychological process undergone by consumers. Marketers influence the purchase decision of consumers through innovative strategies. Neuromarketing is one of the strategies used in advertising in recent years. Neuromarketing is the study of how people's brain respond to advertising and other brand related images by scientifically monitoring brain wave activity, eye tracking and skin responses. Neuromarketing techniques are used to study the brain, to predict consumer decision making behaviour. Among various industries neuromarketing is widely used in mobile phone industry.

Neuromarketing is defined as "the application of neuroscience to marketing. Human brain can be divided into 3 parts. They are rational brain, emotional brain and reptilian brain. Emotional brain plays a crucial role in processing emotions, memory etc. Rational brain for logical thinking and problem solving andreptilian brain is the most primitive part of the brain. Most of the companies invest more in their research in reptilian brain. Because it is very easy to confusereptilian brain and it is uncontrollable. Moreover, reptilian brain works consciously. If it is possible to influence the reptilian brain, there is a great possibility of happening sales.

Presently mobile phone plays a crucial role in market. Huge competition can be seen in mobile phone industry in order to compete with other firms' companies use neuromarketing techniques to influence consumers. In mobile phone industry neuromarketing is used to create emotional connection with their device among consumers. By using various neuromarketing

techniques, companies can measure brain responses to different stimuli that reveal consumers preferences, pain points and the decision-making process. Neuromarketing helps to identify which features or designs created strongest emotional reactions, guiding product development and advertising strategies. Neuromarketing helps in designing advertisement that more effectively capture attention and all emotional responses. For example, understanding which colours, images or words trigger positive reactions can optimize ad content.

A notable example of neuromarketing in the mobile phone industry is Apple's use of EEG and I tracking techniques to enhance product designs and marketing strategie. Apple has utilized EGG [electroencephalography] to measure consumers emotional responses to various product features and advertisement. By analyzing the brain responses, the company can understand which element create positive emotional connection and which element leads to frustration. This data helps to refining product designs to ensure that the product connect emotionally with the users, enhancing the overall user experience and satisfaction. Neuromarketing techniques enable apple to create products and marketing campaigns that are not only esthetically pleasing, but also emotionally engaging, fostering strong connection with consumers and maintaining their competitive edge in the mobile phone industry.

STATEMENT OF THE PROBLEM

The study investigates the impact of neuromarketing on the purchase intention of mobile phones among consumers. Neuromarketing refers to the application of neuroscience and cognitive science to marketing the product. Study of neuromarketing in mobile phone industry helps to understand the factors influencing and the attitude of consumers regarding the purchase of mobile phones. The study will explore the relationship between neuromarketing and its creation of emotions that leads to purchase intention. The study will provide valuable information to manufacturers and marketers of mobile phones.

OBJECTIVES OF THE STUDY

The study is conducted with the following objectives:

- To explore the neuromarketing techniques used in mobile phone industry.
- To examine the effect of neuromarketing in the consumer behavior in mobile phone industry.
- To understanding the emotions of people while watching ads regarding mobile phones.

HYPOTHESIS

The study is based on the following hypothesis:

H0: There is no significant relationship between Neuromarketing and purchase intention of mobile phones.

METHODOLOGY

a) Sampling

The study is both descriptive and analytical in nature. The relationship between Neuromarketing and purchase intention of mobile phones was assessed by eliciting data using structured questionnaires. Convenience sampling process were used for selecting the samples for the study. A sample of 100 respondents in Ernakulam district were taken.

b) Data Collection

Both primary and secondary data were used for the study. Primary data were collected from the respondents by using structured questionnaires. Secondary data were collected from the websites, newspapers, journals and magazines etc. The opinion of respondents was marked on five-point Likert-type scale.

c) Tools used

The data collected were analysed using SPSS. The Correlation and regression analysis test are used to test the hypothesis.

RESULTS AND DISCUSSION

The fair response of 100 consumers from Ernakulam district are collected for the study. Data was found to be reliable with a Cronbach's Alpha above 0.7 of each construct. But data was found to be normally distributed ($p > 0.05$ in KS Test) and hence, parametric procedures were used to draw inferences. The data were analysed using IBM SPSS 22.

FIGURE 1
Correlation analysis

		Hero Archetype	Purchase Intention
Neuromarketing		1	.603**
	Person correlation Sig. (2- tailed)		.000
	N	100	100
Purchase intention		.603**	1
	Person correlation Sig. (2- tailed)	.000	
	N	100	100

Source: Computed from Survey Data # Correlation Analysis

The results obtained from the analysis of the data collected were shown below:

H_{01}: There is no significant relationship between Neuromarketing and purchase intention of mobile phones.

An attempt made to study the relationship between Neuromarketing on purchase intention, Correlation Analysis was utilized. As the p value is .000 and the alternative hypothesis is accepted. It also means that there is highly significant effect of neuro-marketing on purchase intension of mobile phones.

CONCLUSION

In mobile phone industry neuromarketing and its tools represent a modern and expanding field that generate intentions to purchase mobile phone. It is a new way of studying consumer behaviour. In particular it could become a useful support for marketing applications to find the correct consumer for their products. Understanding of brain cognitive mechanisms could find answers to many questions in the field of marketing. It was found that people relate to various aspects like color of the product, visual appeal in advertisement etc. strong sense of brand recognition goes with these factors.

Neuromarketing trigger the emotions of people in different ways. ln case of mobile phones, it's advertisements mainly consist of music and it uses bright colours. Music can make consumer feel happier. Different colours represents different emotions such as red create feeling of love, courage etc. Green creates the feeling of nature and health etc. Because of large number of competitors in a mobile phone industry, all companies conduct researches findings the way to attract consumers of competitors towards their products. A company which uses Neuromarketing as their strategy in marketing can attain competitive position in a market.

Through the study conducted we can clearly see how neuromarketing impacts consumer behaviour. People give into companies' tactics without realizing. Neuromarketing helps to bring consumers towards the product in an efficient and scientific manner.

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