**Neuro – Marketing and its Implications on the Gen z people**

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**Introduction:**

Neuromarketing is the application of neuroscience and cognitive science to marketing. **This can also include market research that tries to discover customer needs, motivations, and preferences that traditional methods like surveys and focus groups can’t reveal to the customer.**

**Neuromarketing can include how specific advertising, marketing, packaging, content works to understand how customers react to the non-conscious level. And, it can include applying the knowledge obtained from neuroscience and cognitive science research to make marketing more effective without testing specific ads or other materials.**

**“Consumer neuroscience” is sometimes used as a synonym for neuromarketing.**

Neuromarketing is a field where the intersection of neuroscience and marketing, has significantly influenced how businesses understand and target Generation Z, often referred to as Gen Z. these people who are born between the mid-1990s and the early 2010s are known as Genz, Gen Z represents the first generation to grow up fully immersed in the digital world, making them a fascinating subject for marketers and growing up along with internet.

Understanding the behaviors and preferences of Gen Z is crucial for businesses aiming to capture their attention and loyalty, and neuromarketing offers unique insights into their decision-making processes. By leveraging techniques such as brain imaging, eye tracking, and biometrics, neuromarketers can uncover subconscious responses to marketing stimuli.

**Understanding of the Study:**

Neuromarketing is the study of how the brain responds to marketing stimuli & is particularly relevant when considering its impact on Generation Z (Gen Z),who are born between the mid-1990s and early 2010s. This demographic, highly digital-native and accustomed to constant information influx, poses unique challenges and opportunities for marketers. Neuromarketing provides a deeper understanding of Gen Z's preferences, motivations, and behaviors at a subconscious level. Gen Z responds strongly to visual content, making visuals a powerful tool for engagement. Neuromarketing studies reveal that compelling visuals trigger more emotional response, guiding marketers to tailor content effectively. Authenticity is crucial for Gen Z, and neuromarketing helps decipher which messages feel genuine and resonate with this generation. Emotional engagement drives brand loyalty, with Gen Z valuing authenticity, social justice, and sustainability.

Social media plays a important role in Gen Z's lives, and neuromarketing analyzes brain responses to social media content, aiding in creating influential strategies. Personalization is key, with Gen Z expecting tailored experiences. Neuromarketing techniques provide insights into individual preferences, facilitating highly personalized marketing campaigns. Understanding Gen Z's short attention span is vital. Neuromarketing informs the length and format of content to maximize engagement. Peer influence is also crucial; studies on social influence help design strategies leveraging social proof. With Gen Z primarily using mobile devices, neuromarketing studies mobile user experience to optimize engagement. Ethical considerations are paramount; marketers must use neuromarketing insights responsibly and transparently, respecting individuals' autonomy and privacy.

In conclusion, neuromarketing offers valuable insights into Gen Z's preferences and behaviors. By understanding these insights, marketers can create more effective and ethical strategies tailored to this generation's unique characteristics.

**Need of the Study:**

The study of neuromarketing, particularly concerning its implications for Generation Z (Gen Z), is crucial for several reasons.

* Understanding Gen Z's preferences and behaviors at a subconscious level is essential for marketers. This demographic is highly diverse, digitally savvy, and bombarded with information daily. Neuromarketing provides insights into what resonates with them emotionally, guiding the creation of more engaging and effective marketing campaigns.
* Gen Z's immense purchasing power makes it a prime target for marketers. By delving into their subconscious responses to marketing stimuli, neuromarketing can reveal hidden motivations and preferences, enabling brands to tailor their products and messages more effectively.
* In a highly competitive market, gaining a competitive edge is vital. Neuromarketing offers a deeper understanding of Gen Z's decision-making processes, allowing brands to stand out and capture their attention amidst the noise of advertisements and content.
* The rapid evolution of technology and media consumption habits necessitates continuous adaptation in marketing strategies. Neuromarketing provides real-time insights into how Gen Z interacts with various platforms, helping brands stay ahead of trends and remain relevant.
* Gen Z's unique values and concerns, such as authenticity, social justice, and sustainability, require careful consideration in marketing efforts. Neuromarketing helps identify which messages and actions resonate authentically with this generation, fostering stronger connections between brands and consumers.
* As Gen Z represents the future of consumer demographics, investing in understanding them now can yield long-term benefits. Neuromarketing insights can inform product development, brand positioning, and communication strategies that resonate not only with Gen Z but also with future generations.
* The ethical implications of marketing to Gen Z cannot be overstated. With their susceptibility to influence and exposure, marketers must ensure that their tactics are transparent and respectful of individuals' autonomy. Neuromarketing studies can contribute to more ethical marketing practices by providing insights into how to engage Gen Z without exploiting or manipulating them.

In conclusion, the study of neuromarketing in relation to Gen Z is essential for understanding their complex preferences, guiding marketing strategies, staying competitive, adapting to technological changes, aligning with their values, securing long-term success, and maintaining ethical standards.

**Objectives of the Study:**

* To find out how neuro marketing is affecting the current generation of this 21st century.
* How is neuro marketing influencing the generation and the effects it creates on the people as a customer and consumer.
* To examine and analyze the implication of neuro marketing in the gen z people.

**Scope of the Study:**

The scope of studying neuromarketing and its implications for Generation Z (Gen Z) is wide-ranging and multifaceted.It encompasses understanding the typical responses of Gen Z to various marketing strategies.

the scope involves investigating how Gen Z's digital behavior influences their responses to marketing. This includes studying their interactions with social media, online advertisements, mobile apps, and other digital platforms. Understanding how Gen Z people respond and engages with digital content provides insights into effective digital marketing strategies.

it extends to exploring the role of authority and transparency in marketing to Gen Z. This involves examining how authentic brand messaging and transparent practices influence Gen Z's perceptions and purchasing decisions. It also involves studying the neural correlates of trust and authenticity to guide brands in building genuine connections with this generation.

the scope includes analyzing the impact of peer influence and social networks on Gen Z's buying behavior. This involves investigating how social proof, influencer marketing, and peer recommendations affect Gen Z's preferences and decisions. Understanding the neural mechanisms behind social influence helps marketers leverage these factors effectively.

the scope encompasses exploring Gen Z's values and how they shape their responses to marketing. This involves studying the neural responses associated with values such as environmental sustainability, social justice, and diversity. It also involves examining how brands can align their messaging and actions with these values to resonate with Gen Z.

the scope extends to examining the ethical implications of neuromarketing when targeting Gen Z. This includes addressing concerns related to privacy, consent, and manipulation. Understanding the ethical boundaries ensures that neuromarketing research and practices respect the rights and well-being of Gen Z consumers.

Overall, the scope of studying neuromarketing and its implications for Gen Z encompasses a comprehensive understanding of their neurological responses, digital behavior, values, peer influence, and the ethical considerations involved. This knowledge provides valuable insights for designing effective and ethical marketing strategies targeted towards Gen Z.

**Limitations of the Study:**

Neuromarketing is not a replacement for traditional marketing methods but, rather, a field to be used alongside traditional methods to gain a clearer picture of a consumer's profile. Neuromarketing provides key insight into the influencing a decision of a consumer, but it is still important to know the mindset the customer decide and where he has attractions too.

To carry out a whole marketing research, the usage of both neuromarketing and traditional marketing experiments is necessary. As companies know that customers say what they think they should say, not what they feel, an accurate study will happen in 2 ways either understanding what drives customers attention, emotions, and memories towards the brand or the product, using neuromarketing methodologies or conduct conventional marketing researches such as focus groups to establish the marketing mix.

Neuromarketing is also limited by the high costs of conducting research. Research requires a wide range of technologies such as fMRI, EEG, biometrics, facial coding, and eye-tracking to know how buyers respond and feel towards product. However, the cost to rent or own these technologies and even then, a lab may be needed to operate the aforementioned technologies.

**Research Methodology:**

Research on neuromarketing and its influence on Gen Z people typically gives a combination of primary and secondary data sources. Secondary data, in particular, plays a crucial role in understanding existing theories, trends, and findings related to both neuromarketing and Gen Z behavior.

The research methodology for secondary data involves a defined review of academic journals, books, industry reports, and online databases such as PubMed, Google Scholar, and Statista. This review helps to gather needed information on neuromarketing strategies , understanding of consumer behavior, and characteristics of Generation Z people.

Additionally, secondary data analysis involves examining case studies, market research reports, and articles that highlight successful neuromarketing campaigns targeting Gen Z. By analyzing these sources, researchers can identify common themes, emerging trends, and best practices in neuromarketing strategies for engaging Gen Z.

Furthermore, meta-analyses and systematic reviews of existing literature provide insights into the effectiveness of different neuromarketing techniques and their impact on Gen Z's purchasing behavior.

Overall, the secondary data research methodology for studying neuromarketing and its influence on Gen Z involves a comprehensive review and analysis of existing literature and data sources to inform and contextualize primary research efforts.Top of Form

**Finding of the Study:**

For decades and decades, marketing scholars aimed to understand how humans take decions towards buying a product. This is the central question that kept specific disciplines (such as psychology and philosophy) alive. It can be deduced from these decades of research that the majority of the mental process’s humans experience take place at their subconscious level, which also includes the decisions consumers make as to what to purchase or when to purchase.

As the curiosity to answer the question how people buy products, consumer neuroscience was developed as a new approach within the consumer research, and it has since risen rapidly in scope and essence, with the main aim of advancing the understanding of consumer behavior based on the methods and insights from neuroscience.

While many have stated that the term "neuromarketing" cannot be attributed to anybody, it is widely agreed that Professor Ale Smidts, from the Rotterdam School of Management of the Erasmus University, was the first person to use the term neuromarketing in 2002.

To understand the study following data was analyzed, the analysis of the secondary data was taken and we analyzed. Regarding the pie chart, it was taken around 352 or 70% of the respondents are female, 178 or 30% of the respondents are male. According to the status of the respondents, 288 or 58% of the respondents are single; 190 or 38% of the respondents are married; 15 or 3% of the respondents are divorced; 7 or 1% of the respondents are widowed. The age of the respondents in this survey is as follows: 13 or 2% of the respondents are under 18 years old, 201 or 40% are 19–25 years old, 198 or 40% are 26–35 years old, 70 or 14% are 36–45 years old and 18 or 1% over 45 years old. Twenty-three (23%) of respondents have been studied till 12th, 46% have a undergraduate degree, and 31% have postgraduate degree. Regarding the employment of the respondents: 24 or 5% of the respondents are normal employees, 29 or 6% are specialists, 76 or 15% are managers, 58 or 12% are company managers, 37 or 7% are directors, 5 or 1% are housewives, 3 or 1% are retired, 44 or 9% are self-employed, 20 or 4% are unemployed, 148 or 30% are students and 56 or 11% are in another profession. Eighty-eight (88) or 18% of respondents have a monthly income of 200–350 euros, 100 or 20% have a monthly income of 350–500 euros, 86 or 17% have a monthly income of 500–650 euros and 226 or 45% have a monthly income over 650 euros.

Figure 1: product quality and choice preferred by genz.

By this chart we got to know that 75% of the people prefer product quality as their preference and choice.

Figure 2: The importance of the color of the product packaging.

Through this chart we could understand that 78% of the Genz people prefer a product by the product packaging colour.

Figure 3: The importance of product information in choosing it.

This chart shows that 72% of people prefer buying a product after knowing the complete information of the product they are going to buy.

Figure 4: The importance of the selling price of the product in its choice.

The above chart shows that the customer of 69% people prefers a product by its selling price.

We found that the current 21st century people are more towards the eye-catching appearance of the product and the quality which paves way for the company to grab customer through neuro marketing and the findings for the objectives are:

* Through the above records we can find customer behavior towards the products that are sold by the company by neuro marketing strategies.
* Neuro marketing affects the decision-making ability of the customer towards particular product and influence the consumer towards the brand perception.
* The implication of neuro marketing in Genz is happening through the social media influence and ethical considerations.

**Conclusion:**

In this study we came to know that, in recent years marketing has undergone many changes. Marketing is more focused on individuals and their needs. As the change of marketing, perspective sends you to a field that has been a mystery until today, the need has arisen for a new branch of marketing called “neuromarketing”. Consumer decision-making is the process of solving a problem until its need is met. Neuromarketing is used to identify customer preferences. Neuro marketing basically goes around with psychologically analyzing the customer preference on the particular product based on their liking, attitude and necessity towards their segment they are looking into and that’s how company use neuro technology and marketing strategies to grab the customer and make them consumer to their product. Neuromarketing helps in the selection of advertisements to include the necessary elements that help in keeping in mind the consumers. The attention is very great when advertising the product and the information about promotional discounts greatly influences the choice of the product. One of the biggest benefits of neuromarketing is that it provides secure information for marketers by making it easier for them to work with consumers by meeting their needs and wants. The opportunity to place a product on the market is much easier after neuromarketing reveals what attracts the consumer to choose a product. The above findings shows that the Genz people get affected by the neuro-marketing the most, they get influenced by the product appearance, information, used by the ads and camping’s did by the company through their neuro science technology. This generation people are more into social media and the upcoming tech society which is being an easy task to the company to target this generation.

**Reference:**

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