



Advertising Tactics for Childrens Products: Nuero Marketing Perspective

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ABSTRACT:

Nowadays the ad agencies are crating advertising depend on consumer psychology and brain mapping instead of demographics. Advertisers have known for decades that pictures of babies attract attention and hold the viewer's gaze. That's why you often see pictures of babies – cute, startled, smiling, and frowning – in ads that have nothing at all to do with baby products. An interesting study from Australia shows what takes a baby-picture ad from merely attention-getting to effective. Over the years, marketing has aimed at better anticipation of the effectiveness of advertising campaigns. Morin (2011) states in his article that traditional techniques have failed to predict effectiveness with accuracy since emotions have a strong effect on how consumers process images, and understand and model cognitive reactions to messages. The idea of using brain activity measuring instruments to study consumers' reactions initiated a rather significant appeal and interest; people have yet to discover the other side of the coin. There are the potential ethical issues introduced by the use of NM for commercial purposes especially when it comes to the niche vulnerable population. The neuroscience, also known as neuromarketing, is the study of the brain to predict and potentially influence consumer behavior and decision-making. Neuromarketing to put it simply, is the application of neuroscience to marketing. In this paper the researcher intended to study how companies are using neuroscience while designing ads especially baby care products to improve their sales.

Keywords: Brain Mapping, Emotions, Graphics, Eye Tracking

Introduction:

Children are the most impressionable sector of our society. By performing this research, neuromarketing can now have the chance to prove that it can be used for the greater good if in fact proven to have more power as an intended effect advertising tool to aspire change. Over the years, marketing have aimed at better anticipation of the effectiveness of advertising campaigns. Morin (2011) states in his article that traditional techniques have failed to predict effectiveness with accuracy since emotions have a strong effect on how consumers process images, and understand and model cognitive reactions to messages.

In addition, the amount of data consumers are subjected to is gigantic, and the brain's ability to perform analysis is finite. Out of an average of 11 million bits of data that consumers are subjected to through their senses per second, only 50 bits of that data are analyzed by the brain, letting the rest go by ignored (Wilson, 2002). This made companies thirsty for the attention of the consumers and lead to the use of neural approaches to construct more effective advertisement or even reach consumers at a subconscious level if possible (Fugate, 2007).

Late years have seen a development in the capacities of neuroscientists to consider cortical activities regarding recurrence and revelations. Surely, the late procedures of functional imaging have allowed a profound learning in neuroscience and an exactness of cerebrum zones in charge of a delights and feelings. Be that as it may, most sociologies have yet to perceive neuroimaging as a standard method for examination and marketing research has been far slower to wake up to the benefit from this system (Lee, Broderick, and Chamberlain, 2007). Financial analysts were the first to propose the "neuroeconomics" (Kenning and Plassmann, 2005;). The point was to better comprehend the choice procedure or decision making (Droulers and Roullet, 2006). Late years have seen the advancement of another discipline which can be named as "neuromarketing" or "NM". The objective of this rising discipline is the exchange of knowledge from neurology to explore the buying behavior by applying neuroscientific strategies to marketing important issues (Stoll et al., 2008). Consequently, we can consider that the NM is the place marketing and neuroscience meet.

Literature Review

Marketing is defined as the process, set of foundations, and procedures for making, conveying, delivering, and trading offerings that is of value for clients, customers, accomplices and society.

Also marketing is the management procedure through which products and services move from being an idea to the end client. It incorporates the mix of four components called the 4 P's of marketing: (1) distinguishing, identifying and development of an item or a product, (2) determination of its cost, (3) determination of a circulation channel to achieve the client's place, and (4) development and implementation of an advertising plan

The marketing mix is a tool utilized in business. The marketing mix, initially coined by Neil Borden, can be profitable while deciding an item or brand's offer, and is regularly connected with the four Ps. The four Ps was proposed by Professor E. Jerome McCarthy in the 1960s (Nelson, 2016)

Advertising being one of the marketing mix is not really a late human attempt; archaeologists have revealed signs promoting property for rent going back to Pompeii and old Rome. Town messengers were another early type of promoting. As an industry, advertising and promoting did not take off until the availability of the different broad communications: printing, radio, and TV. However, worries over promoting focusing on kids went before both radio and TV. The British Parliament passed laws in 1874 planned to shield kids from the endeavors of merchants to incite them to purchase item (Kunkel and Wilcox, 2004)

NM, on the other hand, is according to Morin (2011), a relatively new evolving discipline which combines examined consumer behavior with neuroscience. Originally controversial field, which first appeared in 2002, is now becoming not only credible, but has also been ranked by specialists among advertising and marketing.

The combination of neuro and marketing expresses merge of two branches, namely neuroscience and marketing. Several US companies began to provide research and consulting in the field of NM, which promoted the use of knowledge and technology derived from the field of cognitive neuroscience. Javor et.al (2013) also describe NM as a discipline that is increasingly used in recent years in media as a theme and also add that these public discussions are generally directed on potential ethical aspects and point out concerns about negative impact on society, especially on consumer.

Therefore, NM includes the direct application of brain images, scans, or other measurements that detect any brain activity in order to gauge the reaction of consumers to particular products, services, brands, promotions, or other marketing essentials (Plassmann et al., 2012, p19).

One of the most impacting interdisciplinary fields that affects marketing is Neuroeconomy which brings the financial and economical meaning into the neuronal model for basic decision making (Egidi, 2008). Neuroeconomy developed as an autonomous field due to the expanded enthusiasm for exploring how the basic decision making really happens. The increased popularity of which discipline is due to the decreasing costs of neuro imaging, permitting scholars to study the procedures and processes of decision making on a bigger scale, finding the mind responses that decide complex subjective procedures. Scholars now have the potential to connect neuroscience ideas like basic decision making, memory or feelings with marketing ones, for example, targeting, and response to brands or brand loyalty (Perrachione and Perrachione, 2008).

These neural methods are paving the way for marketers to probe the consumers' brains in order to attain important information as to the reasons for the success or failure of a message (Wilson, Gaines and Hill, 2008). In addition, diversity marketing recognizes the influence of cultural backgrounds on the values, tastes, beliefs, and expectations, and on how to interact, ways of entertainment, and lifestyles, and since diversity marketing acknowledges that these differences require customized marketing tools, an argument emerged that stipulates that NM could hypothetically limit diversity.

Methodology:

Objectives:

- 1) To know children's psychology level with reference to advertising standards
- 2) To measure various neuro market tactics for children decision process
- 3) To discuss pros and cons with neuro marketing on children's behavior.

Sample:

A sample (example) of 4 children product advertisements and concern children response and behavior while watching of advertise and related behavior outcome for designing of products.

Example #1 What are you looking at?/ The Importance of Eye Gaze

It is old news that ads that include people are much more effective than those that do not. In particular, images and videos that include babies tend to attract longer and more focused attention from potential customers. Advertisers have long attempted to boost sales for baby products using close ups of adorable baby faces – with the help of eye tracking technology they have identified that this alone is not enough. A third neuromarketing advertisement example confirms the fact that humans are social creatures. There's nothing new about that. We love to follow the behavior of others. We look at others to decide which restaurant to go to, which book to buy and which club to go to.

Extra gentle for the most sensitive skin.

Start with ultra sensitive skin, add the chemicals and moisture of urine and stools, and you have diaper rash.

Baby diaper's unique high-absorbency natural-blend cotton padding provides cotton-soft, extra thick, gel-free protection for you baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.

If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com

Not only do we follow the behavior of others, we also follow their gaze. Knowing this, we can smartly adjust this knowledge in advertising. Let's look at the following example. Neuromarketing methods such as eye tracking reveal specific viewing patterns.

In this advertisement the hotspots on the heatmaps tell you what people looked at the most. Warmer hues indicate more eyes looked at that spot. The heatmap of the first image shows us that everybody saw the baby's face. Unfortunately, this cannibalized the content where the advertisement was all about.

Example #2 : Using Effective Packaging

We all know the feeling of being drawn to particularly striking or attractive packaging. Advertisers have always known that it's not always what's inside that counts, but [neuroimaging has managed to take this to a whole new level](#). Brands such as Campbell's and Frito-Lay have used neuroimaging to re-imagine their packaging. In studies, customers were shown packaging with their responses recorded as positive, negative or neutral. In addition, they were interviewed extensively in relation to color, text and imagery.



This research revealed that customers had a negative response to shiny packaging, but didn't show a negative response to packaging when it was matte. Frito-Lay then went on to scrap the shiny packaging, and move on with the new, matte look.

Takeaway: Neuromarketing techniques are being employed extensively to redesign packaging and presentation. To read more about the study above (and some other interesting studies).

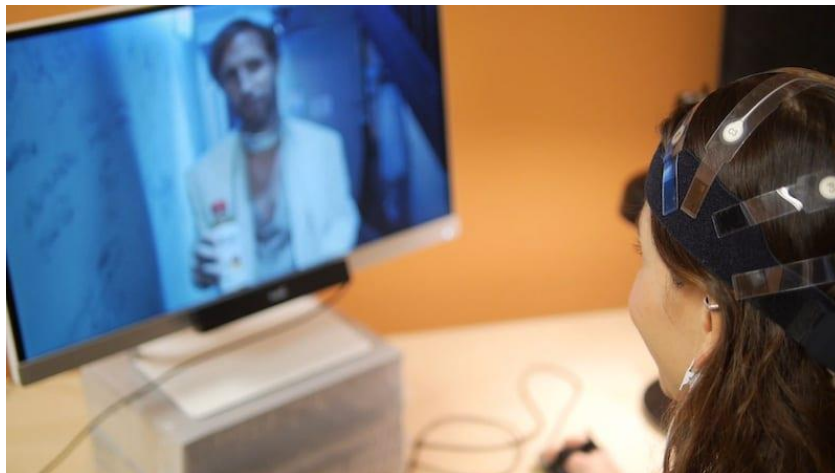
Example #3 : The Need for Speed

Neuromarketing is useful for detecting customer trends. Whilst companies often seek to portray a sense of safety and security, speed and efficiency may be what customers are after. PayPal discovered this by conducting a study which found that the promise of convenience activated the brain more than security. They used this information to convert more shoppers to their online payment service by emphasizing their speedy payment system.

Takeaway: Whilst it may seem like emphasizing the safety and security of a product will win customers over, you may instead want to get the message across that your product is fast and efficient.

**Example #4 : Evaluating Satisfaction**

Emotion Response Analysis (ERA) uses [EEG imaging](#) to identify the emotional response an individual has to a product, advertisement etc.



Our level of engagement or emotional arousal in relation to a product is invaluable to the advertiser. If, for example, the consumer experiences high levels of frustration in response to your product then there is evidently an issue with usability you may wish to address. EEG may be used to evaluate consumer satisfaction. In one study EEG was used to evaluate satisfaction with a dermatological treatment. They found that customer satisfaction correlated with activation in the neural circuits involved in evaluating facial beauty.

Takeaway: Like fMRI, EEG can shed light on the most effective ways of advertising (amongst other uses). If you're interested in how EEG can be used in conjunction with iMotions software then.

OTHER APPLICATION OF NEUROMARKETING

- Color psychology can influence a consumer's choice
- The direction of a face in a photo can help point eyes to the intended section
- Audio branding can help develop the brand image

- The right fonts can help convey your message
- Anchoring can help rope in your customers

IMPLICATIONS:

Implications of Advertising to Children The investigation of advertising effects on children has been based in general on two paradigms: The empowered child and the vulnerable child paradigms. In the first paradigm, being the empowered child paradigm, children are considered as being capable of critically process and evaluate advertisement. On the other hand, the vulnerable child paradigm children assumed to not possess the cognitive skills to shield themselves against advertising messages and it is believed that those kids are more prone to fall for the seductive allure of those marketing attempts. Research drawn from these two paradigms concentrate on two advertising effects: intended and unintended effects. 2.3.1. Intended advertising effects: The intended effects of advertising which is based on the empowered child paradigm suggests that these effects are anticipated and favored by marketers. Research has focused on three depended factors: cognitive effects, affective effects and behavioral effects.

Children are considered a big market by promoters according to McNeal (1992). They have significant access of cash to spend on their needs and wants. Second, children are likewise a future market as they progress to being adults. studies has exhibited that kids create brand devotion at an early age, and that good demeanors toward brands last well into adulthood.

DISCUSSION OF RESULTS:

Neuromarketing is a scientific study that uses the fundamentals of neuroscience phenomenon. The goal of neuromarketing is to capitalize on the cognitive biases of a target audience in order to persuade them to buy your products. Neuromarketing empowers marketers to hook potential buyers using human psychology and tempt them to make a purchase. Neuromarketing has been around for over a decade and brands are spending a sizeable budget on this scientific method. For its efficacy in marketing and branding, neuromarketing has become an integral part of the market research process. Today, businesses align neuromarketing as a primary source of information to develop a product and position it to a specific market.

Selling-buying practice maintains that consumers must always make buying decisions independently, based on informed choices rather than loaded ones. One of neuromarketing critics' main concerns is that the discipline will help corporations turn us into consumer slaves. Said detractors believe that neuromarketers can "push the buy button" in the brain of consumers, effectively forcing them to buy things.

Progression from children to adult consumer who has been subjected since infancy by NM techniques forms a potential area for further investigation and research. Children are the most impressionable sector of our society. By performing this research, NM can now have the chance to prove that it can be used for the greater good if in fact proven to have more power as an intended effect advertising tool to aspire change.

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