

Neuro Marketing in Cadbury Chocolate Industry

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I. INTRODUCTION

Neuro marketing is the practice of using technologies and application of neuro science in the field of marketing. with the help of technologies such as FMRI, EEG, MEG the market analyser analyse the neuro imaging of the customers. it is science and the analysis made up on by studying the brainwaves of the customers. The effect and scope of neuro marketing is extensive.

This study focusing on the basic concepts of neuro marketing and how Cadbury uses the scope of neuro marketing in Cadbury chocolates. From 1 rupee Chocolates to luxury celebration packs, Cadbury is India's favourite chocolate brand. Dairy milk, Eclairs, Silk, temptations, gems and perk are some of its most celebrated chocolates.

Scope of the study

The present study helps to understand the concept of neuro marketing and how neuro marketing techniques are used by Cadbury brand.

Scope of this study is limited to Cadbury Chocolates.

Objectives of the study

- To understand the concept of neuro marketing.
- To know about various technology used in neuro marketing.
- To find how neuro technologies are applied in Cadbury products.

Research methodology

The methodology followed for conducting the study is purely secondary data.

Statement of the problem

Neuromarketing is recently found in the marketing. it is the practice of using technologies in developing a product. Cadbury is the world's largest food and beverage company. it is relevant to study about the concept of neuro marketing and how

neuro marketing techniques are adopted by Cadbury.

Neuro Marketing – Meaning and Evolution

Neuro marketing is the application of neuro science to marketing. It is new field of marketing and gained considerable popularity recently market researchers uses FMRI (functional magnetic resonance imaging), EEG (electroencephalography), Eye tracking Galvance skin response, MEG (Magneto encephalography), TMS (Transcranial magnetic stimulation) for analysing the consumer behaviour. There are major techniques used in neuro marketing. Neuroimaging gives better measure of a consumer preference. For example the verbal response got for the question "do you satisfied with the product" is may not be correct always. This chance give relevance to neuro marketing by recording brains response. This helps the marketers and producers design product according to the taste & preferences of the consumers. Neuro-marketing will help the marketers for what the consumer reacts to, whether it is about colour of packing style or may be extra tagging which are not held by others (other co-consumers). Neuro-marketing is the study of how people's brains respond to advertising and other brand related messages by scientifically monitoring brainwave above mentioned neuro marketing techniques.

As mentioned earlier it records measure brain response with neuro science. And in order to that result the product will designed and development. It is really to inform the brand's 4p's.

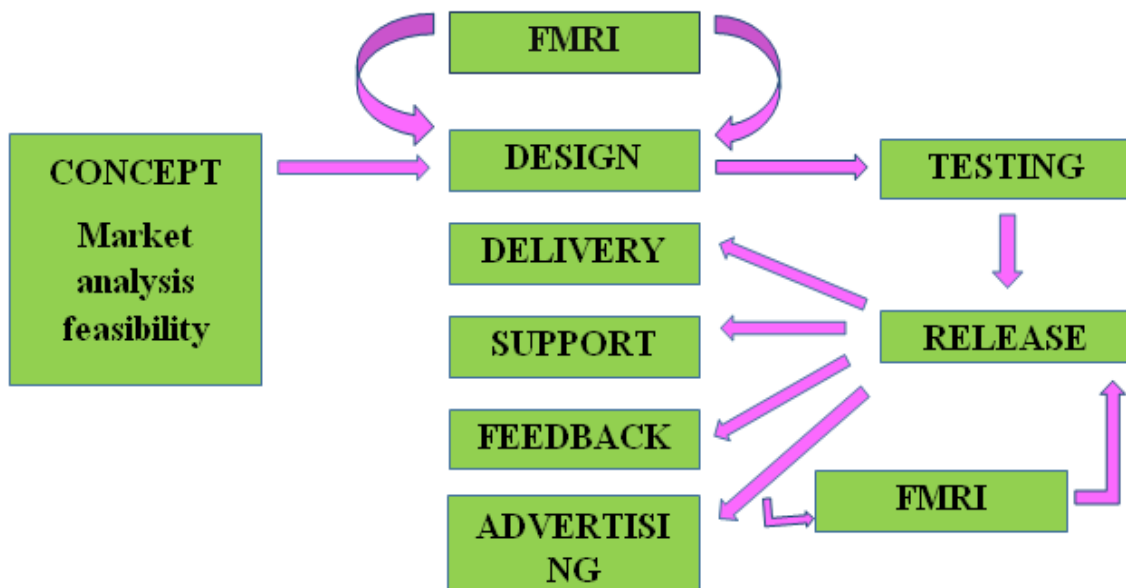


Fig.1 Product life cycle in neuro marketing

It is pure application of science, so the reliability is higher and get information which not obtainable from using any conventional methods. As by the indications of neuro imaging the marketers can design products to the ‘unmet’ needs and can drive the ‘to buy’.

Neuro marketing technologies

Functional MRI (FMRI)

Functional magnetic resonance imaging is one of the major technology used for tracking the brain’s blood flow as subject’s respond to audio and visual cues. The major difficulty of FMRI is inconvenience and its price tag (1000 per machine per hour). It give access on deep part of brain which is called “pleasure center”

Electroencephalography (EEG)

EEG, is much cheaper than FMRI, it uses a cap of electrodes. These electrodes track and access the electrical waves produced by the brain. In respect of emotions such as excitement, anger, happy. Unlike FMRI it does not offer access to ‘pleasure center’.

Voice layering

Record the voice response and subject to software analysis. More than analysing the words used, the tone of speak, style, pausing words by analysing such indicators understand /study the accurate response of users.

Eye tracking

Eyes are mirror of mind. By tracking the eye gaze can find out and read the emotions of the subject. Multimodal approach is often necessary to fully exploration of mind-set. The eye gaze is a language of silent communication. It provides a very efficient way of pointing.

Galvanic Skin Response

Galvanic Skin Response is a psychological test that make measure of electric conductivity of the skin, in order to determine the perception of the consumer about a product .the data is collected with the help of galvanometer.

Magnetoencephalography (MEG)

MEG collects the electronic waves generated in brain and it has accessed. It is an expensive method of tracking brain waves. an MEG setup costs approximately \$ 2 million.

Challenges of neuro marketing

Cost

Expense is the main challenge of neuro marketing. Even for using FMRI machines for an hour it costs thousands of dollars. And for installation of machines the expense upward of \$1 million. According to a 2007 edition BusinessWeek article , it is expected to pay between \$50000 and \$100000 to scan 10-20 subjects , apparently no discounts get.

Skill of technicians

To analyse the neuro waves by technologies and neuro tools available, need specific skills. Lack of such skilled persons lead to limit the study.

Ethical concerns

Nero imaging is basically done for getting the consumer preference to raise the demand and sales. But while capturing the mind of individuals arises issue of ethical conduct .means neuro imaging do not use to understand more than that of the specific task.

Neuro techniques used by Cadbury

From 1 rupee Chocolates to luxury celebration packs, Cadbury is India's favourite chocolate brand. Dairy milk, Eclairs, Silk, temptations, gems and perk are some of its most celebrated chocolates. Cadbury, Formerly Cardbury's and Cardbury Schweppes, is a British multinational confectionery company wholly owned by Mondelez international (originally Kraft Foods) since 2010. It is second largest confectionery brand in the world after Mars. John Cadbury founded Cadbury in 1824 in Birmingham, Warwickshire, England. And it's head quarters is in London.

1. Focus group

Kids and teenagers are dependant group of people Cadbury mainly targeting on attracting this dependent group visuals and science are created to make in a way of quick attraction by using enlighten colour themes. by showing new life style in a meaning of new trends of teenagers life.

2. Packaging

Packaging is the process of designing evaluating and producing packages. Designing of cover is playing a major role in getting consumers preferences. Cadbury uses attractive colours and materials for packages to get quick attention of focused group.

3. Product mix

Product mix is the full list of products offered by a company. Cadbury have wide range of products with strong depth and width of product lines. This differentiation is a competitive advantage of Cadbury S.A Cadbury satisfy all types of consumers by producing such diversification.

4. Product design

Every product is designed to attract consumers .product designing is the process of

deciding the shapes and size of the product. Cadbury design products solely for the intention of attract a targeted group like design of kinderjoy for attracting kids by toys with chocolate.

5. Branded product close at hand

Cadbury is one of the top chocolate manufacturing company. Thousands of product lines are under Cadbury .And all these products are available in every knock and corner of India .It makes public a thought of branded product is close at hand and this make higher reach of products in the mind of people.

6. Advertisement

Advertisement is the main technique of marketing. Every single advertisement of Cadbury is focusing only just one group of consumers, not for all age group and not for all people. This technique makes a feel in the minds of targeted group that these products are solely designed for him/her.

7. Tagline

Tagline is the first impression of a brand. It represent all the products which are under that brand. Cadbury is launching a global brand campaign for its Dairy Milk brand, replacing its 'Free the Joy' slogan with 'Taste like this feels' although marketing director Matthew Williams says its marketing will still focus on providing "moments of joy". This gives lasting impression of Cadbury brand products are giving more happiness for the happiest moment and it's good and healthy.

8. Product line

Cadbury has so many product lines. it always by to launch new product, seasonal products in short intervals. it makes a feel in mind of consumers that being in the waves of trend.

II. SUMMARY, CONCLUSION AND FINDINGS

Marketing is the art of selling. And neuro marketing is the application of science in marketing. Because of neuro marketing is a scientific method, validity and higher degree of accuracy. it considered as a costly method of marketing therefore high capital base companies are only adopting it. Small and new companies uses the final results and findings for their product designing called "scent marketing". Neuro marketing combines psychology, neuroscience and economics for studying the consumer behaviour by using neuro scientific technologies for designing and developing products. But often questioned

about the trustworthiness of their analysis, because of in early stages it made some exaggerated unverified and scientifically irresponsible claims.

Cadbury is very reputed brand producing many lines of chocolates. This brand uses neuromarketing techniques to get attention and make buy drive on the minds of public. For that they uses tactics in packaging, Advertising, often launching of new products etc. These techniques give positive results to Cadbury. However while introducing a new product it is needed that to understand and analyse the mind-set of consumers first for the progression and success of the product. And this method strong with scientific base and technologies application.

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