

# Neuromarketing: Application and impact on consumer buying behavior for Fashion Industry.

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**ABSTRACT:** This research primarily focuses on the aspect and implementation of neuromarketing in the fashion industry. Fashion has been a highly competitive industry in recent times with the inclusion and implementation of various varied usage of technology in the production, propagation and the designing of the elements of fashion. The implementation of neuromarketing in the fashion industry has brought multifold changes in the industry in both positive and negative manners. This paper primarily focuses on how the implementation of Neuromarketing in the fashion industry, especially with respect to electroencephalography (EEG), functional magnetic resonance imaging (fMRI), magnetoencephalography(MEG), eye-tracking (ET), facial recognition galvanic skin response (GSR), and voice pitch analysis have affected the big brands of the industry. The aspect of Ethical dilemmas within the free will paradigm and Rawlsian justice developed in moral philosophy are delineated next w.r.t the fashion industry.

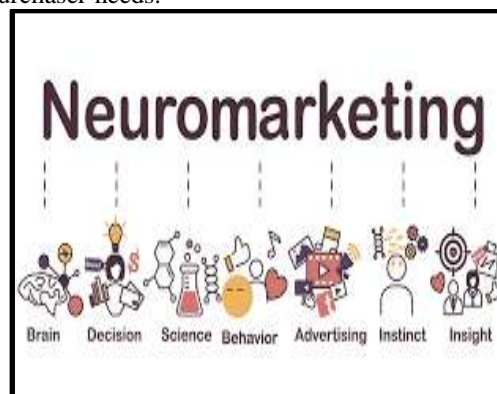
**KEYWORDS:** Neuromarketing, Branding, Fashion Industry, Marketing, Consumer Behavior

## I. INTRODUCTION TO THE STUDY

### 1.1 Basics of Neuromarketing

The basic concept of marketing is to identify the social needs of a consumer and add value to it. The term Neuromarketing was initially termed by Ale Smidts in 2002. The techniques involve using tools for marketing that carefully target the subconscious part of the brain in order to help understand the consumers behavior and response to the same. Some of the common tools used in Neuromarketing are electroencephalography (EEG), functional magnetic resonance imaging (fMRI), magnetoencephalography(MEG), eye-tracking (ET), facial recognition galvanic skin response (GSR), and voice pitch analysis. These tools help the business brand their products or services with a more powerful impact. Hence these tools act as successful tools to ignite the consumer's emotions

and behavior to provide them with the maximum benefits they can, I win-win for both consumers and companies. Since neuromarketing is coming out to be an efficient tool, the fashion industry seems to have a wide scope for influencing consumers' buying decisions. Neuromarketing is an adaptable strategy to decide client inclinations and brand faithfulness, since it can apply to almost any individual who has built up a supposition about an item or organization. Regardless of what structure it takes, promoting centers around making positive and noteworthy effects in the brains of clients. Neuromarketing measures those effects, however anybody can take the essential revelations and change their item or service to reflect subliminal purchaser needs.



**Illustration 1:** Dimensions of Neuromarketing

**Source:** <https://neuromarketinginstitut.com/eng/neuromarketing-in-business/>

### 1.2 Influence of Neuromarketing

The Fashion Industry stands at a very big share when it comes to connecting to their customers. The main parts of style promoting are distinguishing the objective market at which the attire will be pointed, figuring out where to offer the items to boost deals and choosing at what cost to sell the items, to pull in clients and create benefits. Different viewpoints incorporate choosing how the items ought to be shown; this is the place where the innovativeness and cleverness of the advertiser becomes an integral factor.

Neuromarketing raises these feelings also, making commitment in the psyche of the customer, so you can pick a brand in specific, contingent upon how requests suit your sentiments. Luxury brand buyers are bound to react positively towards promotion of brands using emotional connect. Neuromarketing has had an incredible effect on the style business as it helps the development of the brand and thus gives data to make advertising methodologies to sell products.

## II. REVIEW OF LITERATURE

**Butler, M.J. (2008)** Provided a distinctive perception of how understanding consumers is not a brand new concern; however discovering new interconnections between one's perceptions are useful to understanding introduction and diffusion. The upcoming field of neuromarketing reveals that knowledge has plasticity. In other words, different stakeholders, marketing researchers and practitioners, perceive the growth and application of neuromarketing techniques in different ways. Having different perceptions of knowledge is also not a new issue, but finding new links between those perceptions is relevant to knowledge creation and diffusion.

The concept of observing what specific brain function or functions are activated during numerous stages of the consumer's decision-making process should help service marketers improve their efficiency and effectiveness. While neuromarketing has applications to all forms of product marketing, it is of particular interest to services marketers because of the intangible nature of services; thus making conventional research more difficult and speculative. **Fugate, D.L. (2008)**

It was seen that the presence of neuromarketing as a marketing research technique and people's inclination in this field of science have boomed in recent years. With more studies about neuromarketing being applied and their results disseminated, it is possible that more companies will join the neuromarketing area to have better designed products and more efficient advertising. Therefore, neuromarketing techniques can help the understanding of many kinds of structured buying behavior. Neuromarketing was noticed as an important tool to help bring clarity and understand consumers' behavior, having great scope in the area of communication, as well as the scope to identify consumers' subconscious needs and thus create more incentivized packaging, pricing decisions and more efficient brand

positioning plans. **Fortunato, V. C. (2014)**

Neuromarketing can assist researchers in determining whether or not a campaign has likelihood of being recalled by the average consumer. Through research that has already been conducted, neuromarketers have already determined that memory of a product is often the most reliable measure of an advertisement's effectiveness and it is directly linked to future buying behavior. The science behind Neuromarketing is still new, but researchers are already making new advancements in this field to build better marketing based on persuasion, emotion and influence. **Hilderbrand, M. L. (2016)**

Analyzing the three areas and their turns of events, we reason that their commitments to all zones of our day by day lives are certain. Branding is of utmost importance for our regular day to day existence, actions and our cravings. Neuromarketing comes to play out our cerebrum's working and our inclinations, while Information Design helps us with overseeing and interface adequately with the plenty of data we get day by day, just as to advantage from the fast adaptations of our cutting-edge way of life. **Olga M. Nikolopoulou, Y. A. (2016)**

The new development in neuroeconomics appeared to have extensive cover with the aspect of advertising research. We have attempted to show here that the significant neuroscientific view of neuromarketing as exploitative, importantly imperfect, and possibly hurtful, ought not erroneously be applied to academic showcasing research. Surely, the field of neuromarketing should be considered as a real and significant region for future application, which will permit us to completely comprehend human action in a critical setting. Using neuroimaging to showcase research issues ought to permit us to structure undeniably more obviously the effect of encouraging procedures, just as gaining understanding into key aspects concerning business connections, answers to which have recently stayed slippery. **Nick Lee, A. J. (2007)**

Culture can assume an incredibly relevant part with respect to the operation of one show, and how one sees the world. At last, it is turning out to be evident that an urgent aspect of progress in the field of advertising overall will be to consolidate strategies. Various individual Neuromarketing strategies can solve one aspect of an inquiry quite well; yet have impediments that meddle with drawing solid general ends. It is for a good number

of reasons that one can't yet pick regardless of whether Neuromarketing will go about as a hero later on or be just one more advertising stretch.  
**Kumar, S. (2015)**

**Emily Murphy, J.I. (2008)** interpreted with a preliminary version of a policy of ethics that we recommend be adopted by the neuromarketing industry. The overarching objective of this code of ethics is to promote research and growth, entrepreneurship, and profitable enterprise along with relevant and non-harmful use of neuroimaging technology at all stages of development, deployment, and dissemination. These codes should be connected within the neuromarketing arena with the advice of independent academic researchers working in the area of neural correlates of decision-making, social behavior, and consumer preferences, as well as neuro ethicists and experts in marketing industry ethics. Proactive development of such policies within the professional community will provide creditworthiness and garner greater acceptance than those that may be imposed upon the field by regulatory bodies, especially if they arise in response to adverse events.

### III. RESEARCH GAP

The various literature reviewed lack in covering the sensitivity of using consumer's psychology to control their behavior, which is considered to be against ethics. It also fails to cover important determinants such as color, packaging, and product design as a tool to impact its consumer's behavior. There is a lack of generic understanding for the relationship between neuromarketing and branding amongst diverse industries. In accordance with this there is absence of specific implications and applications of neuromarketing in the fashion industry.

### IV. RESEARCH OBJECTIVE

- To determine the relationship between neuromarketing and branding in the fashion industry.
- To determine the effects and implications of neurology in branding
- To determine the scope for color, packaging and other product designing factors to target consumers behavior.
- To understand the changes in fashion choices of consumers due to tools of neuromarketing.

### V. HYPOTHESIS FRAMED FOR THE STUDY.

The hypothesis framed in this research is to determine the relation between the neuromarketing tools used by fashion industrialists and the choice affected by consumers due to them. The research question is "Does neuromarketing unconsciously affect the consumer behavior in the Fashion Industry, if yes what are the significant factors that influence it?"

Null hypothesis (H0) = The neuromarketing tools used by fashion industrialists does not attract the consumers buy the product.

Alternate hypothesis (H1) = The neuromarketing tools used by fashion industrialists unconsciously attract the consumers to buy the product.

The data analysis part will be used to conclude whether the null hypothesis stands true or false. The hypothesis framed by the researcher is that the implementation of neuromarketing has resulted in a boom in the fashion industry at large. Brands like Tommy Hilfiger, Burberry and Chanel were the pivotal players in the initial implementation and utilization of neuromarketing in the industry. With brands like Gucci, Calvin Klien, Prada and Moschino following soon, neuromarketing became the go to marketing aspect for brands when it came to mass public outreach. Brands started implementing the concept of colour grading, sound frequency manipulation and product placement design to draw conclusive results with a massive increase in sales in the years to come.

### VI. RESEARCH METHODOLOGY

#### 6.1 Research Design

The research undertaken was conducted to collect data and analyze the application of neuromarketing as a tool by company's from the fashion industry. Primary research was conducted to conclude the behavior of consumers towards the marketing tool used by companies that are psychological in nature. This research was a basic one which included aspects of quantitative data from the responses received from them being the consumers of the products in the industry. The data collected is then investigated systematically to evaluate the quantitative and qualitative aspects of the research. The research is conducted to collect primary data from the consumers of India distributed all along the geographical area of India. The consumers include only those who buy products from the fashion industry. This population is an easy fit to determine the choices of consumers

in India which might get affected due to similar cultural, economic and social factors.

The survey was sent across the frame of students and family members all across India to receive a diverse section of data. Total of 250 responses were collected for this survey and analyzed. The population is further segregated into Northern, Eastern, Western, Southern and Central India. The sampling technique used is simple random sampling. This removes the chances of any bias and makes the entire data collection process simple. The instrument that has been used is by conducting a survey of the sample by the means of a questionnaire. The main motivator behind this decision was to help the respondent get engaged in the procedure to ask them connected questions encouraging them to give meaningful responses.

## 6.2. Case Analysis

Other than the survey to understand the thought process of the consumers a secondary research was also done to understand the point of view of major fashion companies. On the basis of use and audience, this research is a basic research, with the aim being to extend the existing domain of knowledge regarding the extent of Neuromarketing in the Fashion Industry. On the basis of purpose, this research is a causal conclusive research, the implementation of Neuromarketing in the Fashion Industry will be studied in great depth to find out how it has affected the entire industry and molded it into the industry it is today and what changes have been brought till now. Since this topic has been previously studied before, there is no exploratory aspect to this study, it is a further enforcement of an existing assumption into fact. On the basis of the nature of cases, this is an across-case research, which will be focusing on multiple instances where Neuromarketing in the fashion industry has helped brands in elevating either their position in the market or the overall marketing prowess of the brand per se. The instances and examples cited may have both a negative as well as a positive perception towards neuromarketing depending upon the brand and how it has shaped its marketing standards around the concept of the same. The secondary data collected will be analyzed over a specific period of time. On the basis of data collection, this is qualitative non-reactive research, which will include secondary data taken from as reliable a source as possible and will be used as the base to form a conclusion. Historical comparison of the data collected also plays a crucial role in this study.

The design is very comprehensive, it will include identifying the different determining

variables that further implement and organize and evaluate the study in a way that demonstrates that the study is indeed true and that it can also be accepted as a fact. Since the study is fundamental in nature, a lot of references from other articles, as included in the literature review, would be needed to shape a more precise and general assumption about the subject in question. The other studies offered a limited view of the relevance of minor aspects of Neuromarketing or maybe concentrated only on some aspects of the subject that will be used as essential components to a more general conclusion of the subject. In an extensive and systematic approach, the synthesis of the different factors will assist, and after as many components have been exhausted, it will lead to the conclusion. This design will help in the qualitative conclusion about how the importance of factors like color, placement and sound frequency has played a fundamental role in the rise of the use of neuromarketing and other psychological aspects of marketing in the fashion industry at large.

The information collected for this research paper was through secondary sources, the research papers and articles studied/analyzed for it were mainly found on Google Scholar, Pearson E-Books etc. The information in this research paper has been collected from several sources like journals, articles, and already existing papers to provide a wider range of coverage that will result in a better understanding of the topic. It was ensured that all the data taken into consideration was relative to the research, and that the data was reliable and valid to the time period of the study.

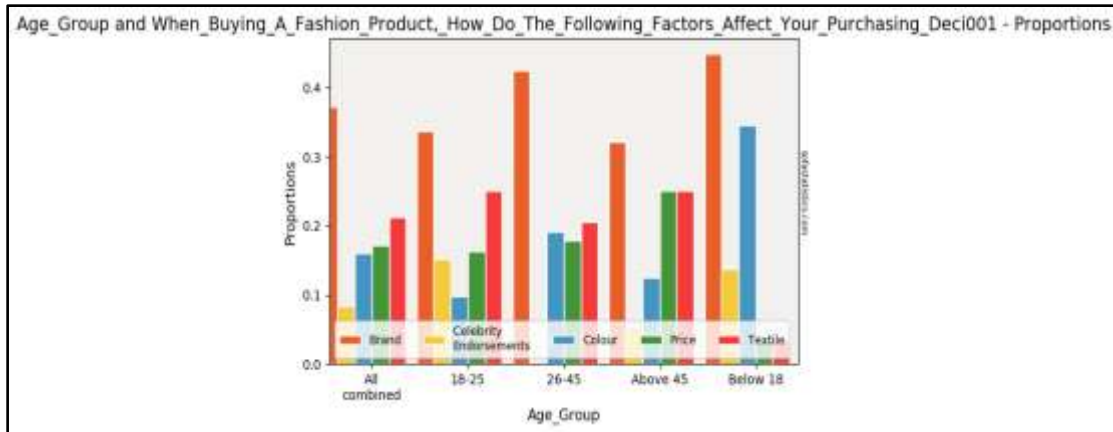
The tools primarily used for analysis are qualitative. The interpretation of the analyzed data is also a crucial element of the analyzed data. These aspects increase the emphasis of interpretation of characteristics like industry trends, psychology, human behavior and most importantly logic.

## VII. DATA ANALYSIS AND INTERPRETATION

In today's modern practices taken up by brands there are multiple dimensions that are taken into consideration while adding value to the customers being the kings. Amongst these various aspects few of the points that the marketers prioritize include brand, color, textile, price and celebrity endorsements to add value to their product. In the survey conducted, the respondents were asked to rank the aspects they take into consideration while looking forward to a fashion brand. The graph illustrates how the majority of them considered celebrity endorsements to be the last criteria for their purchase. Brand name and

color for them were an integral part to make efficient choices. The marketer can exclusively use color and the trends to set into their place in the industry. This can be observed that consumers for

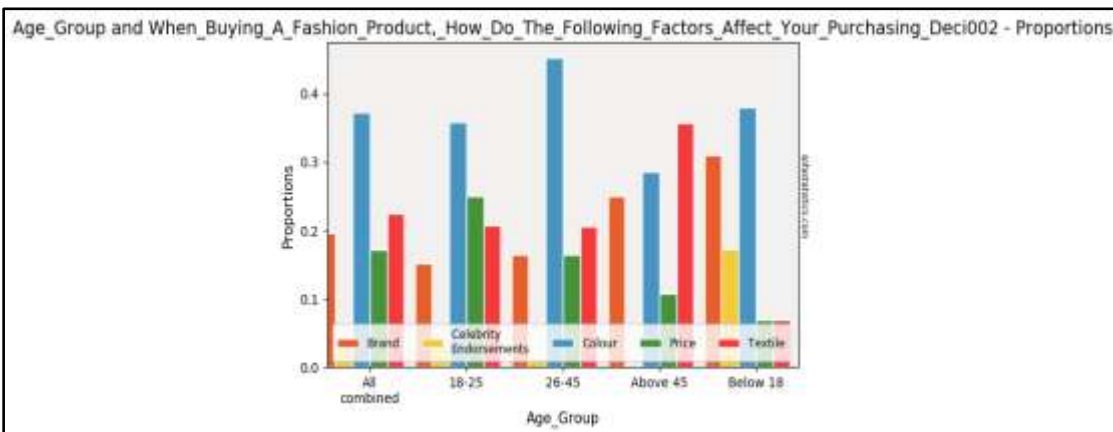
the fashion industry not only depend upon the composition of the product but also its outer appearance and looks.



**Illustration 2:** A Graphical Representation of How Age Group and The Aforementioned Factors Affect Buying Decisions w.r.t P1

		When_Buying_A_Fashion_Product_How_Do_The_Following_Factors_Affect_Your_Purchasing_Deci001											
		Brand		Celebrity Endorsements		Colour		Price		Textile		TOTAL	
		Obs	Exp	Obs	Exp	Obs	Exp	Obs	Exp	Obs	Exp	Obs	Exp
Age_Group	18-25	31	34.2	14	7.7	9	14.7	15	15.8	23	19.5	92	92.0
	26-45	31	27.2	0	6.1	14	11.7	13	12.6	15	15.5	73	73.0
	Above 45	18	20.8	3	4.7	7	9.0	14	9.6	14	11.9	56	56.0
	Below 18	13	10.8	4	2.4	10	4.6	1	5.0	1	6.1	29	29.0
	TOTAL	93	93.0	21	21.0	40	40.0	43	43.0	53	53.0	250	250.0

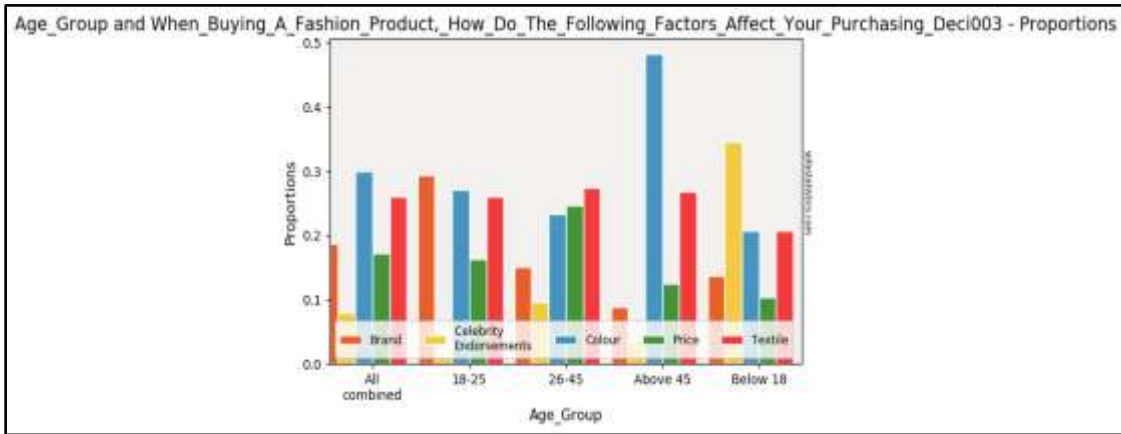
**Table 1:** A Tabular Representation of How Age Group and The Aforementioned Factors Affect Buying Decisions w.r.t P1



**Illustration 3:** A Graphical Representation of How Age Group and The Aforementioned Factors Affect Buying Decisions w.r.t P2

		When_Buying_A_Fashion_Product_How_Do_The_Following_Factors_Affect_Your_Purchasing_Deci002											
		Brand		Celebrity Endorsements		Colour		Price		Textile		TOTAL	
		Obs	Exp	Obs	Exp	Obs	Exp	Obs	Exp	Obs	Exp	Obs	Exp
Age_Group	18-25	14	18.0	3	3.3	33	34.2	23	15.8	19	20.6	92	92.0
	26-45	12	14.3	1	2.6	33	27.2	12	12.6	15	16.4	73	73.0
	Above 45	14	11.0	0	2.0	16	20.8	6	9.6	20	12.5	56	56.0
	Below 18	9	5.7	5	1.0	11	10.8	2	5.0	2	6.5	29	29.0
	TOTAL	49	49.0	9	9.0	93	93.0	43	43.0	56	56.0	250	250.0

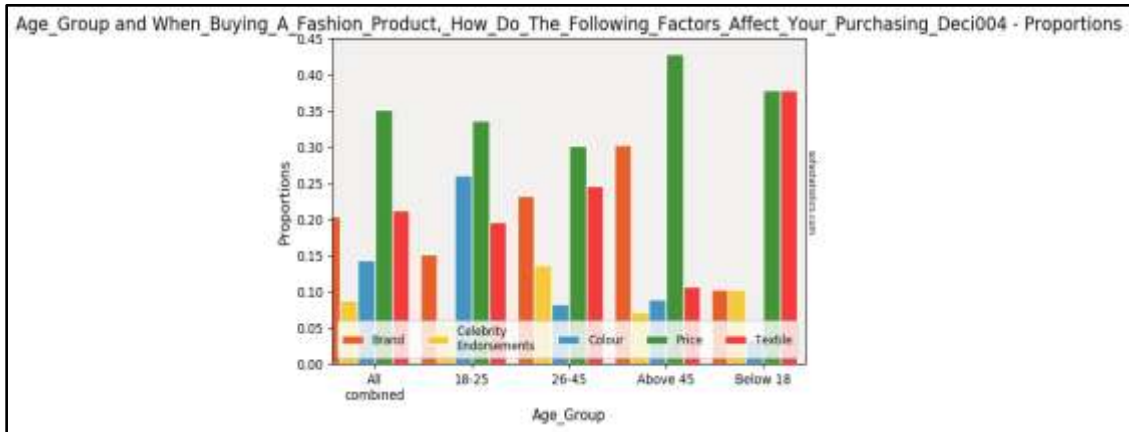
**Table 2:** A Graphical Representation of How Age Group and The Aforementioned Factors Affect Buying Decisions w.r.t P2



**Illustration 4:** A Graphical Representation of How Age Group and The Aforementioned Factors Affect Buying Decisions w.r.t P3

		When_Buying_A_Fashion_Product_How_Do_The_Following_Factors_Affect_Your_Purchasing_Deci003											
		Brand		Celebrity Endorsements		Colour		Price		Textile		TOTAL	
		Obs	Exp	Obs	Exp	Obs	Exp	Obs	Exp	Obs	Exp	Obs	Exp
Age_Group	18-25	27	17.3	1	7.4	25	27.6	15	15.8	24	23.9	92	92.0
	26-45	11	13.7	7	5.8	17	21.9	18	12.6	20	19.0	73	73.0
	Above 45	5	10.5	2	4.5	27	16.8	7	9.6	15	14.6	56	56.0
	Below 18	4	5.5	10	2.3	6	8.7	3	5.0	6	7.5	29	29.0
	TOTAL	47	47.0	20	20.0	75	75.0	43	43.0	65	65.0	250	250.0

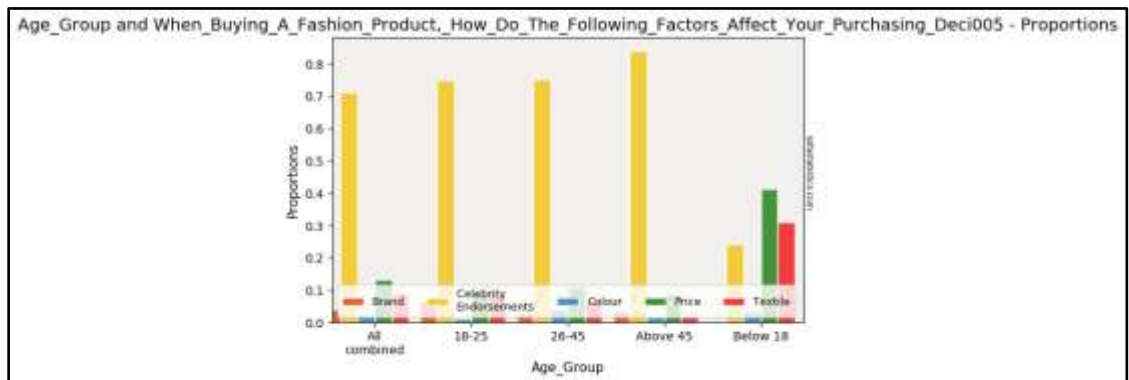
**Table 3:** A Tabular Representation of How Age Group and The Aforementioned Factors Affect Buying Decisions w.r.t P3



**Illustration 5:** A Graphical Representation of How Age Group and The Aforementioned Factors Affect Buying Decisions w.r.t P4

		When_Buying_A_Fashion_Product_How_Do_The_Following_Factors_Affect_Your_Purchasing_Deci004											
		Brand		Celebrity Endorsements		Colour		Price		Textile		TOTAL	
		Obs	Exp	Obs	Exp	Obs	Exp	Obs	Exp	Obs	Exp	Obs	Exp
Age_Group	18-25	14	18.8	5	8.1	24	13.2	31	32.4	18	19.5	92	92.0
	26-45	17	14.9	10	6.4	6	10.5	22	25.7	18	15.5	73	73.0
	Above 45	17	11.4	4	4.9	5	8.1	24	19.7	6	11.9	56	56.0
	Below 18	3	5.9	3	2.6	1	4.2	11	10.2	11	6.1	29	29.0
	TOTAL	51	51.0	22	22.0	36	36.0	88	88.0	53	53.0	250	250.0

**Table 4:** A Tabular Representation of How Age Group and The Aforementioned Factors Affect Buying Decisions w.r.t P4



**Illustration 6:** A Graphical Representation of How Age Group and The Aforementioned Factors Affect Buying Decisions w.r.t P5

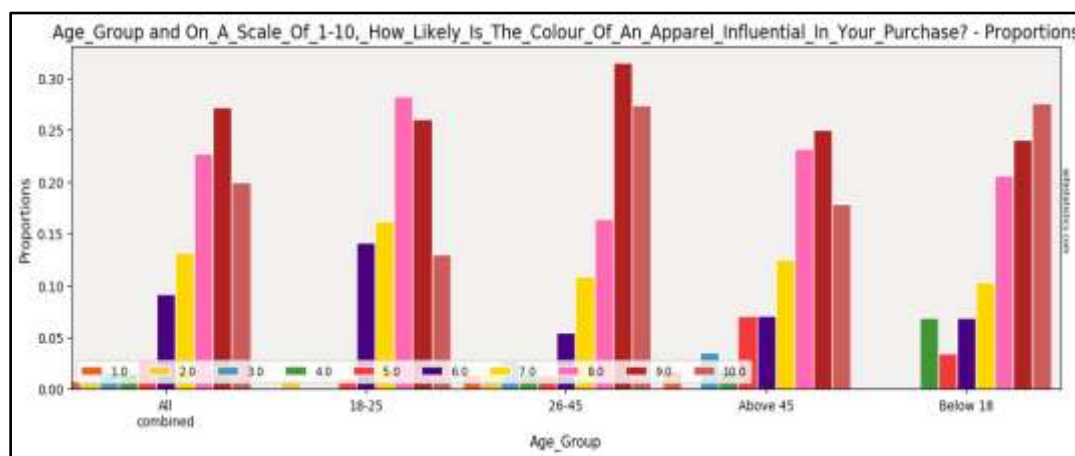
		When_Buying_A_Fashion_Product_How_Do_The_Following_Factors_Affect_Your_Purchasing_Deci005											
		Brand		Celebrity Endorsements		Colour		Price		Textile		TOTAL	
		Obs	Exp	Obs	Exp	Obs	Exp	Obs	Exp	Obs	Exp	Obs	Exp
Age_Group	18-25	6	3.7	69	65.5	1	2.2	8	12.1	8	8.5	92	92.0
	26-45	2	2.9	55	52.0	3	1.8	8	9.6	5	6.7	73	73.0
	Above 45	2	2.2	47	39.9	1	1.3	5	7.4	1	5.2	56	56.0
	Below 18	0	1.2	7	20.6	1	0.7	12	3.8	9	2.7	29	29.0
	TOTAL	10	10.0	178	178.0	6	6.0	33	33.0	23	23.0	250	250.0

**Table 5:** A Tabular Representation of How Age Group and The Aforementioned Factors Affect Buying Decisions w.r.t P5

The p-value is  $<0.05$ . There exists sufficient evidence to conclude that there exists a strong relationship between the age and the factors that affect the respondents purchasing decisions while buying a fashion product. Amongst all the age groups, the brand image and value stands to be the initial aspect while buying a fashion product. It can be observed that amongst the age group of 18 and below, the colour scheme of the fashion product stands as a priority to consider. After brand value, colour stands to be an important factor which influences the buying decision of the consumers. Out of all the 5 factors, celebrity endorsements stand to be the least important factor for all the respondents amongst all the age groups.

Color scheme has been one of the most effective tools of neuromarketing. In the fashion industry colors are considered as a medium of

communication. Similarly when the consumers go after a brand or their product, color comes into play. Elaborating on the same element the respondents were questioned if the color palette of their apparel and accessories affect their purchasing decisions. It was found the majority of the respondents were inclined towards purchasing the apparel only if it matched their color preferences. Marketers in this scenario can unconsciously lure the consumers towards their brands by targeting the right audience towards the right color scheme. For example, brands producing products for youngsters can focus on bright colors where those for elders can incorporate soothing colors. Luxury brands in this case are considered to be the trend setters and hence they influence the entire industry to follow the same color combinations.

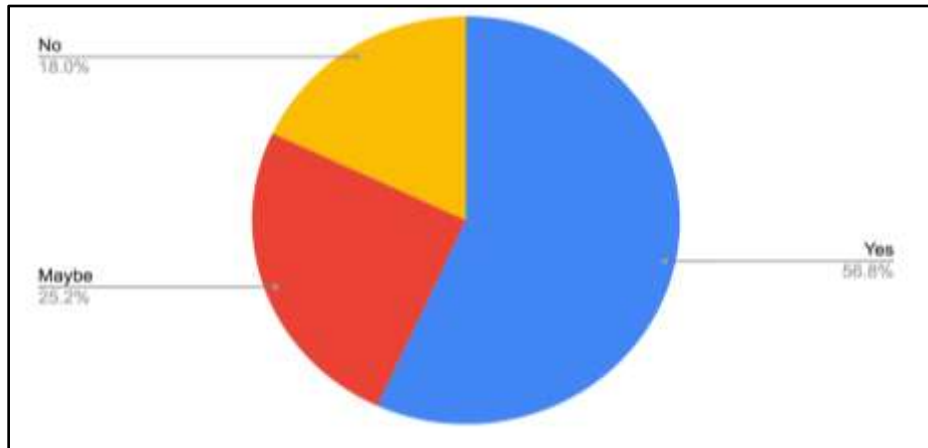


**Illustration 7:** A Graphical Representation of How Colour of an Apparel Influences Purchase Decision

Fashion industry plays to their consumers by generating a sense of confidence in their personalities. Therefore, sometimes generating a sense of insecurity or an urge amongst them to trigger their appearance becomes a tool by these brands to make consumers feel the necessity of buying their products. Amongst the responses received, there was a mix of opinions from various people around the area. For some people these advertisements did create a sense of insecurity which might boost them towards using their brand to look better. For the others it did not maybe

impact them as much due to their existing outlook about themselves. hence brands definitely work on the target audience to get the maximum response out of their efforts. The following pie chart gives a clear indication of how, from a survey of 250 people, 56.8% of the population believe that factors like color palette, ambience etc. play a vital role in influencing the purchasing decision of a consumer. Similarly, about 25.2% of the population stay skeptical and 18% of the population believe that the aforementioned factors do not play a significant role in the purchasing decision of a consumer.

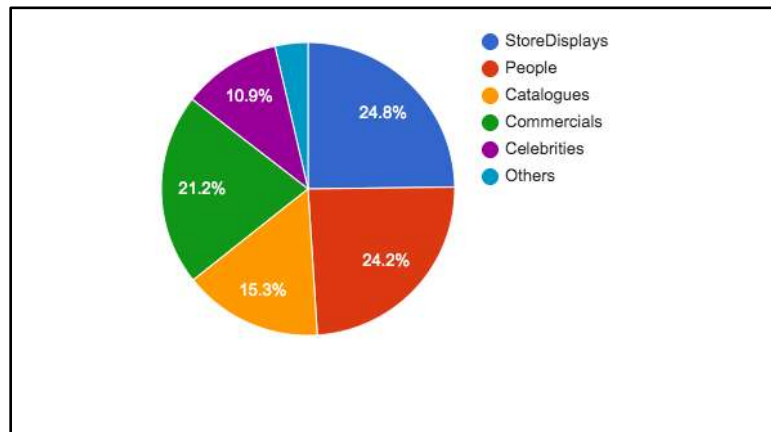




**Illustration 8:** Pie chart showing the opinions of respondents towards characteristics of the fashion stores.

This graph shows a stark reality how people value and give importance to Store Displays more than any other replies with a staggering 123 replies, closely followed by ‘Regular People Citing’ with a total of 120 votes. This helps the paper draw a very strong conclusion that people, even in the 21st century, have a strong affinity

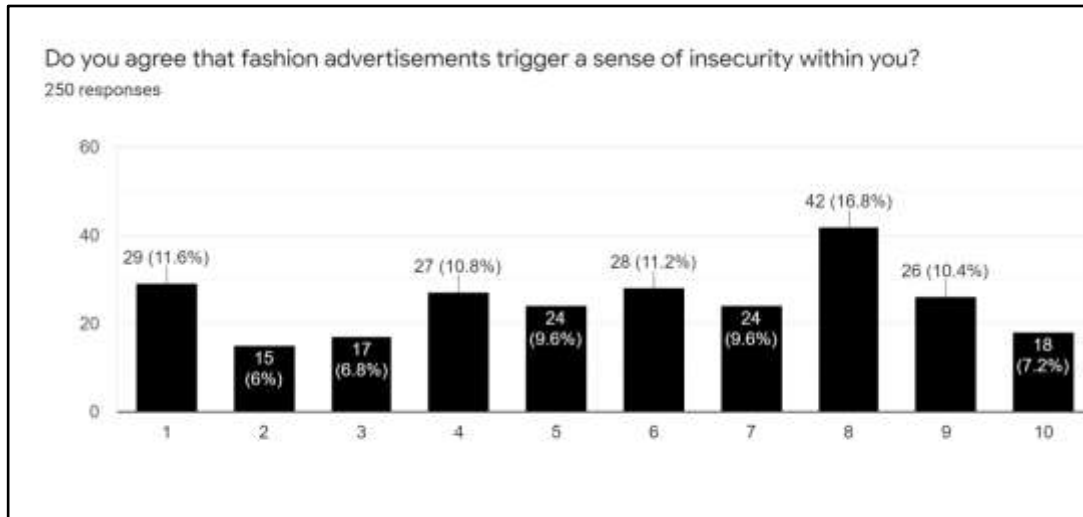
towards choosing their preferences based on what they physically see and can touch in front of them compared to other approaches. Overall, store displays, People and Commercials play the major factors in influencing the purchasing decision of a consumer. In comparison, other factors like



**Illustration 9:** Pie Chart Showing the Effect of Factors to Fashion Ideas

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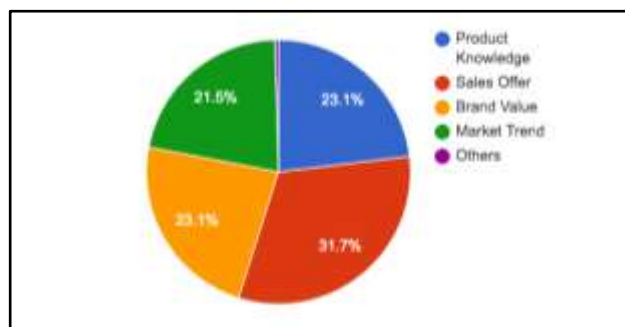
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**Illustration 10:** Graphical representation of respondents reacting to a sense of insecurity sparked by fashion brands.

Proper analysis of the pie chart reveals details such as Sales Offer being the highest preferred factor for the purchase of a product without a trial. Product Knowledge and Brand Value following suit shows a traditional mindset among the Indian consumer base wherein they prefer offers which deplete the final value of a

product over any other factor. Market trend also plays a major role in the analysis as a consumer would prefer purchasing a product following the on going market trend over a product which is not in trend. Other factors play a minimum role in influencing the purchasing decision of a consumer.



**Illustration 11:** Pie Chart Representing the Probability to Choose Apparels, Cosmetics, Accessories etc. Without A Trial

## VIII. BRAND RESONANCE

### 8.1. Applications used by Fashion brands

This article has therefore been able to analyze and graphically comprehend the extent of neuromarketing in the fashion industry. A qualitative analysis of multiple case studies provided enough evidence to understand how the aspects of electroencephalography (EEG), functional magnetic resonance imaging (fMRI), magnetoencephalography (MEG), eye-tracking (ET), facial recognition galvanic skin response (GSR), and voice pitch analysis have affected the big brands of the industry. It was evident from our research that multiple brands like Chanel, Gucci

and Calvin Klein, to name a few, have been very influential in changing the entire paradigm of the industry.

With the inclusion of aspects such as smell and low latency induced frequencies, fashion giants like Dior and Chanel have made it a priority to include such activities in their daily marketing strategies. Brands like Calvin Klein have taken extra measures to only employ “visually appealing” models for their campaigns bringing in wrath from many.

Aspects of eye tracking were also introduced and used by brands to improve their sales and were proven to show results. Brands like

Calvin Klein and Nautica saw a 71% increase in their sales after sorting their male apparels from a random order to a pastel-to-hue order. The implementation of EEG has also been a vital aspect from brands, especially PRADA. The EEG test done by professionals for a PRADA survey had proved that consumers tend to go for merchandise showing the company's name and label in bigger and more prominent fonts than that of minimum or negligible fonts.

A detailed study on eye-tracking and its implications on the behavior of consumers was studied in a detailed format in the retail industry. Results from the same were utilized by Tommy Hilfiger for their Summer'18 campaign when the brand decided to reveal their entire collection from a color grading perspective starting with yellow and light shades of blue and ending with solid colors like bold red and black.

Galvanic Skin Response (GSR), though not used frequently by the industry, still plays a major role when it comes to perfumes and colognes. Brands like Davidoff and Vera Wang are known to use GSR to study impulses in their consumers before releasing any major cologne from their side.

From a very qualitative perspective, it was also made sure that consumers have started noticing the trend of segregation in the fashion

industry based on multiple aspects. Consumers have therefore started understanding the importance of the same in the industry and now prefer purchasing products from brands that sort or assemble their products based on psychological aspects and multiple sales reports can be used as evidence against the same case.

### 8.2 A Descriptive Study on the Brand Resonance of Chanel

Chanel, as a luxury brand has amassed an unparalleled brand loyalty when it comes to their consumers. Having delivered more than 20 iconic advertisements and marketing campaigns, the brand resonance has been particularly very strong with the brand. According to multiple consumers, the sense of high social status and a hefty price tag has added particularly in a better way with this brand compared to some other brands of the same segment. The extensive imagery of black and white used by Chanel has proved to be highly beneficial for them as it has now become an iconic resemblance and most customers of the same know the brand by this very color grading. The emphasis on luxury by the brand has also cemented its position in the upscale market segment thanks to its iconic advertisements and aggressive neuromarketing. Lastly, the low recall rates and high brand recognition has particularly paved the way for the brand to be hailed as one of the most influential and iconic brands in the fashion industry.



**Illustration 12:** Brand Resonance Pyramid of Chanel.

Source: <https://econsultancy.com/why-chanel-is-the-most-influential-luxury-brand-on-social/>

### 8.3 Brand Resonance of Vera Wang

The olfaction element used by companies is increasingly appreciated by consumers these days. The element of surprise that comes with the

smell emotionally connects them to their brand. Perfume manufacturers in the fashion industry such as the well-known Vera Wang use the same while producing products for everyone. The fragrance

used by them has some unique elements to it that makes their product designed simply to attach their customers including women and children with longer associations. As soon as the user gets a hang of it, they are bound to love it and become loyal customers to the brand.

#### 8.4 Limitations of the study

In Spite of being an effective marketing technique, neuromarketing also faces many challenges when it comes to being used ethically. The entire functioning of the technique is subject to the target audience and expert advice taken into consideration. The entire scope of the various applications that can be mined by the marketers requires extensive research and knowledge about the field. Hence at the end of the day the entire process may add up to extra cost and uncertainty making it risky for new brands to adapt.

#### 8.5 Scope for Research

The concept of neuromarketing has been recently introduced to every industry. It has touched untouched skills which proved to be extremely efficient. In spite of evolving the entire concept of marketing, neuromarketing has a scope to definitely introduce new techniques into the industry which might bring more certain results. The impact of influencing consumers behavior unconsciously has several new areas to be developed as said by expert advisers.

### IX. CONCLUSION

Marketing being an integral element of every brand, has placed its position in every company's priorities. Neuromarketing is relatively a new concept which has been established to establish a connection with the consumers unconsciously. The use of various elements such as color schemes, interior, scents, etc. directly or indirectly affect the consumers buying behavior resulting in influencing their purchase. The case study directed the concept towards making it evident that brands are shifting to a more psychological approach to marketing rather than the orthodox, rule-of-thumb method of the same. These techniques have become a major factor which modern-day marketers are focusing on to attract and maintain a steady customer base.

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