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Neuromarketing and Information Technology

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In today's world of intense and competitive environment in the business field, rival companies are stipulated to supplement their marketing strategies to all possible extents. Neuromarketing, has advanced as a popular commercial tool for the marketing and advertisement industry. A multitude of companies have applied the concepts of neuromarketing at the grassroots level to escalate their sales. Although the term was introduced in the beginning of the 2002 (by Ale Smidts), but it has proved itself rather effective in the recent developments of the IT industry.

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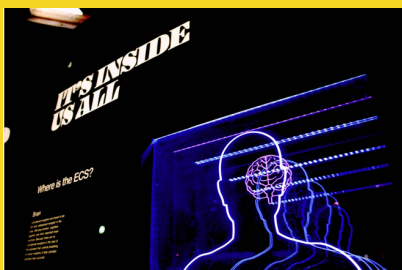
Keywords

- Neuromarketing
- Information Technology
- Consumer Trends
- Halo
- Psychological

Introduction:

Neuromarketing is a commercial/corporate/managerial tool which uses the following psychological models:

- Sensorimotor
- Cognitive Response
- Affective Response



to study the customer's marketing stimuli. There are various aspects of psychology that deal with the principles of neuromarketing. We will discuss a

few of them, which are helpful in the IT industry as well as general marketing schemes. Although this is widely in use with the mobile phone industry, it is yet to set itself up in the Food-tech industry.

- **THE HALO EFFECT:** If we look at the history of India, we see that the elite classes of the totalitarian living system played the roles of the present day "influencers" for the then bourgeois. This system slowly instilled the feeling of inferiority in the middle class, and a positive assumption that the luxury consumptions by the elite class is necessarily good imperative to acquire. The current generation has sustained the same characteristics. This complex of inferiority led the masses to the pursuit of living the lifestyle of the "Elites". This effect is known as the "Halo Effect". In other words, Halo effect is the tendency for positive impressions

of a person, company, brand or product.

- Luxury products have a few common traits: prodigious quality, it's history revolving around a legacy, a great service experience, but most importantly, a celebrity patronage. The Halo effect helps brands and companies to establish trust among their consumer base. For example, we all admire Virat Kohli for his exceptional cricketing skills. The Halo Effect leads to the transmission of a positive perception about the subject (in this case Virat Kohli in other areas as well. In this case the masses who admire him for his cricketing skills believe him to be brighter, smarter and more moral, and tend to ignore his shortcomings like his short-temper. Celebrities are loved because they are an integral part of our culture. This leads to

yet another perception, that the choice of these celebrities, be it literature or technology, sets the above-average standard.

- CWS:** The Halo Effect when digs deeper into the lifestyle and hinders day to day activities, it turns into a disorder known as the Celebrity Worship Syndrome(CWS). It is defined as “an obsessive addictive disorder in which a person becomes overly involved in the details of a celebrity’s personal and professional life. Although it has been termed as a disorder, but there are clear evidences of companies using it as a marketing tool for personal profit. Although the application of a disorder is absolutely unethical, but a series of researches show that most of the IT companies exploit it, and there is no ascertained way to tackle it.

access of the features of their app. If we look at the interface of the fitness apps like “cure.fit” and Health Suppliers like “HealthKart”, we see that these apps ask for the details of the consumer like-age, height, weight, BMI Score etc. These terms may make sense for the fitness enthusiasts, which constitute a major percentage of the American population, but in a country like India, which spends only 1.4 percent of it’s GDP on healthcare and fitness, the terms like “BMI” may not make much sense to the bourgeoisie. For the general middle class, the epitome and standard of fitness rests in the physique and lifestyle of fit celebrities. The solution of this observation is simple, development of an algorithm which feeds the food consumption pattern and workout schedule of fitness icons and celebrities in it’s database. Once we complete this, a ready to use catalogue of potential subjects will be ready for the consumer to choose from, depending on the

successfully replaced humans in other fields, in the same way, if you have an entire consumer algorithm working after your interests in fooding habits, you will not have to do it anymore.

Understanding with an Example:

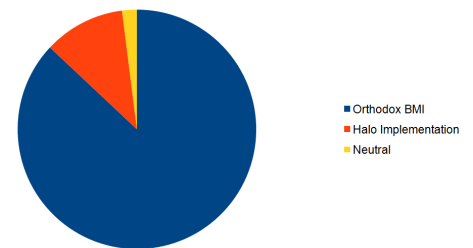
Suppose a person A admires the well built physique of the renowned Actor Dwayne Johnson. With the above mentioned algorithm, he/she will just have to input the name of the influencer(in this case Dwayne), and leave the rest to the algorithm. The algorithm now shows the diet routine and workout routine of the influencer. In this case:

Meal 1: 10 ounces cod, 2 whole eggs, 2 cups oatmeal

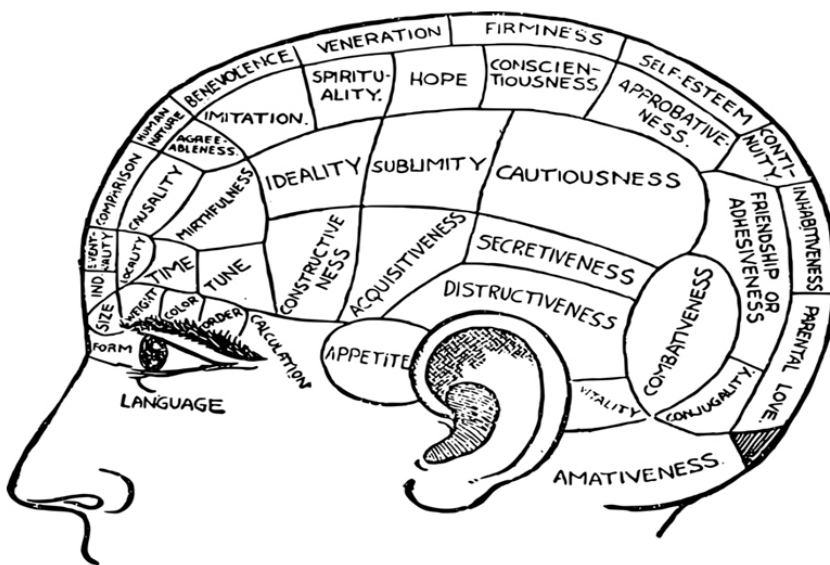
- Meal 2: 8 ounces cod, 12 ounces sweet potato, 1 cup veggies
- Meal 3: 8 ounces chicken, 2 cups white rice, 1 cup veggies
- Meal 4: 8 ounces cod, 2 cups rice, 1 cup veggies, 1 tablespoon fish oil, etc.

Conclusion:

Along with this the consumer will have access to the entire workout routine of the input influencer. According to a survey done by Fitchen.in, 87% of the consumers found this method of feature-presentation way more helpful.



The lesser educated section of the society can reap the maximum benefits of healthcare and fitness apps in this way. The main purpose of these apps should be towards maximum ease of access by the consumer, so this method will be very helpful for the same.



These psychological hacks have proved themselves instrumental in the Mobile Industry, but it’s potential is yet to be fully unlocked in the Food-tech industry. The brand ambassadors of these Food-tech and healthcare industries just act as an agent of reliability for the company, and not for the ease of

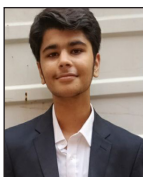
lifestyle he/she chooses to live. In other words, with implementation of Reinforcement learning, we intend to make the algorithm act like undergoing the above-stated CWS syndrome, through which the consumer will get to live the life of the celebrity they idolize. It follows the basic rules of computer evolutions. Just like computers have

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Annexure I

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Sources included in the report:

https://en.wikipedia.org/wiki/Halo_effect

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Reviewers Comment

Review 1: The Neuromarketing is a new interdisciplinary field which crosses old-style limits between neuroscience, neuroeconomics and advertising study. The Authors had wonderfully covered all the fact related to the theme.

Review 2: The rising usage of neuromarketing indicates new potential marketing research platforms for researchers, marketers, and companies. This article presents neuromarketing as a way to detect brain activation during customer engagement.

Review 3: The author has crafted the paper in a structured manner with the help of examples and appropriate images which is praiseworthy.



Editorial Excerpt

The article has 3% plagiarism which is accepted as per the norms and standards of publication for the magazine. The authors have modified the article as per reviewers' comments and editorial boards suggestions. The comments related to this manuscript are noticeable related to the theme "**Neuromarketing and Information Technology**" both subject-wise and research-wise. The article scrutinized the influence neuromarketing is having on IT companies and their movable marketing plan. Also, it envisioned to give a rapid of the systems that neuroscience has brought to advertising, how they can help investigators on having an improved tactic to shopper decision-making journey strategy, and the cornerstones of neuromarketing research. After the editorial boards observations and blind reviewers remarks the article has been decided to categorise and publish under the "**Argument Based Credentials (ABC)**" category.

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